



INFORMATIONAL ADVANTAGE®

The competitive advantage that comes from improving customer and business processes and leveraging the resulting critical data in multichannel communications.

What SEMA does

SEMA is a consulting, software and outsourced execution business. SEMA connects businesses to their customer communities through insight driven communications. In the same way, we also connect Governments to their citizens. In a world where competitive advantage is converging on informational advantage, what SEMA does matters because we enable clients to leverage their unique business and customer data to maximize their business performance.

What SEMA Delivers

Our capabilities deliver three key outcomes for our clients:

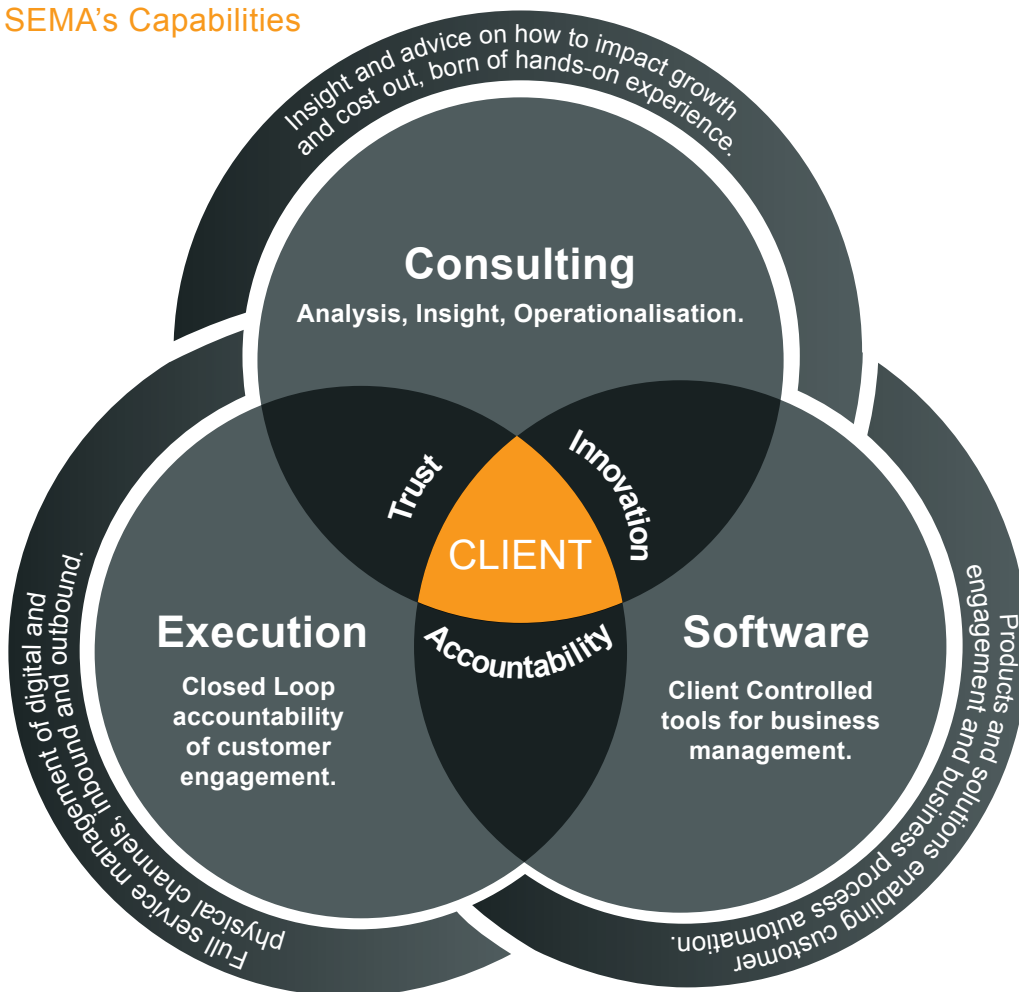
- Acceleration of an organisation's growth through deeper customer engagement and better Customer Lifecycle Management from acquisition right through to advocacy.
- Sustainable cost-out in business processes that support customer engagement and marketing operations achieved through process automation, outsourcing and continuous improvement.
- More efficient and effective use of data across the whole information supply chain achieved through aggregation, interpretation and exploitation of disparate data sets.

What makes SEMA different

SEMA exists to provide our clients Informational Advantage: The competitive advantage that comes from improving customer and business processes and leveraging the resulting critical data in multichannel communications.

- We partner into an extension of our clients' business, taking equal responsibility for outcomes.
- We are organised in distinct but tightly integrated, expert-practices each containing unique assets in people, processes and intellectual property.

SEMA's Capabilities



Organised for Results

SEMA partners with clients to leverage capabilities across three lines of business in a modular project approach or at an enterprise level.

The complexity of consumer and citizen needs and behaviours, communication channels, technologies and process intricacies means that a solution that is guaranteed to deliver results will require a blend of some or all three of SEMA's business lines.

Our services and capabilities can be flexibly delivered to align with the preferred operating and business models of our customers. Outsourcing, in-sourcing and any mix of these models can be engineered to enable an organisation to better manage risk, intellectual property ownership, value chain and process execution.

Your Informational Advantage®

At SEMA, our mission is to create and deliver for our clients Informational Advantage, the competitive advantage that comes from improving customer and business processes and leveraging the resulting critical data in multichannel communications. To read our case studies and whitepapers, visit www.SEMAGroup.com.au

For more information call 1800 009 574