

# Mastek signs strategic partnership with nFluence to deliver digital marketing vision

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4 November 2013 – Mastek, the global IT solutions provider, has today announced that it has signed a strategic partnership with nFluence Media, the leaders in creating user-generated profiles to deliver accurate consumer recommendations and marketing. The partnership joins nFluence's innovative autograph™ platform with Mastek's capability to design, develop, manage and implement enterprise-scale customer insight solutions, mobile applications and portals.

Andy Hicketts, vice president and head of retail at Mastek, comments on the significance of the announcement: "Joining hands with nFluence in this partnership complements our considerable expertise in customer insight and large scale data solutions, adding the power of a unique digital marketing and customer/prospect engagement model to Mastek's solutions and services. With an ever-increasing need to engage your consumer population digitally, this partnership provides a unique and powerful capability to our existing offering."

The autograph™ platform allows consumers to indicate their like or dislike of brand logos and visual content by swiping them on a mobile or web screen. They can then further refine or alter their preferences at any time. Importantly, the customer remains the owner of this profile at all times, overcoming growing data protection and ownership concerns. Through the alliance, Mastek will ensure that brands can integrate this powerful platform into their current systems and customer data in a way that enables them to build deep customer insights about an individual's brand affinities, interests and preferences. This information can then be used to target consumers with relevant and personalised information.

Steve Latchem, senior vice president, global solutions at Mastek, comments on the relationship: "We chose nFluence after identifying its platform has a natural synergy with our holistic customer insight, data warehousing and digital channel enablement solutions in the retail and financial services domains. We immediately saw the opportunities offered by this digital tool that captures customer information and leverages the mobile channels to attract far higher consumer engagement."

Henry Lawson, CEO at nFluence, comments on the alliance: "We recognised in Mastek a partner that understands our proposition and capability, with the large scale implementation and integration skills to realise our products' business value within the enterprise. Our solution provides an innovative and unique solution that enables clients to generate much more revenue in the post cookie world."

## About nFluence Media

Headquartered in Seattle, Washington and London, England, nFluence Media is a marketing technology company that lets consumers have fun creating autographs™. autographs™ contain 75+ demographics, 592 interests and 5000+ brand affinities that consumers can continually refine and add more valuable opinion data too. Marketers now have opt-in data that is privacy-safe and, more importantly, straight from consumers.

Founded by Henry Lawson, Brian Roundtree and Tom Huseby in 2010, nFluence Media puts power back into consumers' hands when it comes to controlling their digital presence. nFluence Media is venture-backed and launched their first mobile app to utilise the autograph™ technology in March 2012. Henry Lawson previously spent 20 years running marketing technology companies including Interep and Donovan Data Systems (now MediaOcean). Brian Roundtree is a successful serial entrepreneur, having previously founded SNAPin Software, which sold to Nuance Communications for over \$200M in 2008. Together, they are focused on delivering marketing messages to those who are interested, when they want it. For more information, visit [www.nfluence.com](http://www.nfluence.com)

### **About Mastek**

Mastek is a publicly held (NSE: MASTEK; BSE: 523704) provider of enterprise-level technology services and software solutions for the retail, financial services, public sector, and telecom industries. With 19 offices in eight countries, the company currently operates across the UK and Europe, as well as the United States, Canada, Asia-Pacific and the Middle East.

Mastek's core IT services portfolio is comprised of application development, management and testing, IT consulting, systems integration, data warehousing, mobility & digital channel solutions and business intelligence/customer insight. The company also offers its own range of powerful enterprise-grade products and platforms for the healthcare, local government and financial services sectors. For further information visit: [www.mastek.co.uk](http://www.mastek.co.uk)

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