



**ibsoftware**

# Partner Integration Hub

## Build Partnerships. Really Fast!

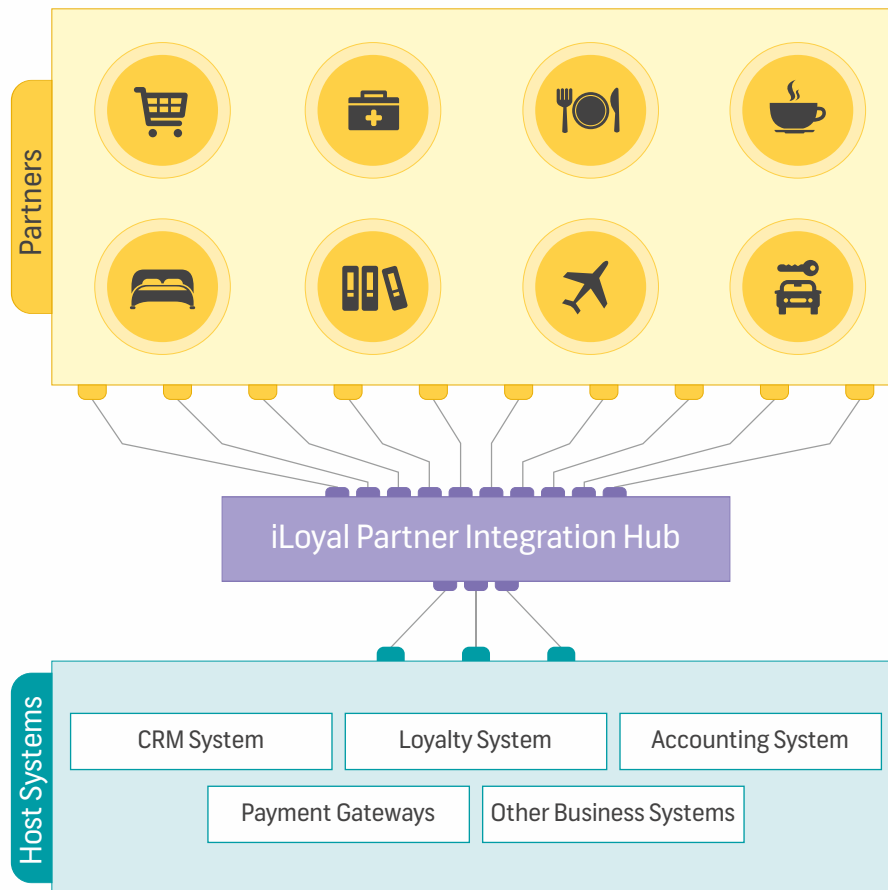
**iLoyal**

Today, loyalty programs span across a wide cross-section of industries, joining hands with partners as diverse as hotels, car rentals, book stores, gift shops, cruises lines and so on. As they grow to add more partners, loyalty programs face a real challenge in integrating with partners and streamlining the entire partner management process. A robust partner management process enables quicker set up of new partners and an easier administration of the partnership, which in turn ensures rapid marketing of new partner products and promotions.

### **iLoyal Partner Integration Hub**

The iLoyal Partner Integration Hub (PI Hub) provides end to end solution for managing loyalty partnerships. The PI Hub brings state of art solution to manage complex partner contracts, sale of loyalty points to partners, partner billing and processing of member activities. The PI Hub's capability to support different messaging protocols, customised as well as standard, allows faster expansion and easier administration of the loyalty network.

The Partner Self Service portal adds great appeal to the solution by providing a single window to the partners to manage their account and loyalty activities. The iLoyal Partner Integration Hub adds value to the loyalty promotion management of an enterprise by providing the versatility to add partners across various industries as well as extend the program benefits across multiple locations and businesses.



## Benefits

The iLoyal Partner Integration Hub helps loyalty programs to leverage the potential of partnerships to create earn and burn options for their customers, thereby widening the reach of the brand as well as generating incremental revenue and increasing the value of loyalty programs for customers.

