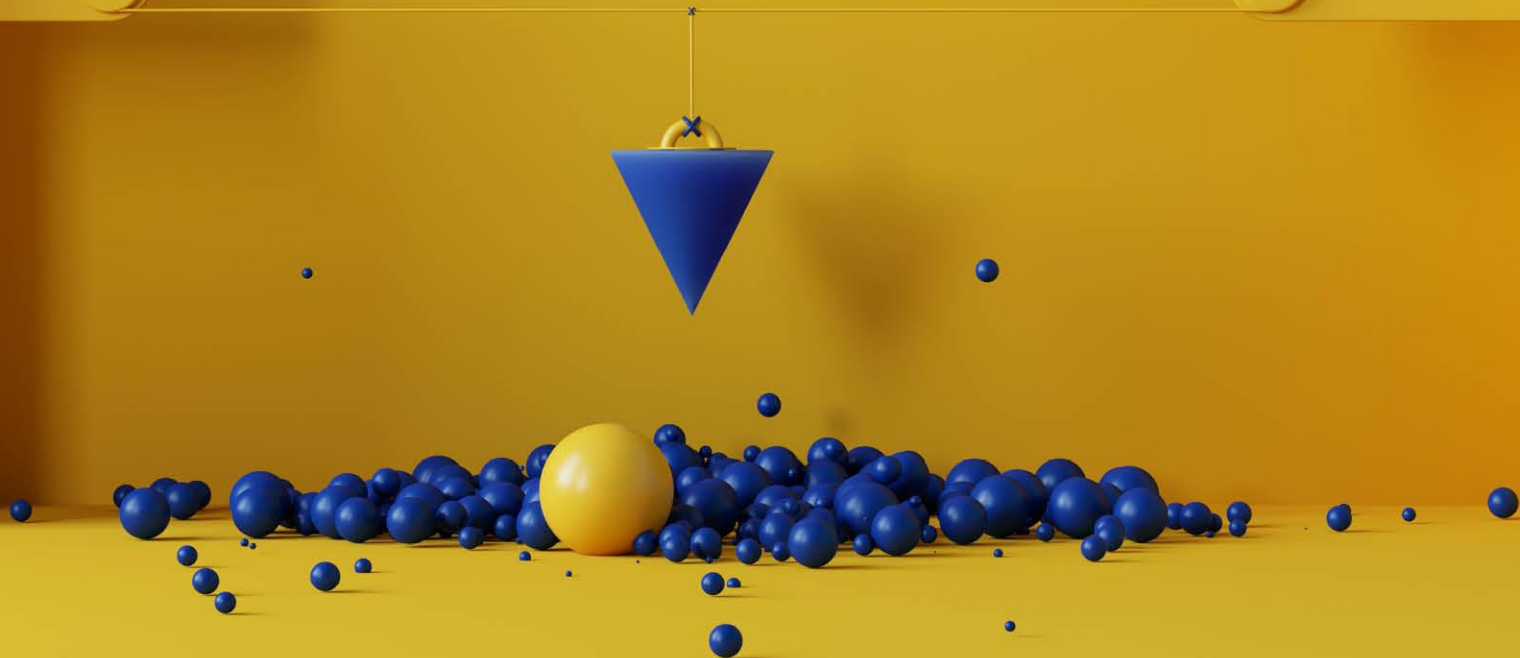


FidelyNET PLATFORM

ermes
your business partner



FidelyNET

The loyalty and
marketing system
for your business



01

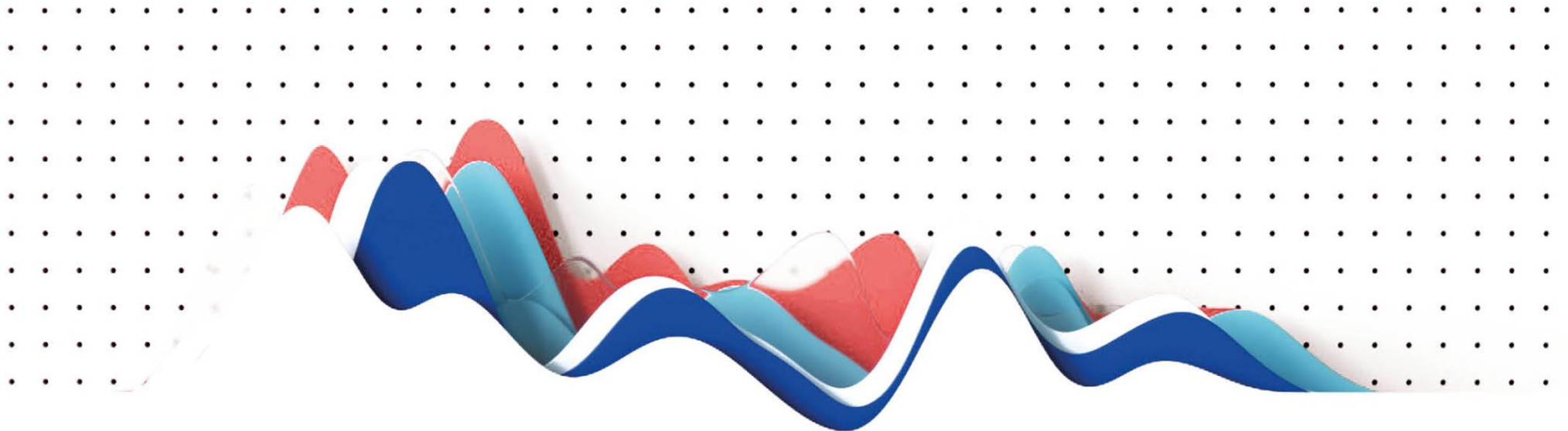
Platform

02

Tools

03

Feature



01

Platform



ONLINE

FidelyNet is a platform for the management of customer benefits through the interaction of the customer with the sign: from simple purchase in the store to online interactions.

It is designed to allow the relationship with the customer in **real time**, it is in fact conceived with an “**online**” philosophy. Real-time connectivity enables:

SECURITY

All data (master data, transactions, balances, activations, etc.) are on central servers and always aligned.

DATA

All data related to the performance of the program, the transactions, the results of the promotions, are instant and always available on any PC, Tablet or Smartphone

RELATIONS

Each promotional and loyalty activity is activated to the target customer when he is inside the store, to ensure its maximum gratification.

INFORMATION

The end user also has access to their data, transactions, prizes, promotions, etc.

INTERACTIONS

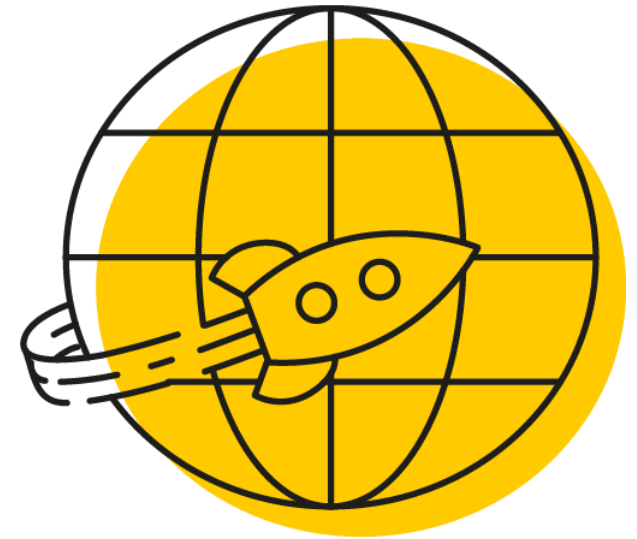
You can interface with websites, social media, management, smartphones, cash front-end, e-commerce sites, etc.

CONSTANTLY EVOLVING

We create advanced loyalty systems that anticipate the changes in marketing and technological innovation in today's world.

We strive to ensure that the platform is **always in line with the needs of a dynamic and flexible market.**

We promote innovation through a team of experts dedicated to finding tools and strategies of Loyalty, Marketing and Crm always at the forefront.



INTERACTION CHANNELS

FidelyNET is designed to **enable customer relationship** through multiple channels of interaction:

SMS/EMAIL

Customers or groups selected for sending communication / promotion can be reached by SMS and / or Mail.

SOCIAL

Social integration for customer interaction.

TICKET

Issue of a promotional / informational message on the receipt.

WEB

User area to view points balance, movements, personal data, promotions, prizes, etc.

TOTEM TOUCH SCREEN

Decentralized profiling integrated with the platform and customer interaction through games.

GAMING

Customer engagement activities related to the game.

SMARTPHONE

App to collect points, view movements, active promotions and have the digital card always with you.

