

Product Key features

- A open / collaborative B2B network
- Unrivalled cross sector product processing within the program
- Advanced loyalty management functionality:
 - Tiers
 - Points Engine
 - Segmentation...
- Multi-channel: POS, web, mobile, social networks...
- Complete loyalty lifecycle earn through to redemption
- In-house or SaaS license model

Business Network Model

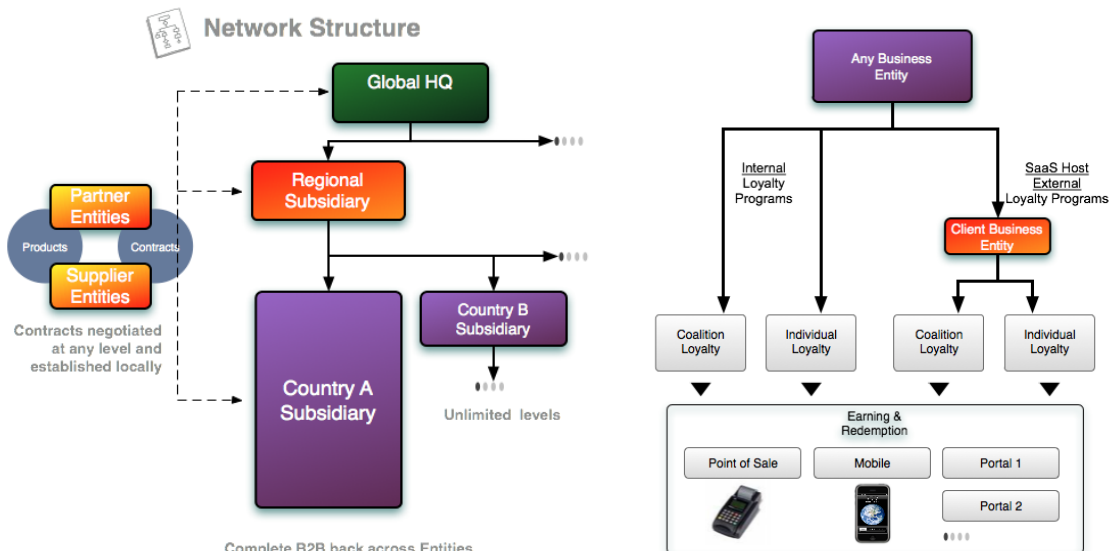
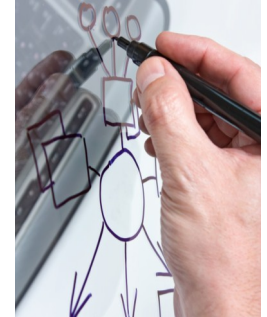
GlobalLoyalty incorporates a fully configurable B2B collaborative structure that supports complex enterprise loyalty models with multiple internal/external group levels and complex contractual relationships.

Supports complex loyalty structures for:

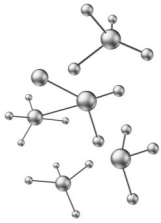
- Card Associations & Issuers
- Coalition programs with complex partner promotion
- Marketing groups with multiple clients / programs.
- Enterprise group structures (e.g. global hotel groups etc.)

Features

- Any entity can establish direct fulfilment contracts with external supplier entities and/or across a group.
- Publish any contractual agreements to any loyalty promotion / sub program and optionally “on publish” to any other business network entity.
- Complete B2B transaction and information flow back to source supplier / partner throughout the contract chain.
- Support for multiple loyalty programs at each business entity level.
- Collaborative cross/up sell agreement structure – be a supplier to other programs and/or receive products via network contracts for inclusion in your programs.
- Negotiate global level fulfilment agreements and push to partners at local level – leverage buying power and provide amore cost effective fulfilment to all partners / clients and their



GlobalLoyalty Datasheet



Multiple entities & programs via license or SaaS structure

“Multiple sub programs, multiple channel promotions and embedded product processing within the program”

Loyalty Capabilities

GlobalLoyalty incorporates a comprehensive range of loyalty program management and promotional capabilities. It covers the complete earning and redemption lifecycle and uniquely supports (in-house managed or collaborative via contracts) “in program processing” of a wide range of products with complete transactional and financial B2B flows back to source partner / supplier.