- 👍 **Reduction of technological and operational overheads:** With iLoyal Partner Integration Hub's flexible interfacing capability, it is possible to integrate to any partner system without any hassles. This considerably reduces the overheads associated with managing different partner systems.
- 👍 **Quicker partner on-boarding:** iLoyal Partner Integration Hub facilitates quick on-boarding of partner, thereby launching the partnerships at a quicker speed. Adding partners to your loyalty program adds value for customers by offering them additional opportunities to collect points and earn rewards more quickly.
- 👍 **Add partners from all walks of life:** With iLoyal Partner Integration Hub, the business can gain more brand advocates across various realms, who will endorse your product for the same reason they would do theirs. When loyalty programs join hands with partners as diverse as airlines to diners to banks, the reach of the brand spreads across various products and not just the parent product or service.
- 👍 **Launch co-branded propositions faster:** The smooth integration capabilities that the iLoyal Partner Integration Hub offers enables both the loyalty program as well as partners to explore the advantages that co-branding can offer to their businesses. Not only does this spread the span of the individual business in terms of brand equity and monetary gains, but also gives the customers greater earning opportunities.
- 👍 **Joint promotions and cost sharing:** iLoyal Partner Integration Hub enables businesses to expand network of partners to facilitate the conception of innovative promotions that can involve multiple partners simultaneously. The end result is a proposition that benefits the customer who gets diverse choices to indulge in and the business which not only earns additional revenue, but also cuts cost by sharing them.
- 👍 **Additional revenue generation:** Since there is no limit to the number of partners that can be handled through the iLoyal Partner Integration Hub, the potential to generate incremental revenue is manifold. By adding partners to your loyalty program, you can boost revenues from ancillary services and enable additional revenue generation opportunities for organizations.

## Features

The iLoyal Partner Integration Hub is built to provide end-to-end loyalty partner support, from contracting to setting up promotions to billing and analysis. This dramatically reduces the time and effort required to bring on new loyalty program partners and manage ongoing partner activities through an extensive set of capabilities surrounding partner management, business rules configuration and integration.

### Managing Partnership

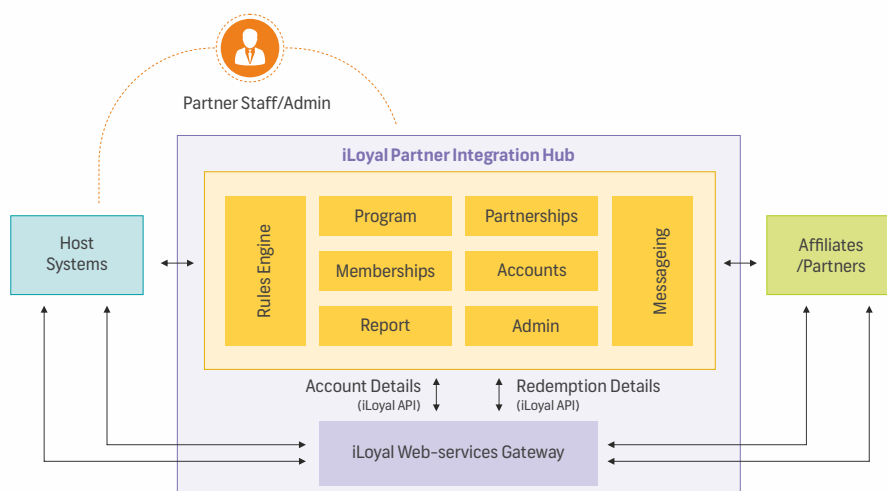
- **Quick partner on-boarding processes:** Quick on boarding is facilitated through easily defined partner profiles and contracting terms, which can be flexibly used for wide range of partners like airlines, diners, car rentals, hotels, gift shops and so on.
- **Fee management:** Based on the business contract between partners, it is possible to configure partner specific fees like partnership fees, contract renewal fees, etc. The nature of fees can be configured as recurring or non-recurring.
- **Partner specific financial and billing capability:** The capability to define business rules to define accruals, redemptions and billing based on the attributes captured against specific partners, enables the loyalty program to have clarity and control on the earn and burn processes. Additional capabilities to configure slab-based accrual billing rates and support for retrospective claims processing, specifically for each partner.
- **Understanding the partner better:** Apart from the default attributes that can be used to capture partner information (name, address, e-mail), it is also possible to define Dynamic Attributes to capture partner-specific

information which can be further used to drive business process rules (like accrual, redemptions, accounting, etc).

- **Facilitation of loyalty points selling:** Partners who are configured with accrual facility have the flexibility to buy points through the "Credit Points" option where points are credited ahead of transaction to the partner, and through the "Pre-paid" option where partners will have to pay for the points that they purchase.
- **Partner self-service portal:** The Partner Self Service Portal is a channel for the partner to its loyalty partnership account, offering functionality like viewing and managing profile information and partnership activities. Apart from this, partners can also purchase pre-paid points sale transactions through the self-service portal along with facilitating file exchanges for business processes. Sale of points can in turn be handled via an integration with the payment gateway system.
- **Reporting:** Extensive reporting capabilities are facilitated through integrating with billing and accounting systems and helps to provide the bigger picture on the financial aspects of the partnership. Apart from the usual fare of standardized reports, the iLoyal solution also offers customizable reports with partner specific information.
- **Real time processing capabilities:** iLoyal Partner Integration Hub ships with a standard set of accrual and redemption web services that that can be used by the partner portal to process accruals, retro claims and redemptions on a real-time basis.
- **Partner specific business rules:** The Rules Engine adds value to the partner management process through reduction of technical interference to manage rules and is also flexible to accommodate any combination of partner business scenarios.

