

Prophecy Launches eMite iPaaS, the First Integration Platform as a Service Solution for Customer Experience Analytics Markets

ASX: PRO Market Announcement

Sydney — 26 June 2023 — Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to announce a major upgrade of eMite, the Company's SaaS-based customer experience and contact (call) centre analytics and reporting platform.

After sustained research and development, Prophecy has now released its integration platform as a service (iPaaS) solution for eMite. The eMite iPaaS significantly enhances the versatility and scalability of eMite's data integration technology, providing businesses with a powerful way to integrate and analyse data from various sources in historical and near real-time to highlight hidden trends with no specialist skills required.

As the first such solution designed specifically for the customer experience analytics market, Prophecy expects its eMite iPaaS offering to bring a market-leading competitive advantage to existing and potential customers. The eMite iPaaS solution will facilitate agile integrations to help businesses quickly and easily unlock the potential of their data.

About iPaaS

Traditionally, data integrations use Extract, Transform and Load processes, which for basic requirements is perfectly adequate. However, today's enterprises quickly overwhelm this architecture and increasingly face bottlenecks due to limitations of the end points required to provide useful data. The more data, the more complex the query, the slower the performance and higher the risk of data quality degrading.

An Integration Platform as a Service (iPaaS) solves this through a suite of cloud services which enable the development, execution and governance of integration flows connecting any combination of on-premise and cloud-based processes, services, applications and data within individual or across organisations.

According to research firm MarketsandMarkets, the global iPaaS market was estimated to be worth US\$3.7 billion in 2021 and it is anticipated to increase to US\$13.9 billion by 2026, with a CAGR of 30.3% from 2022 to 2026. Key factors driving the market's growth include the increasing adoption of IoT and AI technologies, growing demand for hybrid and multi-cloud infrastructure and the need for agile, scalable and flexible integration solutions.

About the eMite iPaaS solution

The eMite iPaaS solution offers enterprise and government customers a range of benefits over traditional processes, including:

- **Improved accessibility and customer experience:** the eMite iPaaS solution can integrate data from a range of sources including Contact Centre as a Service (CCaaS) platforms, customer feedback, social media and CRM systems to automatically generate and share management reports on a schedule without the need for a developer. This can give businesses a more comprehensive view of their customers and their needs faster and more accurately than ever before.
- **Rapid insights:** the eMite iPaaS solution empowers businesses to analyse data in real time, yielding insights faster than traditional analytics solutions with less effort and on shorter time scales.
- **Reduced costs and improved resource utilisation:** the eMite iPaaS, lets businesses avoid the need for costly custom integrations, reducing both the time and the resources required for data analysis.

Brad Thomas, CEO of Prophecy International Holdings, said:

"We are excited to launch our iPaaS solution, representing the next generation of business intelligence. We have carefully designed the eMite iPaaS to help businesses gain a deeper understanding of their customers while improving the user experience and consuming less time and resources. Our customers have asked us for a way to better manage data and reduce complexity, and the eMite iPaaS solution is shaping up to deliver on our promise in record time. We believe that our iPaaS solution will broaden our addressable markets and will be a game-changer for businesses in the customer experience analytics space. We look forward to bringing the solution and its innovative capabilities to market."

The diagrams in the appendix to this announcement illustrate the capabilities of the eMite iPaaS solution compared to existing processes.

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About Prophecy International Holdings Limited

Prophecy International Holdings Limited (ASX: PRO) is a leading Australian designer and developer of innovative business software. Through its two products, Snare and eMite, Prophecy serves the large and growing global markets of Contact Centre Analytics and Cyber Security. CX Intelligence by eMite provides a SaaS based real time and historical analytics platform, dashboards, wallboards, KPI and orchestration products for Customer Experience, Contact Centre environments. The Snare product suite is a highly scalable platform of Centralised Log Management and Security Analytics products designed to enable customers to detect and manage cyber threats in real time and maintain regulatory compliance.

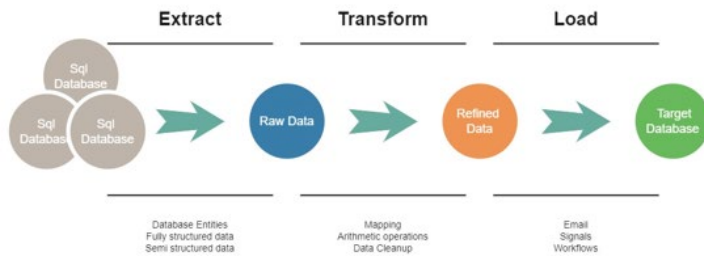
Prophecy operates globally from Adelaide and Sydney in Australia, London in the United Kingdom and in Denver, USA.

Appendix

Extract, Transform and Load (ELT)-based integration platforms today:

Database to Database ETL Process

Oracle Data Integration
Informatica
Mulesoft
Talend

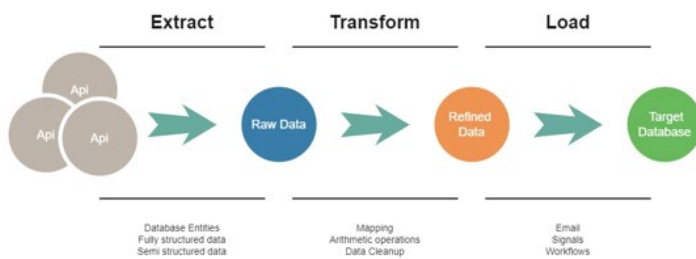


! Supports multiple data sources within the same pipeline as long as the data can be transferred using the same protocol.

! Data is ultimately always stored in a single data store.

API to Database ETL Process

Oracle Data Integration
Informatica
Mulesoft
Talend



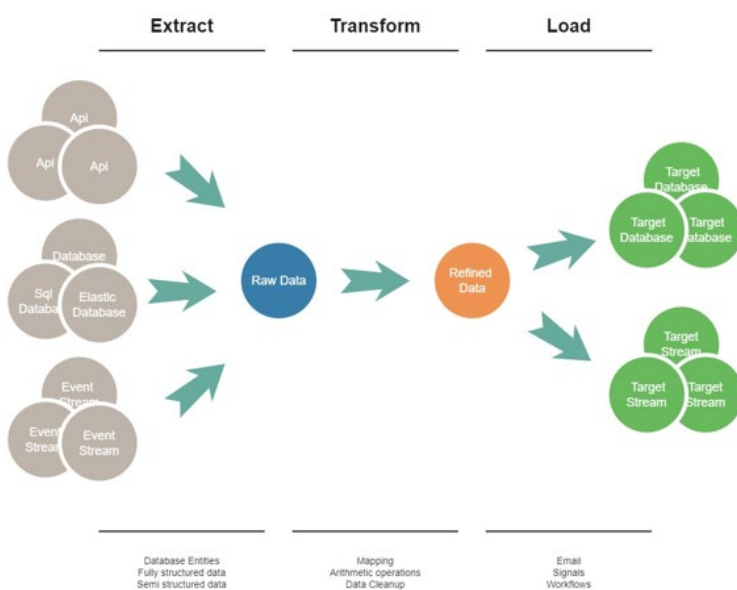
! Supports multiple data sources within the same pipeline as long as the data can be transferred using the same protocol.

! Data is ultimately always stored in a single data store.

The eMite iPaaS solution:

API, Database, Stream to Multiple Databases ETL Process

eMite iPaaS



! Supports extraction of data from different data sources, communicating with different protocols within the same data pipeline.

! Data from a single data source can be saved to multiple data stores with minimal configuration.

! Data from any Data Source can be enhanced with data from a different Data Source in realtime before saved in a persistent storage.