

```
$classes = array( 'zoom' );  
if ( $loop == 0 || $loop % $columns == 0 )  
    $classes[] = 'first';  
if ( ( $loop + 1 ) % $columns == 0 )  
    $classes[] = 'last';  
$image_link = wp_get_attachment_url( $attachment_id );  
if ( ! $image_link )  
    continue;  
$image = wp_get_attachment_image( $attachment_id, $size, $alt );  
$image_class = esc_attr( implode( ' ', $classes ) );  
$image_title = esc_attr( get_the_title( $attachment_id ) );  
printf( '<div class="slide easyzoom"><a href="%s" title="%s" ></a></div>',  
        wp_get_attachment_url( $attachment_id ), get_the_title( $attachment_id ),  
        $image_title, $image );  
$loop++;  
}
```

INNOVATIVE AND SCALABLE ARCHITECTURE

BLOYAL ENGINES ARE RELIABLY DEPLOYED ON Microsoft Azure Cloud Network

ARCHITECTURE

bLoyal systems are hosted on Microsoft Azure, designed to be agile and highly compliant, and utilize innovative, bLoyal Grid technology for integrations.

SCALABILITY

bLoyal offers truly unlimited scalability. Our systems support businesses of every size - from small boutiques to national and international enterprises.

RELIABILITY

bLoyal is designed to be fail-safe. Geo-redundancy and our three tier architecture means that our engines are always on, and incredibly fast.

A system that is always on, PCI compliant, responsive, scalable, supportable, reliable, and secure.

- ✓ Truly unlimited scalability
- ✓ Fast & always available
- ✓ Disaster resistant geo-redundancy
- ✓ Fail-safe, three tier architecture
- ✓ Detailed tracking & transaction flow
- ✓ Hosted on Microsoft Azure
- ✓ Programmatic access to raw data
- ✓ Redundant traffic managed
- ✓ Secure & PCI Compliant
- ✓ bLoyal Grid integrations





LOYALTY ENGINE

INSPIRE LIFETIME CUSTOMER LOYALTY

TAILORED LOYALTY OPTIONS

Customer loyalty is multi-faceted, and your business needs are unique. We understand that when it comes to loyalty programs, you need flexible options.

The bLoyal system provides rich technology that enhances lifetime customer value at every touchpoint. Our robust loyalty engine offers turn-key solutions to get your program up and running quickly, and endless configuration options with bLoyal Snippets - to create campaigns that are as unique as your business.

EASY SIGN-UP & INCENTIVES

Add new members quickly and with as much or as little information as you want. New members can be added in transaction flow at the POS, during special events with QuickLink, from your website, Facebook and other social media sites, or from phones and tablets.

Real-time loyalty means you can offer instant bonus points, loyalty dollars, or coupon incentives for joining or coming back soon.

SIMPLE MIGRATION & LAUNCH

Transition from a prior loyalty system quickly, and get started right away with out-of-the-box programs, or set custom loyalty rules to reward your members instantly.

PROGRAM TYPES

- ✓ Points programs
- ✓ Dollar programs
- ✓ Dividend programs
- ✓ Flexible discounts
- ✓ Program tiers
- ✓ Trackable eCoupons
- ✓ Electronic punchcards
- ✓ Frequent buyer programs
- ✓ Specific product rewards
- ✓ Buy-one-get-one promos
- ✓ Mix-n-match offers
- ✓ Sale pricing by product
- ✓ Volume discounts
- ✓ Program product exclusions
- ✓ Schedule program dates
- ✓ Redeem points to gift cards
- ✓ Target interest groups
- ✓ Subscription order programs
- ✓ Specialized segmentations
- ✓ Social campaign conversions and much more



ENGAGEMENT ENGINE

CREATE CONNECTIONS & RETURN CUSTOMERS

WHAT IS ENGAGEMENT?

Customer engagement is making meaningful, value-driven, personal connections that convert anonymous customers into known and loyal advocates of your business.

INSTANT ENGAGEMENT

The bLoyal Engagement Engine gets you started right away with personalized welcome messages, program sign-up incentives, and best practices.

Customize messages to offer more details about your program, add a link so members can update or complete their profiles online or check reward balances, and include special coupons to encourage return visits.

CUSTOM BRANDING

Campaign emails and loyalty messages are customized with your logo and branding. Web snippets enable seamless integration with your website and web apps.

Import your own HTML email templates, send bulk email promotions, and eliminate the need for a third-party system to manage your newsletter lists.

ENGAGEMENT FEATURES

- ✓ Automated touchpoint
- ✓ Transactional emails
- ✓ Text messages
- ✓ Targeted programs
- ✓ Event announcements
- ✓ Loyalty tier notices
- ✓ Reward balances
- ✓ Newsletters
- ✓ Member surveys
- ✓ Purchase incentives
- ✓ Program segmentation
- ✓ Omnichannel reach
- ✓ Scheduled triggers
- ✓ Sign-up incentives
- ✓ Custom branding
- ✓ Bulk messaging



ORDER PROCESSING ENGINE

LOYALTY ENABLED ADVANCED PROCESSING

ADVANCED ORDER PROCESSING

Offer customers the ability to order online, on the phone, or in-store and have their order shipped anywhere, or scheduled for pickup at a convenient store location.

RECURRING ORDERS

Increase revenue through recurring product programs, like pet food subscriptions, or recurring service clubs, like gym memberships, to maximize your revenue potential.

EXTEND YOUR SHELF

bLoyal's order processing engine provides enhanced, in-store shipping options that expand your shelf and help you secure more sales.