### Partner integration

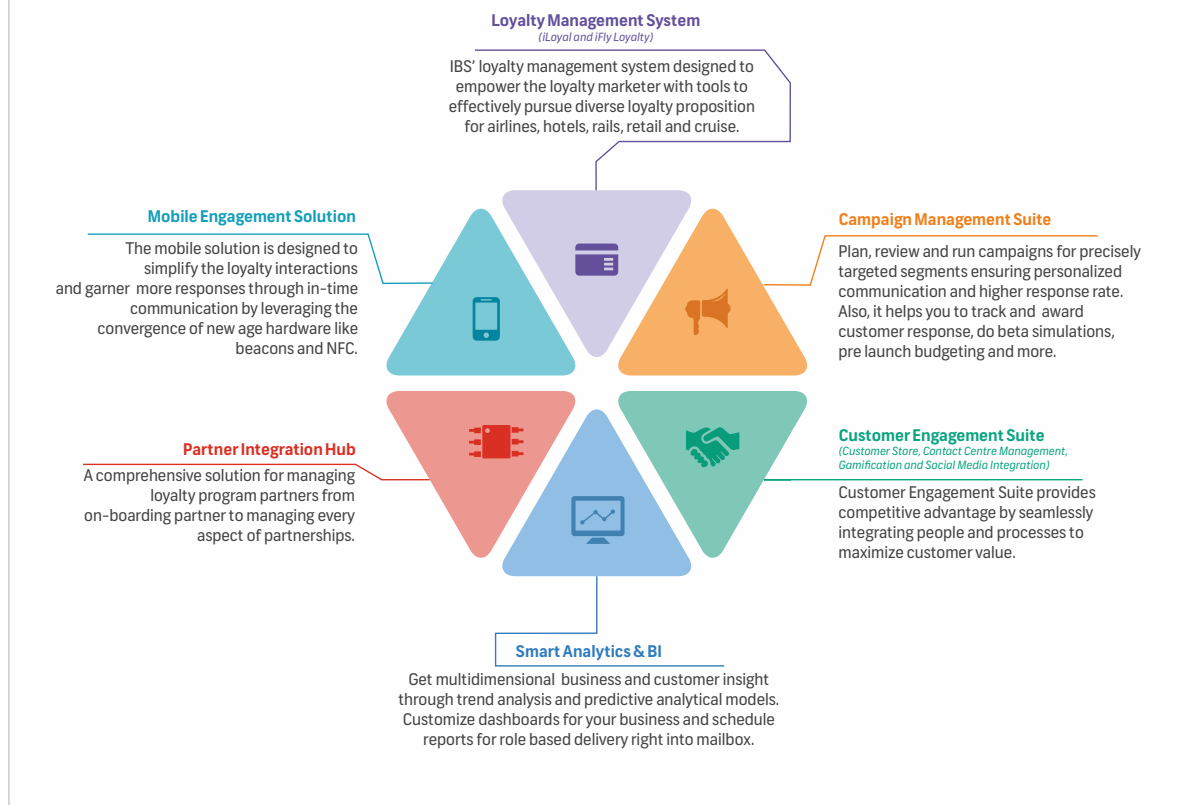
- **Smooth data exchange:** The iLoyal Partner Integration Hub can integrate with different loyalty or loyalty interfacing systems through either standard messaging feeds or partner specific feed formats. The iLoyal solution also has the capability to integrate with third party partner systems for exchange of member profile Information, accrual feeds, redemption billing entries etc



- Integration with smaller and local partners:** The smooth data format configuration mechanisms allow you to connect with a small store located around the street to the biggest retail chain. The advantage being that iLoyal gives partners the flexibility to share the feed in any format that their existing infrastructure can handle thereby reducing any complexity at the partner's side as well.
- Data cleansing routines:** When partners can use customized message formats to communicate to the iLoyal system, it is possible to configure partner specific data cleansing routines through the in-house Message Sanitization functionality.
- Real-time and on-time data exchange:** The iLoyal solution has the capability to configure frequencies and track files/message exchanges with different partner systems. Partner systems can also communicate with the iLoyal system and partner portals on a real-time basis through a web service gateway.
- Supports all major airline alliances:** The iLoyal Partner Integration Hub has the capability to integrate with all major airline alliances like Star Alliance, Oneworld, and SkyTeam, thereby acting as a hub for file exchanges and also providing all the functionalities listed for the airlines and loyalty partner airlines to the participating airlines.

## Our Loyalty and CRM Offerings

Loyalty programs are increasingly seen as a key part of a larger Customer Relationship Management strategy. To make this strategy effective, IBS offers you with a wide range of solution offerings in the Loyalty and CRM space to give you the leverage, to not only grow your business but also to effectively engage your customers.



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