



## **EMAGINE AND LGR TELECOMMUNICATIONS SCOOP VODAFONE FIJI DEAL**

- Emagine and LGR Telecommunications provide joint campaign management (CM) and data warehouse solution to Vodafone Fiji

**Sydney, Australia, 14<sup>th</sup> January 2008:** Australian owned [Emagine International](#) has partnered with LGR Telecommunications (LGR) to win a multi-million dollar deal to provide an integrated data warehouse and campaign management solution for Vodafone Fiji which they aim to implement within nine weeks.

Emagine and LGR previously worked together on a project for Telstra and between the two entities boast a client list which includes the largest telecommunication companies in three continents.

David Peters, CEO, Emagine International commented: "The Vodafone Fiji tender process was actually extended and we were invited to put a bid together for it so we partnered with LGR. The out of the box Emagine Campaign Management solution coupled with the CDRLive data warehouse solution from LGR responded to Vodafone Fiji's specific business requirements of stimulating revenue and customer loyalty programs. "

Avanthi Senaratne, Chief Marketing Officer, Vodafone Fiji said: "We selected Emagine International and LGR because of their industry experience and commitment to a nine week implementation program, as well as the results they've delivered from previous projects with other large telecommunication carriers. Emagine is a company we have been aware of for a while through its work with Vodacom, a Vodafone partner OPCO in South Africa.

Vodafone Fiji is the sole mobile phone carrier in Fiji with majority of its subscriber base on pre-paid service. With Government deregulation of the mobile industry in the process of creating a competitive marketplace, the company will use the Emagine and LGR solution to maintain its position as the number one carrier in Fiji.

Mr Peters continued: "The Emagine solution is scalable so we can use the same software for Vodafone Fiji as we are currently using for Vodacom even though the size of the projects differ. Alongside the campaigns, we are also going to establish Fiji as a centre of excellence using it as a test market for beta product releases and value added services."

“There are approximately six hundred thousand potential mobile phone users in Fiji. Through the Vodafone Fiji project and our plans to make this site a centre of excellence, there is an excellent opportunity to do jointly roll out some innovative real-time marketing campaigns here,” concluded Mr Peters.

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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 9 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](http://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](http://www.lgr.biz)

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