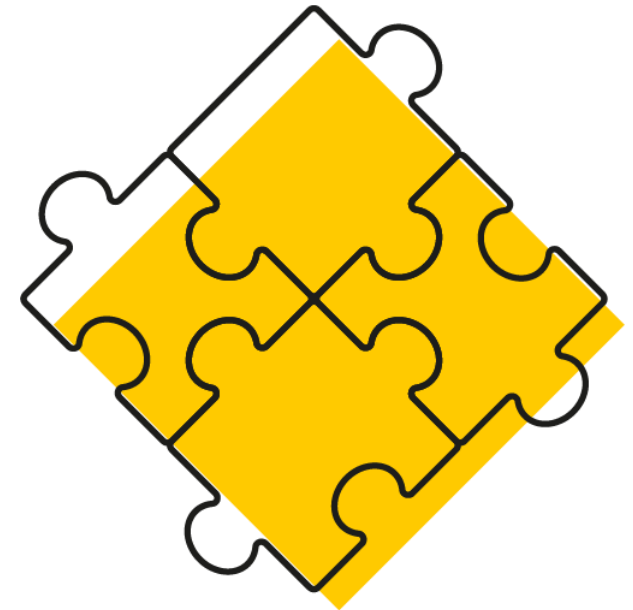
COUPON/VOUCHER

Issue of promotional coupons issued to the customer at the time of making a particular transaction.

INTEGRABILITY

The FidelyNET platform is built on an advanced API architecture so you can easily integrate with any external application.

One of the peculiarities of FidelyNET is the wide range of APIs for complete integration with external systems, from classic Web Services to Rest / Json functionalities oriented to the mobile world, which allow the complete interaction with completely different devices and actors (management, cash front-end, websites, social media, mobile apps, e-commerce sites, etc.).



OPERATING PHILOSOPHY

FidelyNET is divided into two logical macro entities: the Store / Terminal Networks and the Campaigns activated on them.

The division into Networks and Campaigns, allows, both to **interact more campaigns on the same network** and conversely, and to **create separate accesses for each type of need**.

NETWORKS

Physical structure of shops / activities and related terminals, has a **tree structure**, with the possibility of infinite ramifications in networks and sub-networks, allowing you to differentiate, in a simple and practical, all the various promotional and operational activities according to the hierarchical order created.

CAMPAIGNS

The **“container” of promotional rules** for the provision of benefits that can be accessed by the customer base. This allows a **great flexibility of segmentation** both at the demographic level, and of interaction in spending, frequency and involvement of campaigning objectives.

PROMOTIONAL ENGINE

FidelyNET has a powerful promotional engine that can create, manage and analyze promotional initiatives that act as campaigning accelerators.

The platform has inside a **wizard** that guides the operator in the creation of the promotion, according to the following step logic:

WHO

CLUSTERING

selection of customers on which to activate a given promotion, based on certain parameters.

WHEN

PERIOD OF VALIDITY

selection of the period (dates, times, days of the week) in which the promotion will be active.

WHERE

MOVEMENTS AND NETWORKS

selection of the type of movements and shops (Network, Sub-Network, Shop) on which the promotion will be active.

WHAT

TYPE OF BENEFIT

selection of the benefit that the customer can follow (points, credits, discounts, coupons, prizes, etc.).

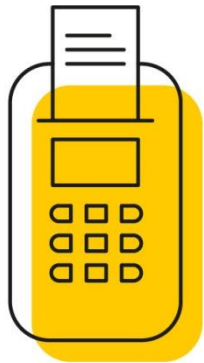
02

Tools



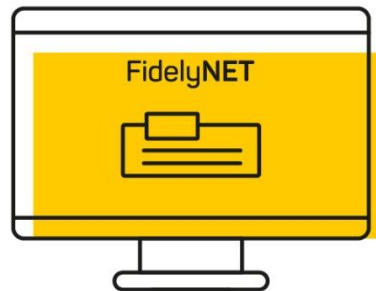
TERMINAL

The platform allows the acquisition, in real time, of information with multiple technologies:



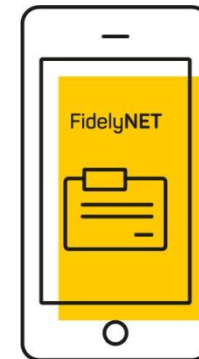
Pos terminals

With connectivity
Ethernet and / or GPS



Web Pos terminals

for use on PC with
reader



Mobile Pos terminals

The version for
smartphone

03

Feature



SALE

To record the customer's purchase information.