Features

- In house managed product administration or self-service by partners / suppliers and contracted into the loyalty program entity.
- Publish product to multiple channels (web, POS, social media and mobile).
- Points + pay capabilities at item level.
- Multiple sub programs / promotion landing pages
- Configurable member tiers with accrual and retain tier status rules.
- Points Engine: Live & offline import and points conversion or pre-calculated points. Conversion rules can be established based on any combination of
 - ⇒ Tier Status
 - ⇒ Member Demographics
 - ⇒ Channel
 - ⇒ Partner
 - ⇒ Product/SKU etc.
- Import Interface: encrypted XML / for offline imports.
- Card registration: Individual, Family or Business Groups. Group earning with redemption rules defined by ‘Master/Primary’ Card holder.

Integrated E-Commerce

GlobalLoyalty uniquely supports core E-Commerce processes for a wide range of companies’ products and services. It incorporates advanced product configuration, multi level price structures, allocation/inventory management and comprehensive shopping cart, checkout / merchant processes including auto reship, tax & shipping options.

Products can be managed in-house or alternatively self-service by suppliers.

All E-Commerce transactions can be tightly integrated as part of earning and redemption promotions.

Benefits

- Companies can utilise GlobalLoyalty as a tightly integrated single platform for its E-Commerce and loyalty program functions.

... E-Commerce continued

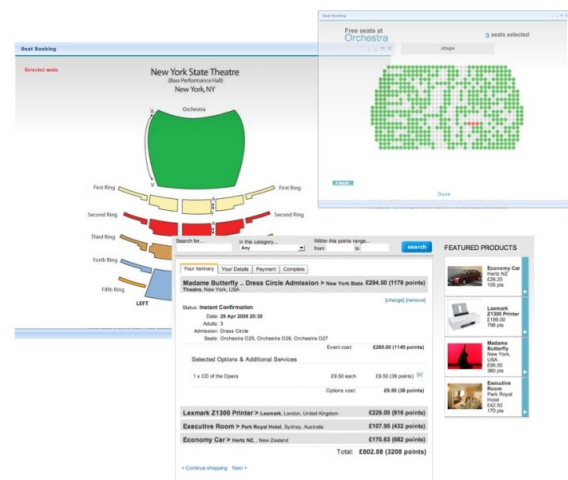
- All promotions either in-house or in collaboration with partners can be transacted within the program. Loyalty programs can now offer live instant sales/booking capabilities for all promotions.
- Simplified process for members to access a wide range of innovative promotions and an ability to complete the sale/redemption transaction within the program.
- Program managers can rapidly implement new promotions with fulfilment on request or maintained via Partner 'allocations'.
- Efficient centralised B2B processing for earning and redemption promotions.



Native processing of practically any supplier promotion within the program

Features

- Supports the configuration and processing for the following:
 - Travel Products
 - ⇒ Airline, Accommodation, Rental Vehicles, Experiential Products...
 - Tickets (complete Venue Configuration, Event Configuration and optionally seat selection)
 - ⇒ Sports, Concerts, Movies
 - ⇒ Integrated Airline bookings ... *coming soon*
 - Voucher issuance and redemption. (cash, product group or product specific). expiration rules).
 - Traditional Merchandise.
 - Digital content.
 - Promotional coupons: Support for multi-channel referral coupon promotions including conversion tracking etc.
- Advanced rate structure capabilities such as multiple period rates, rate overrides, specials, discounts, buy 2 get 1 free promotions, group sales promotions.
- Customer Reviews & "who brought this considered this" type capabilities.
- Integrated merchant facility / checkout processes .
- Cross currency support.
- Tax & Shipping options.
- B2C and B2B settlement and cancellation policies.



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Channel Capabilities

A fully integrated multi-channel approach is a key aspect of any modern loyalty platform. GlobalLoyalty supports points earning and redemption promotions across web, POS, mobile, social media etc.

