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## **Island Pacific Partners with Eagle Eye Solutions to Deliver Seamless Digital Omni-Channel Promotions**

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**Sydney, 29 October, 2013** - Island Pacific, a leading global provider of software solutions and services to the retail industry, has announced its partnership with Eagle Eye Solutions, Asia Pacific, a world leader in Omni- Channel mobile coupon and digital voucher marketing campaign management.

Nick Saphin, Chairman, Eagle Eye Solutions said, “We are delighted to be partnering with Island Pacific at a time when mobile phones are revolutionising the way Australians shop and Omni-Channel retailers are recognising the importance of digital marketing as an integral element of their marketing strategies.”

Island Pacific have integrated their Point-of-sale solution with Eagle Eye, enabling consumers to purchase and redeem digital vouchers and promotional coupons across all retail channels including online, mobile and in-store. This delivers a seamless experience for consumers and ensures marketing campaigns configured within the Eagle Eye solution optimise all retail avenues for maximum success.

The Eagle Eye Digital Shopper Engagement Platform allows retailers to personalise offers in real time, using any digital channel. It allows customers to redeem offers securely through any retail channel including the Web or in-store point-of-sale systems. The platform provides retailers with the opportunity to enhance customer experience, deliver improved customer loyalty and increase customer value.

David Tyc, Marketing Manager, Island Pacific, said, “Retailers are becoming increasingly aware of how powerful and effective digital marketing is becoming. Creative Omni-Channel campaigns can generate enormous cross channel responses and further promote consumer engagement via promotions and associated digital vouchers that can be redeemed through any of the retailers channels.

Examples include putting a promotion on a retailer’s Facebook fan page, with the first 200 people to ‘like’ the page automatically receiving a \$20 gift voucher that can be redeemed with their next online or in-store purchase. Not only does this create an opportunity for the retailer to engage with the consumer, via both the retailer’s and consumer’s social media profile, it also creates an opportunity for upselling when the digital voucher is redeemed.”

Tyc continued, “Each mobile coupon is issued with a unique code so Eagle Eye can track its journey from issue to redemption. The option to limit the numbers of vouchers that can be redeemed is also available.”

Saphin,commented, “This will provide retailers with not only more accurate business intelligence but also better protection against fraud. At the same time they will be able to gather CRM intelligence allowing them to build-up a mutually valuable relationship with their customers.”



As the popularity of mobile coupons and digital vouchers is set to increase from the estimated 35.6 million in use in 2013, the success and accurate measurement of digital campaigns and their direct impact on a business will become increasingly critical.

### **About Eagle Eye Solutions**

Eagle Eye Solutions is a leading retail digital marketing platform company. Its solutions transform the way that retailers and brands engage with their customers. The Eagle Eye Digital Shopper Engagement Platform provides a secure, closed loop digital solution for promotions, offers, unique customer services, loyalty and more.

Headquartered in Guildford, UK, the Eagle Eye team works closely with partners in Retail, Hospitality, Brands and with Technology Suppliers (EPOS, Mobile), Agencies and integrators. Clients include, Aurora Fashions, Gondola Group, Mitchells & Butler, Spar, Tragus, Tesco, Thomas Pink and William Hill.

### **About Island Pacific**

Island Pacific is a global leader in retail merchandising and store operations software solutions. For 30 years, Island Pacific has been a thought leader in retail software solutions, and has developed a reputation for delivering high-quality, high-reliability software to the retail industry. As a result, Island Pacific is a leading resource for scalable, flexible and affordable solutions for retailers around the world.

Island Pacific, a division of 3Q Holdings Limited ([www.threeq.com.au](http://www.threeq.com.au)) was founded in 1978. The company is headquartered in Irvine, California, and has offices in the United States, the United Kingdom, Australia and New Zealand.

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