It is one of the main operations of the platform. Conceptually selling is what **triggers a series of internal processes** used to **understand and interpret customer behavior**.

FidelyNET uses sales as the main tools to evaluate customer behavior in relation to the campaign.

The objective of this operation is to **record as much information as possible** at the time the customer makes a purchase, such as: customer identification, purchased product, amount spent, benefits, etc.



POINT PURSE - LOYALTY

To build customer loyalty

FidelyNET provide a very **flexible and configurable points purse for all the needs** of a loyalty campaign.

With the classic method of collecting points, the customer holder of the card can automatically accumulate reward points based on their purchases and the weighting Points / € established by the promoter and the owner of the store according to their margins and sales policy.



MONETICS — PURSE PRIVATE LOANS

For managing a monetics program.

The high level of **security and the extensive equipment** of APIs makes FidelityNET a perfect tool for managing a private monetics program.

FidelityNET can combine a **powerful promotional engine** dedicated to the interaction of the customer with the sign to the traditional electronic purse with all the classic functions (private account).

The Credit Purse can be configured for the following activities: **cashback, prepaid rechargeable, prepaid disposable, post-paid.**



GIFT CARD

To facilitate the choice of a gift with a prepaid credit.

The Gift Card is an additional method of loyalty and a **great tool to make up-selling.**

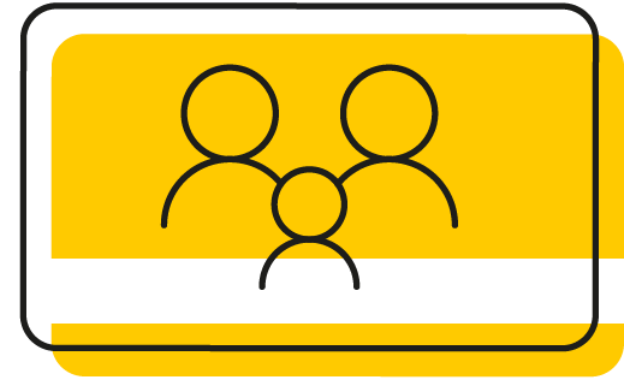
In addition to promoting sales, the Gift Card allows you to **acquire new customers and generates additional revenue**, to the extent that the recipient of the gift is not limited to spending the credit at his disposal but often integrates it into money (numerous researches show that over 80% of Gift Card users spend 70% more than the value of the cards themselves).



FAMILY CARD

Multiple cards, one collection.

FidelyNET allows you to **connect multiple cards to a card called "Mother"**, allowing all holders of connected cards to collect points or load credits on a single purse.

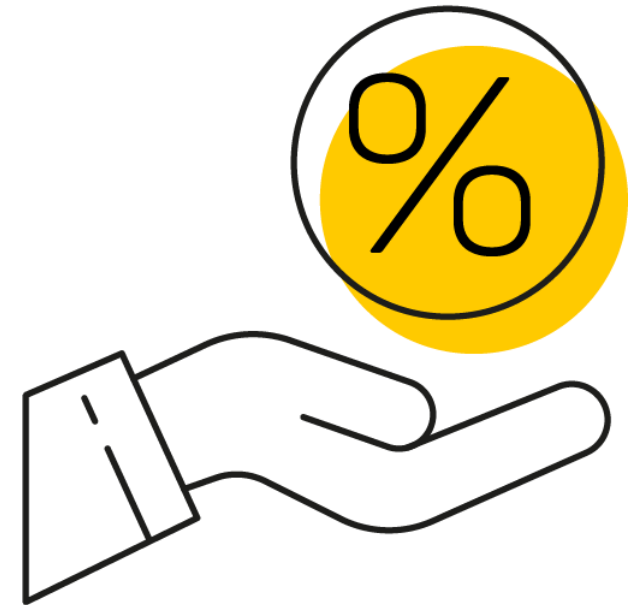


DISCOUNT

To activate promotions related to a discount.

FidelyNET allows you to **activate promotional campaigns related to a discount** that is paid to the customer when making a purchase. The discount can have a **fixed value** (x€), or **percentage** (x%).

The device on which the transaction will be carried out will recognize that the customer is entitled to the discount and will calculate it automatically, indicating the amount that the customer will have to pay.



