

EcoSystems



EcoSmart

EcoMobil

EcoPC

EcoCity

EcoOutlet

EcoConnect

SmartLoyalty AG



Kundenbindung
mit System



SmartLoyalty offers the EcoSystems as a complete solution. They are quick and easy to use. The EcoSystem provides a range of add-on modules to suit each clients needs. The basis is the inexpensive platform (EcoSmart),

which will prove its effectiveness on the market. Further modules can be added to this base, depending on what is required (EcoPC, EcoConnect etc.).

EcoSmart - the intelligent chip Customer Card with a multifunctional terminal

solutions for stationary use

The EcoSmart system operates with a chipcard. Not only does this technology offer a high degree of security and robustness in comparison with magnetic cards, it also has the enormous advantage of having a minicomputer built into it. All important information is stored in the chip and can be retrieved anywhere and at any time without the need for expensive networks or systems working in the background.

The EcoSmart can be used as a loyalty, customer or value-card system needing only one connection to the electricity supply, i.e. without having to link it to a PC, monitor or even a cash-register. All key information can be entered by the staff using the keyboard on the stand-alone, multifunctional terminal. The data appears simultaneously on the easy-to-read display.



The security of the chipcard is guaranteed by the internal PIN, which prevents manipulation of the data. Besides the customer cards, each set includes several staff and/or proprietors cards. In order to hinder misuse of the system, it only operates when it has been activated by a staff or proprietors card.

solutions for mobile use

Beside the stationary terminal there is a model for the mobile use. The EcoMobil is based on the terminal EcoSmart but provides also a separate electricity supply. So the compact terminal can be used anywhere.



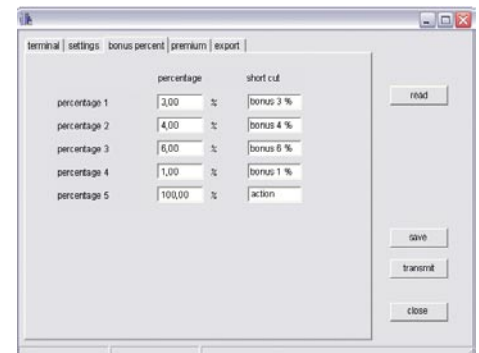
EcoPC - the computer-aided customer card with the PC connection

multi-functional PC software

The EcoPC with its Windows-based software provides a link to a computer system, extending further the function and flexibility of the EcoSystems. The PC software EcoPC makes it possible to:

- Read the details of a purchase stored in the EcoTerminal during the transaction.
- Change the system parameters such as the ratio between the sum spent and the bonus points awarded, the number of points needed for a premium, etc.

The terminal is linked to the PC by a serial interface. Data can be transferred from the PC via the terminal to the customer card, and data stored in the terminal can be imported into the database. This raw data can be compiled into valuable customer profiles, which in turn form the basis of important marketing decisions.



percentage	short cut
percentage 1 2,00 %	bonus 3 %
percentage 2 4,00 %	bonus 4 %
percentage 3 6,00 %	bonus 6 %
percentage 4 1,00 %	bonus 1 %
percentage 5 100,00 %	action

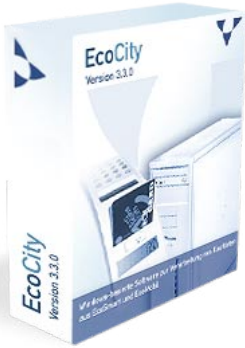
EcoCity/EcoOutlet - the clever customer loyalty system for cities and other communities

one for all

EcoCity is the affordable and clever customer loyalty system for cities, townships and other communities that want to hand out their customers an own account card.

CityCards

The chipcard is the key to an intelligent and simple network also in this case. The internal coding defines the circle of terminals which accept cards issued by a trader or even a group of traders. So it is possible for a whole town to offer a joint customer card or for the businesses to accept each others cards.

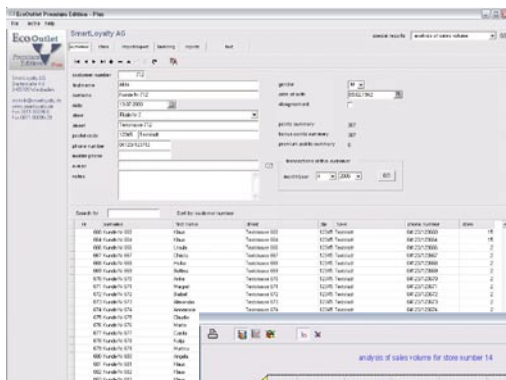


The system is optional expandable. Over the central software EcoCity the paid out and received bonus points can be assigned to the respective company.

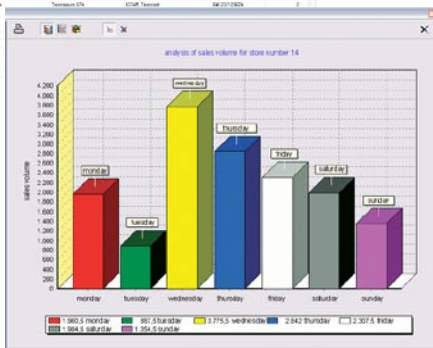


for outlet stores

With the database software EcoCity / EcoOutlet the basic claims data (name, address etc.) from the application form and the transaction data from the terminals are merged. Now the lists and grafics show the results based on different criteria:



- sales volume per customer
- sales volume per company / outlet
- sales volume per sales assistant
- low sales volume client / high sales volume client
- etc.



The results then can be exported as an excel file or PDF or sent with e-mail.

The reports of EcoCity / EcoOutlet can be adapted to the individual requirements of each branch.

EcoConnect - the network customer card with database interface

intelligent connection

Data on purchases which are generated and stored at different locations in the EcoTerminal can be transmitted by modem to a central database, either by connecting the individual terminals to a central server or by connecting several computers to a coordination centre. Which technology [ISDN, analogue, Internet, etc.] can be used to support the EcoSystem is investigated on location through a requirement analysis.





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