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Emagine wins first major contract in South Africa

Emagine International has secured its first major contract in South Africa with the Blue Label Investments Group (BLI).

BLI is a rapidly growing group of companies, and a major Vodacom service provider to the prepaid market. In less than 10 years it has grown from a startup to 38 operating companies with core interests in telecommunications and several other industries, including retail, logistics and consumer electronics across the African continent, South Asia and South America.

BLI is an innovator in the telecommunications sector, introducing innovations like prepaid fixed phone services, Look4me (people tracking), iFind (SMS based product and service sourcing) and PhoneSafe (over the air backup for cellphone data), well before these services were available in other international markets.

BLI selected Emagine as the core technology platform to support customer loyalty and revenue growth initiatives among its extensive and growing customer base.

Emagine's loyalty and marketing solution enables BLI to communicate cheaply and cost-effectively with its customers, and introduce advanced loyalty program capabilities into its client companies.

"Emagine brings a best of breed loyalty platform, with a unique perspective as experienced practitioners in implementing such technology within the telecommunications space, and best practice in loyalty marketing. We look forward to a fruitful partnership," said Dr Angelo Roussos, CTO of Blue Label.

"The partnership with BLI gives us a strong presence in the growing African telecommunications market," said David Peters, CEO of Emagine, "Telecommunications in this part of the world is still experiencing double digit growth rates, and we plan to be a big part of that growth with BLI."

About Emagine international

Emagine International provides the tools to deliver high impact Customer Loyalty Programs for Telecommunications companies. We enable our customers to drive revenue and profitability. The company has over 40 clients throughout the world.

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