COUPON

To activate promotions related to a coupon / voucher.

FidelyNET allows you to activate **promotional campaigns with the issuance of discount voucher**, linked to a unique barcode, which is given to the customer at the time of making a certain action.

The voucher can have both a **fixed value** (x€), and a **percentage** value of the expense (x%).

The barcode, unique, related to the voucher can be printed / displayed on the receipt and / or sent by email and / or sent by sms.

When the customer takes advantage of the discount, the code related to it will be marked as used and then made inactive.



COMPETITIONS INSTANT WIN

To keep the loyalty program alive with instant contests.

FidelyNET allows you to **activate competitions such as Instant Win**, defining each time: duration, type of movement/s that can generate the win, participating networks / shops, amount and type of prizes.

Participation in the competition may be subject to the implementation of specific actions and/or the achievement of **specific target objectives**.

The choice of the winner is defined by a **random choice algorithm** that allows you to schedule the winnings in a homogeneous time frame.

The barcode, unique, to be used for the withdrawal of the prize, will be printed / displayed on the ticket / device at the time of winning.

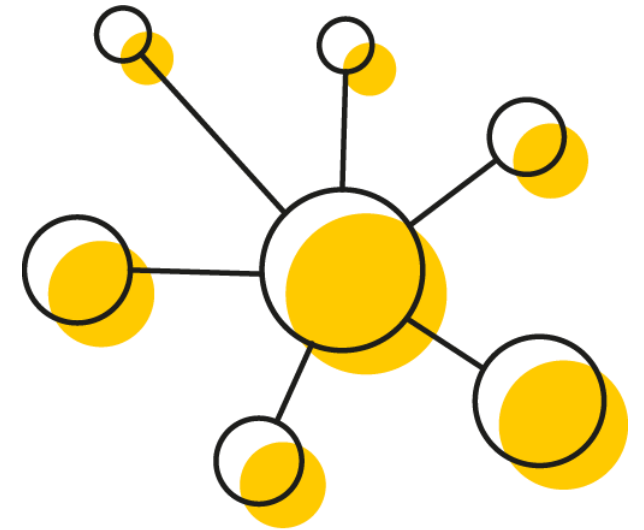


MANAGEMENT OF CO-MARKETING CAMPAIGNS

To allow the interaction of multiple loyalty campaigns.

The platform allows the **interaction of multiple Loyalty campaigns** in a **co-marketing** logic is, in fact, structured to transpose "n" campaigns on predefined terminal networks (i.e. on territorial logics) with different dynamics depending on the identified network.

The Pos terminal, depending on the card/badge/campaign/category, when the card passes, **is automatically set up with a predetermined menu**, allowing for a mere example collection of points against liters provided for the card Loyalty but also a discount in value for cards/badges of customer subject to specific agreements.



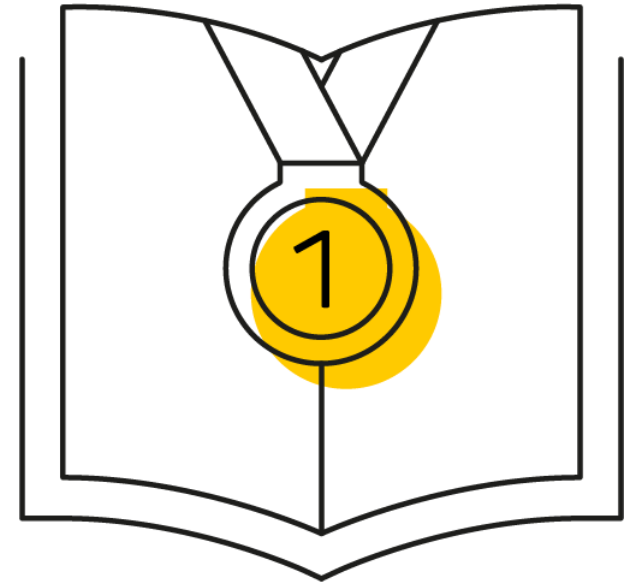
MANAGEMENT OF THE PRIZE CATALOGUE

To allow simplified premium management.

FidelyNET allows the **management of one or more premium catalogues**, with the possibility to define the validity period and prizes that are part of it, and to create catalogues for a given cluster of customers (for example, a specific catalog for Platinum category cards).

