

## Data Sheet

### KEY BENEFITS

#### CUSTOMER LOYALTY

By providing a means for your customers to earn points and a website to redeem those points for products, you build better relationships and repeat business with your customers.

#### EASE OF MAINTENANCE

Easy uploading of points earned and exporting of transaction detail will provide maintenance and tracking.

### INTEGRATION

- Microsoft Dynamics GP customer ID
- Azox E-Commerce Suite

### ADDITIONAL FEATURES

- Set expiration dates on points earned
- Provide descriptions for points earned
- Add a Microsoft Dynamics GP Sales order payment to orders redeemed for point payment

### ABOUT AZOX

As a Microsoft Gold Certified Partner and Strategic ISV, Azox is a recognized leader in e-commerce solutions for Microsoft Dynamics market. Azox develops and delivers fully integrated e-commerce solutions, online payment solutions, and distribution modules to businesses of all sizes and all kinds around the world. Dedicated to developing and marketing software for Microsoft Dynamics, Azox produces world class solutions in these key areas:

- *E-Commerce Solutions*
- *E-Payment Solutions*
- *Dynamics Extensions*
- *Distribution Modules*

The eSource Points System allows your ecommerce websites to sell products to customers where the product price and the order payment will use points instead of the traditional currency payments.

### Customer Accounts

Using the eSource Points System your customers will be coupled with a Microsoft Dynamics GP customer ID and a point balance will be associated with that customer. Web stores using the points system will be configured as a point store and will not accept any other form of payment.

### Redemption

Prices for Point Based webstore will reflect the price of the item as a point value. The user can view their point balance and if the user has enough available points to cover his shopping cart subtotal, s/he will be allowed to place an order. After the order is completed the customers point balance will be decreased by the amount of the total points ordered. A point usage transaction will be recorded to reflect the order number, date, userid, and points used. The web store will then clear out the shopping cart and refresh the point balance.

### Administration

An administrative tool will allow you to manage the point's data:

- Add points to customer accounts
- Reduce points in a customer accounts
- Expire points in customer accounts
- Report on point transactions

### Earning Points

Points will be earned outside of the point based website. You determine what loyalty promotions you want to offer and accumulate points for your customers. For example:

- Loyalty Points can be earned based on order/invoice transactions.
- Points might be distributed by employers for their employees to purchase items at a web store.
- A simple upload of earned points in the admin tool make those earned points available.

### Transaction History Log

The web store will provide a point transaction log that displays:

- Points Added
- Points Redeemed
- Points Adjusted