



LGR Telecommunications and Emagine provide joint Data Warehouse and Campaign Management solution to Vodafone Fiji

Business News, 30 Jan 2008

LGR Telecommunications (LGR) and Emagine International have partnered to win a multi-million dollar deal to provide an integrated data warehouse and campaign management solution for Vodafone Fiji which is to be implemented within nine weeks.

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

Grant Salmon, CEO, LGR Telecommunications commented: "The Vodafone Fiji tender process was actually extended to allow us to put together a bid for it. The CDRlive data warehouse solution from LGR coupled with the out of the box Emagine Campaign Management solution 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 LGR and Emagine 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."

Vodafone Fiji is the sole mobile phone carrier in Fiji, with the 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 LGR and Emagine solution to maintain its position as the number one carrier in Fiji.