



Windows POS software for Loyalty, Gift Cards and E-Voucher

Retailers using Windows based POS and Cash Register devices can now access Intersolve's Loyalty, Gift Card and E-Voucher applications, with the Loyalty in a Box PC software (LiaB/PC) solution.

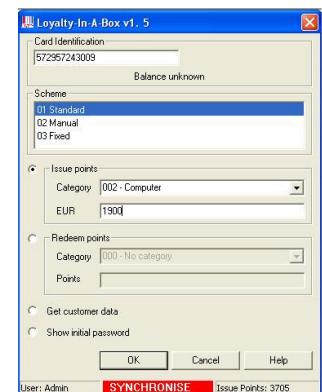
LiaB/PC can operate as a standalone program or can be seamlessly integrated into the POS device, operating automatically in back ground.

The functionality provided by LiaB/PC includes:

- issue/redemption of points to cardholders,
- check blacklist information,
- transfer points/vouchers to cards,
- store transactions in an internal database,
- synchronise with the centralised Loyalty-In-A-Box host server,
- process various loyalty schemes,
- handle on-card points storage, etc.



LiaB/PC communicates with various PC/SC and proprietary readers and is able to access magstripe cards, contact smart cards, and contact-less (Mifare/Proximity) cards. Communication with the Loyalty-In-A-Box host server is achieved via a secure interface using a dial-up adapter or network connections.



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Specifications

LiaB/PC consists of 3 components

- The main application, which is launched after a card insert/swipe and is used to execute transactions, synchronise with the host;
- A management and configuration database utility, to store transactions, setup communication facilities, manage users and transactions;
- An OCX facility which provides an interface to external applications in order to fully integrate this in to POS solutions.

Loyalty

The Loyalty module provides an extremely cost effective method of influencing your customers buying behaviour, increasing sales and customer satisfaction. Customers using your Loyalty scheme are more likely to increase expenditure on each transaction, return for additional purchases more frequently and take advantage of your special promotions.

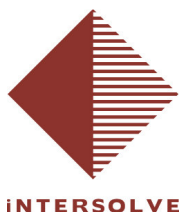
Gift Cards

Electronic Gift Cards have proven to give Retailers a powerful marketing tool, increasing their business with enhanced security and profitability. Intersolve's complete Gift Card solution brings these opportunities to all types of Retailer, providing everything they need to set up and run their own personalised Gift Card schemes.

E-Voucher

E-Vouchers are a method of Topping up Pre-Paid Mobile Phone credit with out the need for scratch cards. Using Intersolve's Transaction Host System Retailers are able to increase the sale of Top Up Vouchers by always having vouchers available for all major operators and International calling cards.

Loyalty In A Box E-Vouchers are proven to increase Retailers Turn Over as well as increasing customer satisfaction.



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