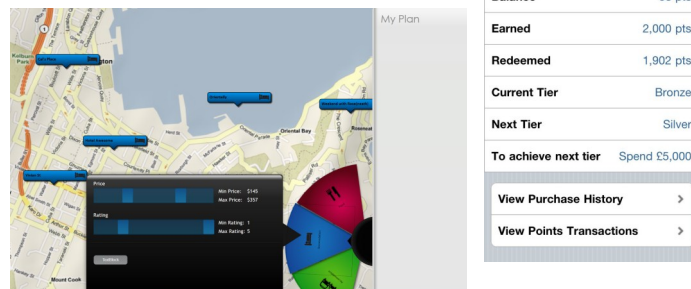
Promotions / points engine rules can be configured per channel.

Features

- Mobile cross platform solution displaying member point balance, earn and redeem transaction history, location aware places to earn and redeem. Latest retailers earning promotions.
- Tablet / touch screen / kiosk application...Integrated promotions and purchase capability for a wide range of travel products.
- Mobile SMS promotions with conversion tracking.
- Online landing page promotions / member self registration. Points incentives for referrals.

“Customer engagement and product delivery across multiple channels”

Tablet / Touch Screen / Kiosk



- Dynamic portal creation from within administration console
- Portal content management system.
- Instant publish capability to sub program portals utilising a mix of contracted products.

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Technical - Toolsets / Methodology

The following summarizes system design and development approach, project management methodologies and toolsets utilized by GlobalLoyalty.

Software/UML Modelling Environment

“Enterprise Architect” was used extensively to model structural and behavioural processes and ultimately in constructing the Logical, Dynamic and Physical models. Use cases were utilized to evaluate processes and dependencies, etc.

Project Management approach

The Agile PM methodology was adopted for its flexibility and responsiveness. The iterative / incremental processes places emphasis on close collaboration across teams throughout the design / development life cycle.

Multi Tiered Structure

GlobalLoyalty is designed as multi tiered solution comprising of:

- Data access layer (DAL), handles management of the data in database. All other layers communicate with the database thru DAL. Consists of data access libraries, database views and stored procedures.
- Business logic layer (BLL), encapsulates business processes and enforces business rules in the application, consisting of domain objects and service layer.
- Presentation Layer (PL) consists of Views presenting formatted output to users e.g. Web page etc. and controllers handling user interactions like clicking a button, submitting forms etc. and providing communications with BLL.

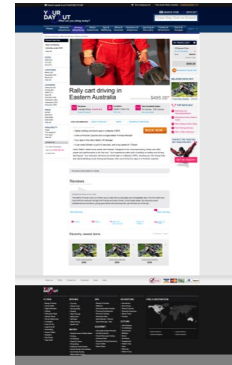
Back office application design makes use of “Plug In” technology to ensure application extensibility and ease of configuration. All external touch points are implemented through this technology as well as internal workflow components.

The DAL partially resides on Database server (stored procedures and table views) and partially on Application/Web server implemented as set of class libraries extending Subsonic generated partial classes.

The BLL and PL reside on Application/Web server. PL output (HTML / Javascript) are sent to the client browser. The Application provides browser based (XHTML) UI employing Javascript / Ajax technologies for rich user experiences.

Object Orientated Design

The system implements number of well-known OO design patterns like Factory, Session Façade, Enterprise Active Record and SOA.



Portals easily configured to adapt to Program Design

United Kingdom

25 Southampton Buildings
Chancery Lane
London WC2A 1AL

Tel +44 (0) 203 159 5298

Email: info@globalloyalty.com



Summary of Benefits

- Highly efficient business process...significantly reduce your program administration, fulfilment and processing costs.
- Turn your program into a dynamic destination for members... introduce last minute collaborative privilege based and non financial promotions.
- Relevance and flexibility and instant fulfilment...move well beyond voucher and static catalogue options.
- Choice: Move well beyond a traditional catalogue approach...in program processing for all travel products (including airline), experiential, digital content,

Work collaboratively with partners to significant extend benefits to members beyond a simple earn and burn approach.

Deliver integrated promotions such as pre-public release concert ticketing in conjunction with promoters / ticketing agencies within the program!

Remove the need to integrate program membership details into external sites...

GlobalLoyalty reverses this requirement allowing any product promotion to be rapidly configured and published to the program.

... enable any program to be relevant, dynamic, flexible and allow members to access and transact a wide range of related rewards and benefits beyond traditional voucher and coupons.

Differentiation, relevancy and choice are but a few benefits GlobalLoyalty will deliver.