



## Prophecy

Company Announcement – 19 May 2022

### Prophecy signs UK energy provider Centrica to eMite: largest SaaS Amazon Connect & European customer

#### Highlights

- Prophecy agrees to provide eMite to Centrica plc (LON: CNA) through a full SaaS solution hosted on Amazon AWS.
- With over 23,000 employees, a market capitalisation of £4 billion and a contact centre environment manned by more than 8,000 agents, Centrica is a leading energy services and solutions company in the UK market
- eMite is Prophecy's SaaS-based contact (call) centre analytics platform, helping large Enterprise and Government customers to maximise their customer service and revenue opportunities and ensure maximum efficiency of their customer engagement tools, processes, systems and people

**Sydney— 19 May 2022—** Business software developer Prophecy International Holdings Ltd (ASX: PRO, "Prophecy" or "the Company") is pleased to advise of continuing momentum in its eMite business, following the largest individual sale for Amazon Connect in the company's history.

An 8000 seat contact centre running Amazon Connect by AWS this deal is largest Amazon Connect implementation in the company's history and the largest customer by number of seats signed by the European Office.

eMite for Amazon Connect is charged on connected minutes rather than on a per agent basis. It's estimated that contact centre agents are generally connected to a customer somewhere between 25% and 70% of their time each day. This puts this contact value at approximately \$645,000 per annum once fully rolled out depending on the final utilization rates of the agents.

Centrica is the latest and largest customer in Europe for eMite and joins a list of names you know including The Co-op Group, Sage Group, Phillip Morris, Dyson, Stellantis (maker of car brands such as Peugeot, Renault, Dodge, RAM and Chrysler) and IG Global for our European office.

## About eMite

eMite is the Company's SaaS-based real time and historical customer experience and contact (call) centre analytics platform, helping businesses to visualise their customers' journey and understand their level of happiness during the entire journey. eMite empowers Prophecy's customers to understand, visualise and measure the entire engagement of their customers with their company regardless of where they came from, how they made contact (via voice, chat or email) or what they want from the interaction.

eMite helps large Enterprise and Government customers, with contact centres of more than 500 agents, to maximise their customer service and revenue opportunity and ensure maximum efficiency of their customer engagement tools, processes, systems and people. eMite last year was sold in more than 14 countries to customers in the Genesys, Amazon and Avaya ecosystems, and includes dashboards, wallboards, KPI and process orchestration products.

## About Centrica

Centrica plc (LON: CNA) is a leading multinational energy services and solutions company with more than 23,000 employees worldwide. Based in London, Centrica supplies energy and services to over 9 million residential and business customers, mainly in the UK and Ireland, through strong brands such as British Gas, Bord Gáis and Centrica Business Solutions, supported by around 7,500 engineers and technicians.

Centrica's contact centre environment is manned by more than 8,000 agents, connected to customers for more than 16 million minutes per month. Through Prophecy's eMite solution, Centrica will gain access to advanced analytics and real time insight along with historical trend data to enhance customer experience.

## Contract details

Prophecy has agreed to provide eMite to Centrica for an initial term of 1 year including professional services for implementation and configuration.

This contract was secured through Prophecy's Amazon Connect partnership with Amazon Web Services. eMite has been certified as an Amazon Connect Technology Partner.

Prophecy International CEO, Brad Thomas, said:

*"We are pleased to welcome Centrica as a new customer of eMite, our leading contact centre analytics platform. Centrica is a natural partner for Prophecy as it focuses on making its customers' lives simpler by providing seamless, time-saving services that are affordable and sustainable. In welcoming Centrica to our*

*eMite platform, we look forward to helping the business to visualise and understand their customer's journey and rapidly implement rich capability.*

*"We are proud to report that this is the largest contract we have secured in company history through our Amazon Connect partnership, and it's also our largest-ever deal in the EMEA region. As such, our contract with Centrica is material to Prophecy as it boosts annualised recurring revenue (ARR) to \$17.3 million. We look forward to delivering continued growth across our eMite and Snare businesses throughout FY22 and beyond."*

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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. Prophecy is ISO27001 certified.

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.