

The market leader in automated consumer engagement, has wrapped up an extremely positive 2011 EMEA User Group Conference attended by senior fraud, customer service, collections and risk professionals from many of Europe's largest card issuers and banks. The annual event highlighted the rapid pace of technical change at Adepra, as well as the ever-increasing demand for sophisticated solutions from Adepra's global client base.

Adepra founder Eric Van de Kleij welcomed the user community and EMEA managing director Jeremy Young set the tone for the day by outlining the strategic challenges that lay ahead and how Adepra would meet those challenges through innovation and technology. Tony McGivern, Adepra CTO, expanded the day's theme to talk about Adepra's technical roadmap that detailed the company's ecosystems supporting Fraud, Collections, Servicing and Marketing. Each ecosystem includes technology, customer and third-party data sets, and partner applications.

Breakout sessions provided rare insights from a number of innovators across Adepra's client base, and included presentations from both Santander and LloydsTSB. Karen Tyler, Santander's head of Fraud, explained how Santander works with Adepra to integrate other fraud solutions to deliver a truly enterprise-wide solution. Dawn Stein, business effectiveness manager for LloydsTSB Asset Finance, presented LloydsTSB's Adepra collections application, including outbound voice and SMS treatments.

Adepra's product marketing team also took the opportunity to showcase a number of exciting new integrations and partnerships. TrustID, Telefonica and Validsoft have each joined Adepra's unique Fraud Ecosystem, a range of solutions, best practices and technologies that cover the breadth of fraud prevention from detection and investigation through to recovery and analysis. This fresh approach underlines Adepra's commitment to maintaining technical and market leadership through product and partner innovation as well as offering the most complete fraud management and consumer communication solutions on the market.

Attendees then watched a live demonstration of MobileDirect, Adepra's new fully-interactive mobile application bringing real-time fraud, collections and marketing communications to consumers' smartphones. MobileDirect is available for Apple iOS, Blackberry and Android smartphones. MobileDirect adds pure mobile as a fourth communication channel to complement Adepra's existing voice, SMS/text and email capabilities. In this way, Adepra is again leading innovation and pushing the boundaries of the market by ensuring banks are able to engage with consumers directly, consistently and in the manner they prefer.

Tony McGivern, Adepra's CTO, concluded "Only through genuine innovation will we continue to empower the world's largest financial institutions to meet the ever increasing expectations of consumers for real-time intelligent communications. We've demonstrated today that the foundations for our continued success will be innovative technology launches as exemplified by MobileDirect, further integrations and partnerships that will continue to strengthen the rapidly expanding Adepra ecosystems, and an abiding focus on the consumer engagement needs of our clients."

About Adepra

Adepra is the global market leader in consumer engagement technology that automates key call centre and back office interactions. Based on an intelligent decision engine that reduces costs and dramatically increases the consumer experience, Adepra's applications are fully-integrated, industry-specific solutions for business processes including fraud detection, payment reminders, and opt-in marketing all within a cloud environment.

Adepra manages thousands of customer engagements simultaneously and achieves higher levels of portfolio penetration to produce significantly better results than human agents alone. The resolutions it secures are delivered to clients' computer systems for reporting and analysis.

Among its many customers, Adepra is used by the majority of leading retail banks across EMEA, North America and APAC. It occupies a premium position in the market by continually reinvesting in its technology, operations and service structure. The company's commitment to the highest standards of data security compliance was recently re-confirmed, as Adepra became the first Interactive Voice Messaging organisation to meet both Payment Card Industry Security Standard (PCI DSS) v1.2 and ISO27001 standards on a global basis.