

Prophecy and Oracle Partner to Co-Sell Snare and eMite

ASX: PRO
Market Announcement

Highlights:

- **Prophecy has been selected to be part of Oracle's Global Co-Sell Program that incentivises Oracle's sellers and partners to promote Snare and eMite to their customers and partners**
- **Partnership provides Prophecy with privileged access to more than 430,000 Oracle customers and is expected to accelerate Prophecy's global business development**

Sydney — 18 September 2023 — Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to announce a partnership with Oracle to jointly market and co-sell Prophecy's two lead products, Snare and eMite, hosted on Oracle Cloud Infrastructure (OCI).

OCI is a deep and broad platform of public cloud services enabling Oracle customers to build and run a wide range of applications in a scalable, secure, highly available and consistently high-performance environment.

This agreement marks Oracle's selection of Prophecy as one of only five independent software vendors (ISVs) from the APAC region chosen for Oracle's Global Co-Sell Program. This program provides financial incentives to global Oracle sales teams for promoting the ISV solution to their local accounts and partners.

This program provides Prophecy with privileged access to more than 430,000 Oracle customers, 3,000 Cloud Platform Sales Reps, 2,000 Enterprise Cloud Architects and 20,000 systems integrators (SIs) globally.

Being part of Oracle's Co-Sell program will also offer Prophecy opportunities to engage in joint go-to-market and joint sales campaigns with Oracle teams, thus accelerating Prophecy's business development in various markets globally.

Joint customers of Oracle and Prophecy can expect to benefit from the Company's innovative business software solutions combined with OCI's high-performance and security-first architecture for single and multi-cloud deployments.

Prophecy International Holdings CEO, Brad Thomas, said:

"We are delighted to partner with Oracle to co-sell eMite and Snare to Oracle's customer base and expand the existing global footprint of Prophecy's portfolio. Oracle is a world-leading cloud vendor which shares our commitment to delivering value, performance, flexibility and security. Our partnership with Oracle will therefore make it simple to deploy Snare and eMite in a scalable fashion within customers' single or multi-cloud environments.

"We are excited to work with Oracle to deliver the business intelligence and cybersecurity solutions that our shared customers demand. We expect this partnership to bring new revenue opportunities to Prophecy and form an important pillar of our ongoing partner-led growth strategy."

eMite is Prophecy's full featured SaaS-based analytics platform targeted at the Customer Experience (CX) market. eMite helps customers understand their CX operations and customers, empowering them to optimise their operations and provide differentiated service to their customers by breaking down data silos and making all CX data available for analysis, visualisation and reporting as they need it.

Snare is Prophecy's suite of security monitoring tools which provide critical government recommended or mandated security controls, including cyber threat detection, security information and event management (SIEM), alerting, forensics and centralised log management.

Prophecy supports organisations across a wide variety of end-markets, including the Banking & Finance, Energy, Oil & Gas, Health, Retail and Technology sectors, as well as State and Federal Governments and Military and Defence agencies.

OCI provides a cloud infrastructure with built-in, always-on security that helps deliver compliance with rigorous security protocols and operations. It also delivers performance and reliability with flexible options to help customers meet their unique business needs, whether on premises or in the public cloud, using multiple cloud vendors or a combination.

Collaboration and deeply integrated security are a few of the key reasons why many of the world's leading brands turn to OCI to help secure their clouds and data. By running on OCI, Snare and eMite will directly offer their best-in-class security and customer analytics outcomes to OCI users.

Head of Oracle's APAC ISV business, Hwa Cheong Wong, said:

"We are pleased to partner with Prophecy and look forward to welcoming Snare and eMite into Oracle's Global Co-Sell Program. Selling Prophecy's leading business intelligence software products on OCI will provide our joint enterprise and government customers with a powerful set of solutions to enhance their customer analytics and help to secure their data assets."

With Prophecy now a member of Oracle PartnerNetwork (OPN), customers now can find out more about the Company's products via the Oracle Cloud Marketplace.

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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.