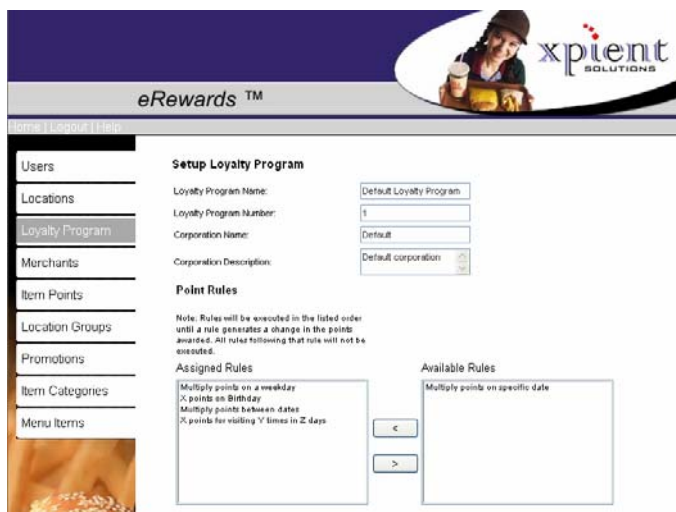


## Establish One-to-One Customer Relationships & Loyalty

# E REWARDS

eRewards delivers true customer loyalty where traditional stored value card solutions fall short. eRewards accumulates demographic and purchase history information, allowing restaurants to establish a true one-to-one relationship with customers. eRewards supports traditional points programs as well as multiple promotional programs. It is self-hosted, totally integrated with POS and eliminates the transaction fees associated with most loyalty programs.



### Flexible, Easy to Use

- Rules based engine allows you to establish point values, redemption options, dynamic promotions, and coupons
- Manage multiple loyalty programs
- Define participating locations – within and across brands
- Seamlessly integrated with IRIS Point-of-Sale
- Real-time loyalty processing



### Key Product Benefits

- Web based technology allows for customer access and account management and balance inquiry anytime, anywhere
- User registration optional, rewards begin accumulating immediately. Redemptions can require registration.
- Multiple cards can be tied to a single account
- Use existing gift card, or debit/credit cards as loyalty card

### Industry Standards

Engineered using the Microsoft .NET platform and industry standards including XML, eRewards communicates and shares data over the Internet, regardless of operating system, device, or programming language – allowing access anytime – anywhere.

### Open Architecture

In addition to xpienit Solutions products, eRewards can be integrated into any application using a conventional ODBC or OLE DB database. So regardless of your current system, this xpienit solution can optimize the way your business operates.