

# EdgeSmart™

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## Overview

### Loyalty Card

*EdgeSmart™* is designed to deliver customer rewards incorporated on co-branded loyalty smart cards or magnetic strip cards. Flexible, user defined parameters provide for extensive program options. Multiple retail programs maintained on the same card present opportunities for exciting and effective cross-promotions.

Secure • Value • Service

Loyalty features provide:

- repeat customer / new customer counters
- tracking points issued and redeemed
- tracking dollars issued, redeemed, reward milestones (with 5 levels)
- first use or payment type / promotional dollar or point award
- instant, delayed or pooled awards
- promotion start date, duration, percent discount (with period and transaction counters)  
— allocation to all or new customers only
- cards can be 'Hot Listed' and / or 'Disabled'
- card retains last 10 transactions; merchant device retains all transactions
- all transactions date stamped

Cards can contain multiple secure and reusable electronic purses with optional customer PIN.

Multi-lingual / multi-currency, *EdgeSmart™* Loyalty supports all major card types and a variety of device platforms (including vending machines and RF technology), operating with or without PSAM configuration. No on-site processor. Merchant reporting available. Off-line data collection option. Remote download capability.

Friendly, flexible partner management software allows you to activate and support hundreds of loyalty partners per card. Loyalty folders can be created either dynamically or on a pre-formatted basis.

Purchase incentives and rewards, customer service, customer retention and attracting new clients just got easier with *EdgeSmart™* **Loyalty Card**.

*EdgeTech®* ... Transforming Technology into *Solutions*.