If an out of stock item is available at another location, process the sale immediately and offer customer pickup at that store, or schedule a pickup at your location at a later date.

BUY ONLINE & PICK UP IN STORE

Online shopping becomes even more convenient for your customers with the option to make purchases online and schedule pickup at any store location.

ORDERING FEATURES

- ✓ Advanced eCommerce
- ✓ Call-center ordering
- ✓ In-store shipping
- ✓ In-store pickup
- ✓ Cross-store pickups
- ✓ Ship from POS
- ✓ Ship-to-store
- ✓ Multi-store returns
- ✓ Recurring club orders
- ✓ Automated billing clubs
- ✓ Membership subscriptions
- ✓ Flexible shipping
- ✓ Scheduled delivery
- ✓ Digital receipts
- ✓ Real-Time inventory transfers
- ✓ Tracking across locations
- ✓ PCI compliant
- ✓ Batch processing



REPORTING

VISUALIZE YOUR DATA THE WAY YOU WANT

ROBUST REPORTING

With a custom report builder and more than 70 standard reports out of the box, you can access your data exactly how you need it with full customer visibility.

Reports can be scheduled in advance, generated on a recurring basis, or accessed on demand, and OData reporting provides SQL level access.

CUSTOM DASHBOARDS

Every user can customize their own unique key performance indicator dashboard to quickly see what matters most through charts, graphs, and datasheets.

THIRD-PARTY COMPATIBLE

Import and export capabilities make it easy to use your data with third party systems and accounting engines. Grid-layer supporting database access gives you a direct link for advanced integrations.

POWER BI INTEGRATION

Microsoft Power BI is a business intelligence platform with tools for gaining even more insight from your data. Create custom reports and dashboards within BI Desktop and publish them to your bLoyal Director account for visualization, or use them on your mobile phone with the Power BI app.

- ✔ Customer Reports
- ✔ Loyalty Reports
- ✔ Sales Reports
- ✔ Transaction Reports
- ✔ Mailing Reports
- ✔ Product Reports
- ✔ Channel Reports
- ✔ Payment Reports
- ✔ Shipping Reports
- ✔ System Reports
- ✔ Scheduled Reports
- ✔ Recurring Reports
- ✔ Flexible Date Ranges
- ✔ Custom Reports
- ✔ Email Report Delivery
- ✔ Key Indicator Dashboard
- ✔ OData Feed
- ✔ SQL Level Access
- ✔ Grid File Export
- ✔ HTML, EXCEL, CSV, PDF
- ✔ URL Access

THE BLOYAL GRID

ENABLING SEAMLESS SYSTEM INTEGRATIONS

WHAT IS THE GRID?

The bLoyal Grid is advanced technology that enables seamless integrations through client and service provider connections. The Grid brings loyalty and transaction data to life with real-time interactions and programmatic access to the raw data collected and stored by bLoyal engines.

CLIENT CONNECTORS

Client connectors operate via three primary channels - the POS Channel, Web & eCommerce Channel, and Mobile Loyalty Channel. Each channel supports native integration and bLoyal Snippet access, and mobile connectivity is provided via My Mobile Loyalty.

BACK OFFICE ERP SYSTEMS

Back Office connectors communicate in real-time with third-party applications, such as accounting, human resources, and warehousing systems.

SERVICE CONNECTORS

Service provider connectors can communicate with value-added systems in flow of transactions, like fulfillment providers, payment gateways, compliance systems, and other third party service providers around the globe.

Our consultants can assist with custom connector development for limitless integration potential.

- ✓ POS Connectors
- ✓ Native Integration
- ✓ eCommerce Integration
- ✓ Back Office Connectors
- ✓ Third Party Connectors
- ✓ Database Connectors
- ✓ In/Out Queues
- ✓ My Mobile Loyalty
- ✓ Offline Availability
- ✓ Scalable Architecture
- ✓ 500ms Avg. Response
- ✓ Increased Compliance
- ✓ Geographic Redudancy
- ✓ SLA Monitoring
- ✓ In-flow Runtime Engines
- ✓ Cloud Based Services
- ✓ Microsoft Azure Hosted
- ✓ Grid Web API
- ✓ File Connector
- ✓ Reporting Integration
- ✓ Custom Connectors

LOYALTY DIRECTOR

YOUR HUB FOR POWERFUL PROGRAMS & INSIGHTS

UNIVERSAL ACCESS

bLoyal Director is a secure web interface that provides access to everything you need for managing programs through intuitive, easy to navigate sections, which we call modules.

Each module was designed to serve a dedicated purpose with your priorities in mind.

INSIGHTS MODULE

Access bLoyal's robust reporting options, and create custom reports and dashboards.

CUSTOMERS MODULE

Keep customer information, master member profiles, customer lists, and groups organized.

MAILINGS MODULE

Create newsletters, events, campaigns, surveys, announcements, and easily track engagements.

LOYALTY MODULE

Manage store discounts, promotions, coupons, rewards, membership program tiers and more.

ORDERS MODULE

View sales transactions across channels, or manage order processing, order batches, and process shipping.

PRODUCTS MODULE

Access an editable list of every product you carry, along with departments, categories, customizable web catalogs, and detailed inventory tracking.

CHANNELS MODULE

Configure store and device setup options, Director integrations, and bLoyal Snippets.

PAYMENTS MODULE

If you offer gift cards either in store, online, or both - view balances, tracking information, and gift card transactions all in one place.

SETUP & TOOLS

Additional sections within Director provide advanced configuration options. Tools are also available to import or export data in almost every Director module.