

VODAFONE FIJI GOES LIVE WITH EMAGINE AND LGR TELECOMMUNICATIONS

- Recharge stimulation campaign rewards turned around in near real time
- 2.5 times increase in recharges
- Emagine establishes a Centre of Excellence for Best Practice with Vodafone Fiji

Sydney, Australia, 30 June 2008: Australian owned [Emagine International](#) and partner LGR Telecommunications have announced that their project with Vodafone Fiji to provide an integrated data warehouse and campaign management solution for Vodafone Fiji has gone live along with the establishment of the Centre of Excellence in the country.

The deal, announced in January of this year, has seen Vodafone Fiji implement Emagine's real-time trigger marketing system together with LGR's CDRLive data warehouse solution. Using the integrated solution, Vodafone Fiji aims to maintain its position as the number one mobile phone carrier in Fiji.

The successful launch of the solution was confirmed with a significant campaign outcome, where a churn reduction exercise resulted in a 2.5 times increase in recharges compared with the control group.

Avanthi Senaratne, Chief Marketing Officer, Vodafone Fiji said: "This is an outstanding result. One of the key reasons Emagine and LGR Telecommunications were selected for this project was their deep expertise in the telecommunications industry – something we can confirm has been delivered after going live with the solution. We now look forward to the roll out of further successful campaigns to our customers."

Vodafone Fiji is the pioneer mobile company in Fiji having started its operations in 1994, with the majority of its subscriber base on a Pre-paid service. Utilising V7.0 of Emagine's real-time trigger marketing system, Vodafone Fiji's recharge stimulation campaigns will significantly reduce the time it takes for a reward to be delivered to the customer. This is achieved through direct integration with Vodafone Fiji's IN for Pre-Pay customers. The solution includes LGR's Data Warehouse solution.

David Peters, CEO Emagine commented: "A typical telecommunications company would see this sort of campaign normally take 24 to 48 hours to execute, as a result of delays in processing. The near real-time turn-around with Vodafone Fiji has been achieved through near real-time integration directly with Vodafone Fiji's existing Pre-pay Intelligent Network. This is a great demonstration of real time marketing in action, a direction in which the telecommunications industry is moving generally."

The near real-time trigger marketing system used in the Vodafone Fiji solution is a feature of the Emagine V7.0 closed-loop marketing system (CLMS), which allows for real-time processing of events, rewards and communications, something unique to Emagine.

In addition to Vodafone Fiji's real-time trigger marketing system going live, Emagine has also set up a Centre of Excellence in Campaign Management in the country. "The Centre of Excellence for best practice in campaign management will see Vodafone Fiji established used as a test market for Emagine product releases, new features, and value added services" Peters concluded.

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About Emagine:

- Emagine enables telecommunications companies globally, such as Vodacom South Africa, and Telstra Australia, to automate their marketing processes to reduce churn and increase customer revenues.
- The Emagine Campaign Management system is deployed within 13 weeks
- Emagine processes large volumes of customer data, to intelligently trigger customers into the most relevant marketing and loyalty campaigns.
- Our methodology is called Marketing to One™.
- Our people have practical marketing experience in the telecommunications industry, and our technology solutions have been developed from this perspective.

For further information on Emagine International visit www.emagineinternational.com

About LGR Telecommunications:

LGR Telecommunications (LGR) is a global provider of strategic systems to the world's leading telecommunications operators, including each of the largest operators on three separate continents.

LGR's leading solution is CDRLive, the world's premier data warehousing, analysis and reporting solution for the Call Data Record (CDR) environment. CDRLive currently holds the record as the world's largest commercial data warehouse (2 x 310 TB) and fastest loading commercial data warehouse (100,000+ records per second).

For further information on LGR Telecommunications visit www.lgr.biz

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