



## Loyalty Scheme

Operator has launched a points-based rewards programme with partner brands to provide a deeper insight into its customer base and to create additional revenue stream. This benefits customers via discounts on products and services, provides partners with detailed segmentation data, and delivers an incremental revenue stream to the operator through targeted promotions as well as providing churn and ARPU benefits.

MORE Rewards	How It Works	Key Benefits
<ul style="list-style-type: none"> <li>Operator has customers</li> <li>Customers earn More points based on their <b>spending on services and partners</b></li> <li>Customers <b>redeem More points</b> for either <b>services</b>, at <b>partner outlets</b>, on the <b>online reward shop</b> (which has more than 3,000 products &amp; services) or convert to <b>Guest miles</b></li> </ul>  	<ol style="list-style-type: none"> <li><b>Recruit Members</b> <ul style="list-style-type: none"> <li>Send SMS message to subscribers to opt-in</li> <li>Use existing channels to get opt-in</li> <li>Members win new members</li> </ul> </li> <li><b>Segmentation and Profiling</b> <ul style="list-style-type: none"> <li>Profile members based on demography, attitudes &amp; lifestyle</li> <li>Combine with billing information</li> <li>Update profiles based on member activity</li> </ul> </li> <li><b>Provide Rewards</b> <ul style="list-style-type: none"> <li>Send targeted special offers to members</li> <li>Reward activity with bonus reward points and other incentives</li> <li>Redeem points</li> </ul> </li> </ol>	<ul style="list-style-type: none"> <li>Provides data on consumer spending beyond telecoms spend</li> <li>Enables targeting of particular customer segments with specific loyalty campaigns</li> <li>Loyalty scheme is not a cost but a revenue stream             <ul style="list-style-type: none"> <li>Profitable as a standalone unit</li> <li>Significant churn reduction and ARPU uplift</li> <li>Creates incremental revenue for partners and operator</li> </ul> </li> </ul>

# BellaDati is Agile BI, Pure Web Application, Complete BI Solution



## Cloud or On-Premise

Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

## Analytics Platform

with API and SDK for creating Embedded Data Solutions. Deliver BellaDati as Your Brand.

## Mobile BI

Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

## BIG Data and Predictions

In Memory Real time Statistics and Prediction with SAP HANA.

## NO-SQL/SQL biz data integration and analysis

from more than 100 databases, APIs, Cloud Solutions and Social Networks.

## Social network for Data Discovery

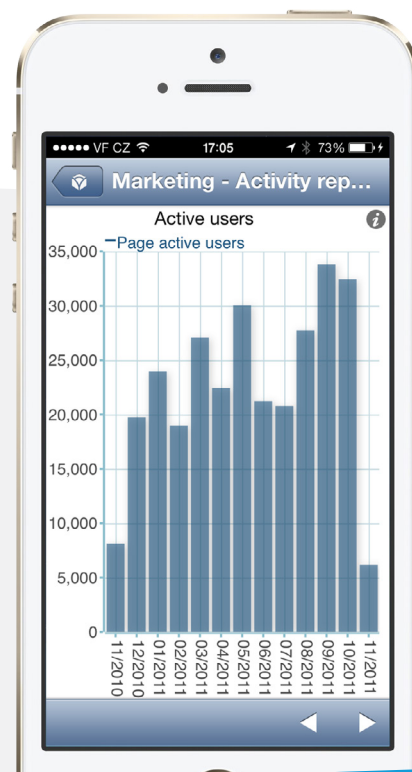
Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.



BellaDati Cloud



BellaDati On-Premise



# Ask for more use cases...

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