

## Prophecy signs Just Eat Takeaway to emite iPaaS

**ASX: PRO**  
**Market Announcement**

**Sydney — 11 December 2023** —Prophecy International Holdings Ltd (ASX:PRO) (“Prophecy” or “the Company”) is pleased to announce a milestone new customer win, signing a contract to provide emite and its Integration Platform as a Service (“iPaaS”) solution to Just Eat Takeaway.com N.V. (AEX:TKWY, LSE:JET) (“Just Eat Takeaway”).

emite is Prophecy's SaaS-based Customer Experience (“CX”) and contact (call) centre analytics platform that combines advanced real-time operational insights, data collection and correlation, KPI management and threshold alerting into a single, scalable and powerful solution.

Just East Takeaway is emite's first significant direct customer contract (i.e. not through Prophecy’s channel partnerships with Genesys and Amazon Connect) and an early paying customer of emite for its new iPaaS solution which enables Prophecy to address more of the CX marketplace and open its new integration capability to the entire CX ecosystem.

Just Eat Takeaway is a leading global online food delivery marketplace, connecting consumers with over 679,000 connected partners in 20 countries through its brands including Menulog, Grubhub, Just Eat and Takeaway.com.

emite will empower Just Eat Takeaway to streamline its everyday customer interaction across all channels - voice, chat, web and social - with quality insights, workforce productivity management and customer satisfaction which are all trackable through a single view. emite also provides a clear end-to-end customer journey view, enabling quality improvement throughout.

Supporting Just Eat Takeaway's EMEA, Canadian and ANZ customer service divisions, emite iPaaS will integrate 10 different data sources across Just Eat Takeaway’s Contact Centre as a Service platform, Salesforce CRM, social media platforms, quality control, ticketing systems, customer satisfaction and proprietary systems. Going live in December 2023, the initial agreement has an annual contract value of between €150k and €180k (AU\$245k to AUD\$293k), comprising monthly recurring software revenue and initial implementation services.

Brad Thomas, CEO of Prophecy, said:

*"We are delighted to partner with Just Eat Takeaway to boost the productivity of their contact centres through emite and our CX insight market leading iPaaS. Just Eat Takeaway is Prophecy's first paying customer for iPaaS, allowing us to showcase our ability to simplify data insights and empower organisations to enhance their CX provision and insights. This also demonstrates Prophecy's ability to extend our offering into new cCaaS solution provider platforms and associated technologies."*

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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 Cloud Data Management, Contact Centre Analytics and Cyber Security.

emite provides a SaaS-based real time and historical analytics platform for customer experience in contact centre environments. It provides fast, accurate visibility into operational metrics that drive contact centre performance outcomes and superior customer service without adding pressure to busy business intelligence (BI) and management information (MI) teams.

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. It empowers customers to seamlessly detect threats as they emerge and review past events that may have led to system misuse.

Prophecy operates globally from Adelaide and Sydney in Australia, London in the United Kingdom and in Denver, USA.