

SEATTLE, Jan. 15, 2014 /PRNewswire/ -- OpenMarket (www.openmarket.com), a leading enterprise mobile engagement company, will present a webinar on January 28, 2014

at
9:00 AM PST
entitled, "Acquire, Engage, Convert & Optimize! A Best Practice Case Study." This 60-minute webinar will discuss how Sky Bet, a division of BSkyB, Britain's leading satellite broadcasting, broadband and telephone services company headquartered in London, has integrated mobile into its marketing and operations strategies. The webinar will also showcase how mobile engagement compares to other marketing channels using results drawn from recent Sky Bet mobile programs.

According to Guardian contributor Gerd Leonhard, 80% of all global web traffic will come from mobile devices in less than five years, it has never been more important for enterprises to embrace and optimize the mobile channel. Consumers are already adopting a "fully mobile mindset" and many global enterprises are using smart, interactive mobile messaging across their external communications and internal operations.

This webinar will demonstrate how enterprises can use mobile engagement to differentiate their products, improve the client experience, lower customer service costs, and improve operational efficiency. Participants of this webinar will learn:

- How to "turn heads" in a crowded marketplace
- The effectiveness of SMS and MMS compared to other marketing channels
- How to use mobile for acquisition, retention, revenue generation, brand loyalty and more
- Mobile strategies for a distinct competitive advantage
- Mobile campaign results and analysis
- Trends in the gaming and gambling industry
- Optimization best practice strategies, implementation, testing and analysis
- Why mobile is the best channel for driving deeper customer engagement

OpenMarket Presents Webinar Featuring Sky Bet

Written by Australian Business

To register for the webinar: <https://www3.gotomeeting.com/register/564282734>

Who should attend:

- C-level executives – Learn how using mobile for acquisition, retention, revenue generation and brand loyalty can support your long term business strategy
- IT VPs /Directors/Managers – Learn the best approach to deploying mobile across multiple business units
- Business owners – Understand how best to engage with consumers using mobile across the entire customer lifecycle

Presenters: Scheduled presenters for this webinar include: Oisin Lunny, Senior Market Development Manager, OpenMarket and James Lakie, the Optimization Lead at Sky Betting and Gaming, a division of BSKyB.

Oisin Lunny is part of the Market Development team at OpenMarket responsible for new vertical market analysis and strategic business and technology opportunities for the company. Oisin's background of over 21 years in technology and media includes roles as UK Managing Director for Habbo Hotel, the world's largest social space for teens, and Global CDN Product Manager for Media Services at Interoute Communications, one of Europe's largest network operators.

James Lakie has previously overseen Sky Bet customer communications via SMS, email and onsite, and is now responsible for ensuring all customer multi-channel communications are innovative, personalized and optimized for maximum response. James works closely with the optimization team to ensure the best user experience with consistent user-centric design, clear customer journeys and integration into Sky Bet's CRM platform. James also researches and deploys the latest relevant technology and techniques to ensure the best return from Sky Bet's marketing spend.

About OpenMarket OpenMarket, a subsidiary of Amdocs, helps enterprises use mobile to transform their business. OpenMarket provides mobile engagement solutions for organizations to optimize their operations and enhance relationships with their customers and employees. Major enterprises choose OpenMarket for our domain expertise, service flexibility,

demonstrated performance and reliability, global scale, and corporate maturity. We provide smart, interactive connectivity to more than 200 countries, enabling businesses to engage with nearly every mobile user around the world. Our clients trust us to power their mobile business. For more information, visit www.openmarket.com.

About Amdocs For 30 years, Amdocs has ensured service providers' success and embraced their biggest challenges. To win in the connected world, service providers rely on Amdocs to simplify the customer experience, harness the data explosion, stay ahead with new services and improve operational efficiency. The global company uniquely combines a market-leading BSS, OSS and network control and optimization product portfolio with value-driven professional services and managed services operations. With revenue of \$3.3 billion in fiscal 2013, Amdocs and its more than 20,000 employees serve customers in over 70 countries.

Amdocs: Embrace Challenge, Experience Success.

For more information, visit Amdocs at www.amdocs.com.

Amdocs' Forward-Looking Statement *This press release includes information that constitutes forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995, including statements about Amdocs' growth and business results in future quarters. Although we believe the expectations reflected in such forward-looking statements are based upon reasonable assumptions, we can give no assurance that our expectations will be obtained or that any deviations will not be material. Such statements involve risks and uncertainties that may cause future results to differ from those anticipated. These risks include, but are not limited to, the effects of general economic conditions, Amdocs' ability to grow in the business markets that it serves, Amdocs' ability to successfully integrate acquired businesses, adverse effects of market competition, rapid technological shifts that may render the Company's products and services obsolete, potential loss of a major customer, our ability to develop long-term relationships with our customers, and risks associated with operating businesses in the international market. Amdocs may elect to update these forward-looking statements at some point in the future; however, the Company specifically disclaims any obligation to do so. These and other risks are discussed at greater length in the Company's filings with the Securities and Exchange Commission, including in our Annual Report on Form 20-F for the fiscal year ended September 30, 2013 filed on December 09, 2013*

OpenMarket Presents Webinar Featuring Sky Bet

Written by Australian Business

SOURCE OpenMarket

RELATED LINKS <http://www.openmarket.com>