

PROJECT FORTRESS



Business Overview

An excellent opportunity exists to purchase the business and assets of an innovative recommendation platform that utilises AI to provide enhanced customer experiences to tier one clients across the financial services sector.

The Company delivers a suite of adaptable and customisable applications through its cloud-hosted Enterprise SaaS platform, which enable its financial services customers to deliver targeted communications to upsell and cross-sell their products. The solution is crafted to seamlessly blend with a client's in-house systems, operational protocols, and client interaction needs, thereby elevating their digital client encounters and driving revenue growth through significantly increased levels of customer engagement and upselling potential.

Interested parties are requested to specifically deal and formally register their interest with Emre Turan at SIA Group, who are acting as Agents on behalf of the Company.

It is intended that a sale will be executed at the earliest opportunity and all expressions of interest must be registered by no later than midday Friday 20th October 2023.



Technology Overview

- Provides customer insights and nudges to help financial institutions predict effective messaging and content.
- Offers end-to-end architectural components for creating digital customer experiences.
- Available as a Plug and Play solution.
- Efficiently processes data using AI to extract customer intelligence.
- Operates on an API-driven platform with secure data handling and privacy compliance.
- Updates outdated customer experience journeys with personalised, omnichannel digital experiences.



Assets For Sale

- SaaS platform currently utilised by pension providers, banks and insurance companies
- Registered Trade Mark portfolio
- Significant organisational knowledge
- Brand related assets

A deadline for expressions of interest has been set for midday on Friday 20th October 2023, with final offers to be submitted by midday on Thursday 26th October 2023



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