



## **CAMPPRO FROM ABIBA SYSTEMS SELECTED AS ONE OF TOP 10 ENTERPRISE COOL PRODUCTS BY THE SMART TECHIE**

**Bangalore, India** – ABIBA Systems, a specialist BI & Analytics software provider for the communications service providers (CSPs) announced that CampPro – Campaign Analytics Solution has been selected by the popular Indian technology magazine, **'The Smart Techie'** as one of top 10 cool enterprise products in 2011. The Smart Techie announced its Top 10 cool enterprise products as recognitions of their product innovation and business focus.

CampPro™ is campaign analytics suite from ABIBA Systems which help telcos to define target segments, understand past campaign behavior, design targeted and effective campaigns. Using CampPro, telcos can simulate and test campaigns, weigh multiple business scenarios. The solution has excellent decision support features for senior executives like heat maps, geo maps and intuitive dashboards and reports. Benefits using CampPro include reduced customer fatigue towards campaigns, optimize campaign spends, ensure campaigns reach the right target segment, increase campaign profitability and gain control on campaign proceedings

CampPro's inclusion into this reputed list of winners is a result of its product philosophy i.e. pre built and telecom domain specific products, business user driven solutions and consulting led approach. This win comes close on the heels of ABIBA Systems being selected as Finalist in Aegis Graham Bell Awards 2011 in Mumbai this July. ABIBAs TeleView™ and Champion™ were selected under categories of Mobile Enterprise Solutions and Best Business Idea of the year respectively.

The Smart Techie editorial staff evaluated the products on multiple criteria like business impact, technology innovation and market potential. This assessment of potential is matched by a review of performance of the companies relative to other software companies, which has enabled the organizers to see past the 'buzz' and make the list a valuable representation of innovation and excellence in technology.

### **About The Smart Techie**

The Smart Techie is India's first magazine for experienced technology professionals. Its mission is to update its readers on the latest developments in technology and how these developments will impact their careers. The magazine aims to capture insights from the experiences of senior technology



professionals and experts from across the globe, and provide tips to help shape the careers of technical professionals

More information about The Smart Techie visit [www.thesmarttechie.com](http://www.thesmarttechie.com).

### **About ABIBA Systems**

ABIBA Systems is a BI & Analytics Software company from Bangalore. ABIBA has chosen to tread the path of developing pre-built BI and Analytics products for Telecom with the objective of improving the business performance of our clients. It's product portfolio includes Champion™, TeleView™, TeleRAS™, TIMS™ and CampPro™. ABIBA helps its clients to enhance their decision making capabilities through its domain led consulting approach.

More information about ABIBA visit [www.abibasystems.com](http://www.abibasystems.com)

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