For each prize in the catalogue, the system allows you to indicate: code, name, stock available, maximum quantity available, description, image, points needed to request it and shops where you can request it.

This allows you to **connect the platform, through Web Services, to a website** for the display of the prize catalogues and the request for prizes by customers.

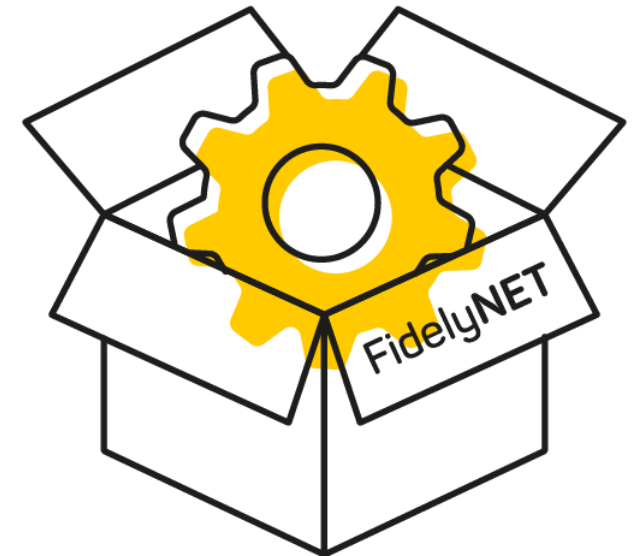


PRODUCT MANAGEMENT

To tie the sale to the products.

FidelyNET allows you to **manage the network products** in order to **register the one / s purchased by the customer and activate targeted promotions on them.**

From the area of management of the nets/shops it is possible to load/modify the products, but for elevated quantities, it is advisable to make an integration through Web Services with the manageria of the warehouse of the product of the stores.

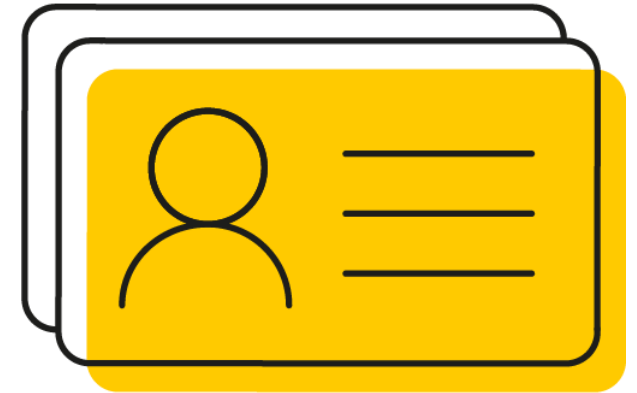


MANAGEMENT OF CUSTOMER DATA

To manage the master in a simple and complete way.

FidelyNET allows a **complete customized and parameterized** of the **consumer data** in a specific way for each campaign.

The platform provides a series of **standard fields** (name, surname, date of birth, address, email and many others) and allows the creation of an **infinite number of dynamic fields**, so that the master can adapt to any need.

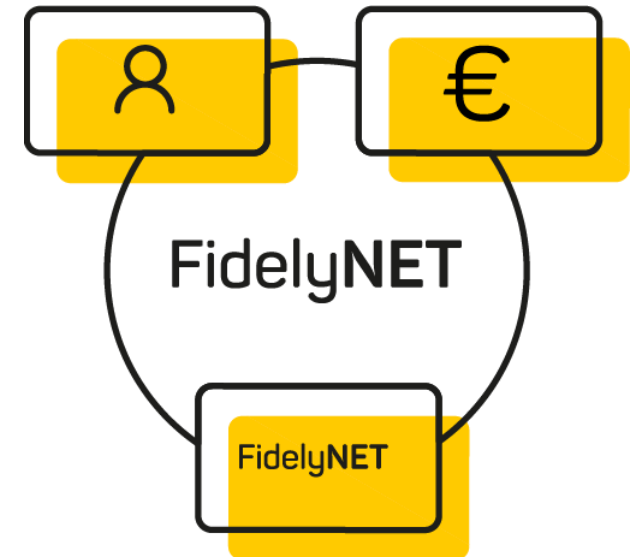


TYPES OF CARDS

To use any card encoding.

