

Prophecy joins AWS ISV Accelerate Program

ASX: PRO
Market Announcement

Sydney — 28 November 2024 — Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to announce that it has successfully entered emite into the Amazon Web Services (AWS) Independent Software Vendor (ISV) Accelerate Program. This is a co-sell program for AWS Partners, like Prophecy, that provides software solutions that run on or integrate with AWS.

Partnering with AWS through the ISVA program will help Prophecy to drive new business for emite by directly connecting the company with the AWS sales organisation for co-selling opportunities to meet customer needs through collaboration with AWS field sellers globally.

Joining the AWS ISV Accelerate Program distinguishes Prophecy as a trusted AWS Partner and emite as an AWS Qualified Software offering. Through emite, Prophecy provides a SaaS-based real time and historical analytics platform and data integration platform for customer experience (CX) and contact centre environments.

Emite provides fast, accurate visibility into operational metrics and disparate operational data systems that drive contact centre performance outcomes and superior customer service without adding pressure to busy business intelligence (BI) and management information (MI) teams. Emite and AWS serve customers across the retail, utilities, auto manufacturing, health care, financial services, electronics and government sectors.

AWS ISV Accelerate Program members are held to the industry's highest standards and must undergo a comprehensive evaluation to gain acceptance into the program. Prophecy participated in a thorough architectural and security review to ensure the quality and design of its emite solution. Proof of customer excellence was also reviewed to validate the successes that emite customers have achieved across industry verticals.

Available in AWS Marketplace, emite's tools complement the scalability and reliability of AWS to provide actionable insights that drive business outcomes.

Prophecy International CEO, Brad Thomas, said:

"We are excited to have emite become part of the ISVA Program, giving AWS customers facilitated access to our trusted solutions. As an AWS Partner, this program enhances our ability to grow our co-sell practice with AWS and will bring our analytics solutions to a broader audience. The AWS sales organisation is now incentivised to help sell emite's customer experience analytics capabilities in a streamlined process via the AWS 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 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.