

Emagine

Strategic 100 - Rising stars 25

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Simon Sharwood

Global HQ: Sydney, NSW, Australia

Website: www.emagine-int.com

Global leader: David Peters, CEO

Core activity: Telecommunications marketing software

Revenue: Undisclosed

Key customers: Telstra, Vodacom, Hong Kong CSL

Employees: 45

Imagine a business that conducts millions of transactions a day - and each of those transactions generates 156 distinct data fields. That's the amount of data David Peters says telecommunications providers generate each day as their customers place calls. But Peters is undaunted by the volume of data, as his Sydney company Emagine mines this vast reservoir for information that helps carriers to promote their services to their customers.

"We integrate with communications channels like email, direct mail and network elements like prepaid instant messaging," he explains. This expertise expresses itself in campaigns through which telco customers are sent messages tailored to their own circumstances.

"They could receive a text message on Monday that says if they recharge before the end of the week, they get a bonus," Peters says. "When they recharge in response to the campaign, we make the recharge and send an SMS saying thanks for recharging. We manage the whole thing, end-to-end, in a closed loop".

Peters says Emagine is the only company in the world with these capabilities that focuses exclusively on telcos and is therefore untroubled by customer relationship management vendors. He believes the CRM space is broad enough to permit Emagine to grow.

The privately held company already has offices in Australia, Singapore, South Africa and the United States and is generating revenue that Peters says is in the low tens of millions of dollars.