In FidelyNET you can use **any type of card**, both internal and third-party, as it is allowed to define the "white list" of cards that can operate in a given campaign. FidelyNET divides the cards into 3 types:

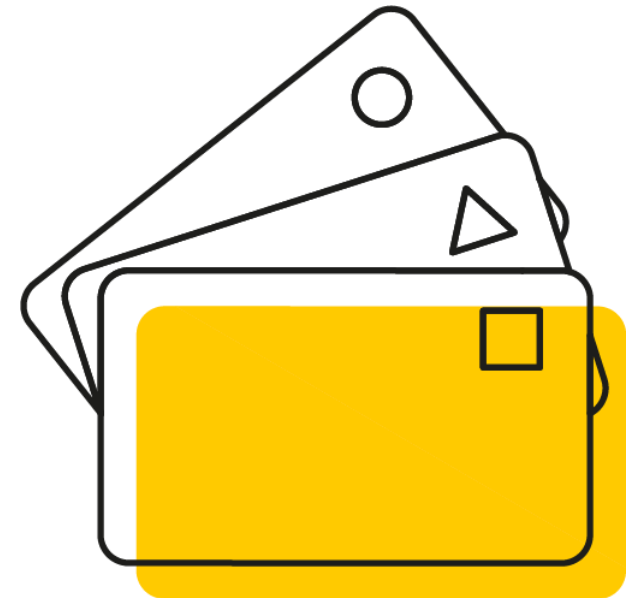
- **Fidely Cards:** these are cards that use the proprietary FidelyNET encoding.
- **Bank Cards:** all those cards that use a bank encoding.
- **No Fidely Card:** these are all the other cards whose codes can be loaded via white list.



CATEGORIES OF CARD

To enhance the loyalty program by rewarding the most loyal customers.

FidelyNET allows you to **manage an X number of card categories** and the logic of achieving status (Basic, Silver, Gold), in order to incentivize the best customers to achieve a goal in the face of growing and differentiated advantages.

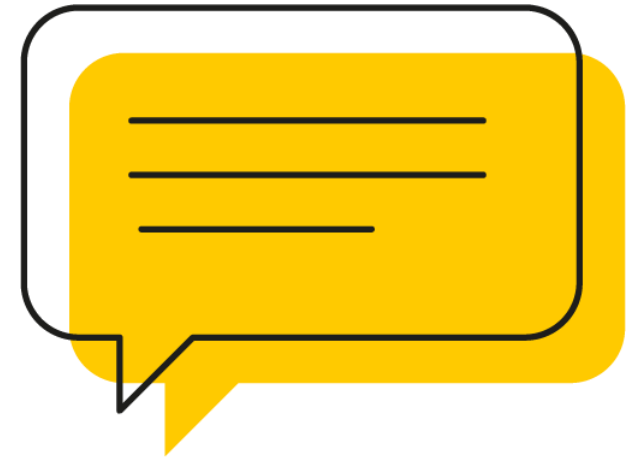


MESSAGING

To communicate with their customers.

FidelyNET has a **complete and integrated messaging system**, which allows you to communicate with your customers via email, SMS and push notifications.

All communication is driven by the platform, which allows you to create, through the promotional engine, **selected clusters of customers** and then decide which communication channel to use.



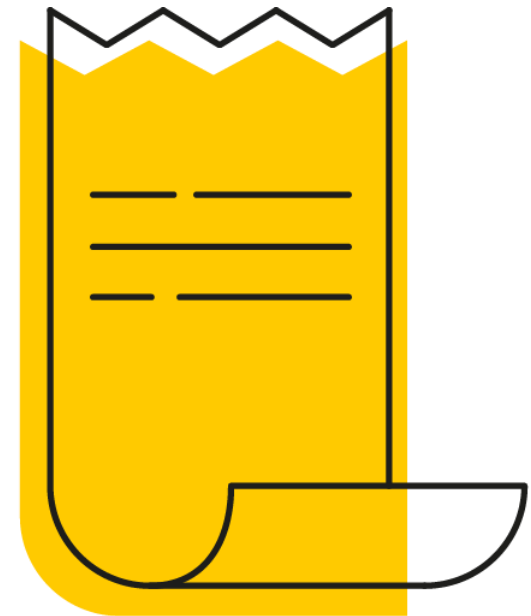
TICKET MANAGEMENT

To customize the ticket issued to the customer.

FidelyNET allows to **customize the movement ticket** issued by terminals, be they POS, Webpos, MobilePOS or Web services.

Customizable functions are: logo, header text, footer text, signature panel at the bottom, number of copies to print.

All **customizations can be defined by campaign, network, subnet or single store.**



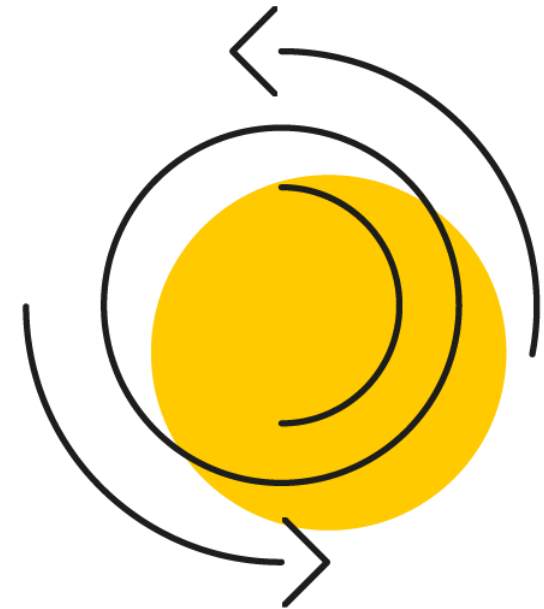
CURRENCY MANAGEMENT

To manage any type of currency.

FidelyNET allows to **manage and parameterize all existing currencies.**

It is possible to associate a currency to campaigns, networks and shops, even different from each other, in this case different totals are made.

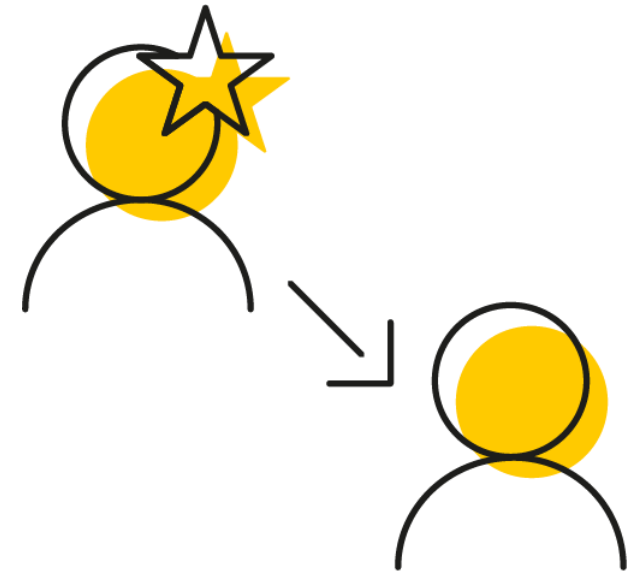
It is also possible to create **custom currencies**, like "liters", useful for example in Petrol campaigns.



MLM

To manage member get member initiatives.

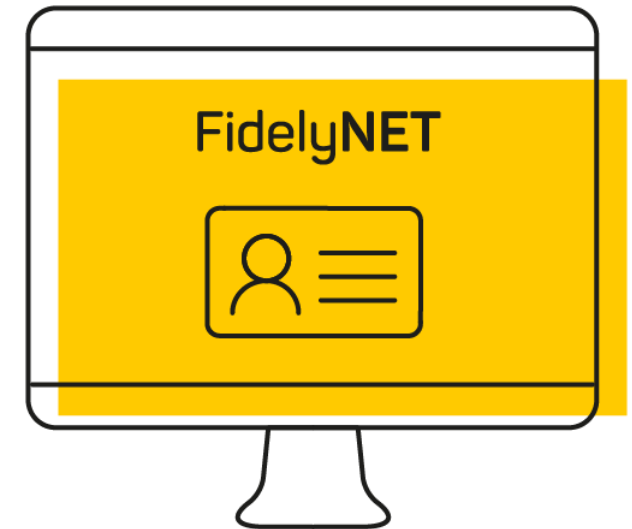
FidelyNET allows the **management of member get member initiatives** that encourage the presentation of new customers by a card holder who benefits by accumulating points continuously based on the expenses made by the reported customer.



ICR

For automatic data acquisition.

Integrated with FidelyNET, there is a **high-performance ICR system** that allows you to automatically acquire the customer's data, from standardized forms, automatically entering the data in the relevant campaign, making sure, in addition, that consulting the personal data you can **view the form signed by the customer in electronic format.**



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