

Flexible  
solutions that  
fit your needs.

SOFTWARE | HARDWARE | SERVICE

**UTC RETAIL™**

# Gift Card and Loyalty



- Stand-alone solution
- No transaction fees
- Cross-channel integration
- Retailer-owned database and software
- Reduced retailer cost
- Increased brand awareness





## the challenge

Retailers are always looking for innovative ways to attract new clientele, retain loyal shoppers and increase their customers' spend. At the same time, they need to control costs and differentiate their brand. As competition continues to escalate, retailers are faced with a number of potential risks, such as:

- Decreasing store traffic
- Diminishing brand identity and shopper loyalty
- Lost sales due to lack of data visibility
- 3rd party transaction fees (pay per swipe)
- Increased accounting, reconciliation and labor costs

## our solution

We understand that retailers must be able to continually provide a robust experience for shoppers. Our Gift Card and Loyalty solution enables retailers to enhance their relationships with new and existing customers, while minimizing program expenses. Along with no hassles and no transaction fees, our Gift Card and Loyalty solution is truly a gift to you, our customers, for a variety of reasons, including:

- Dramatically lower costs over other gift card and loyalty programs
- Greater flexibility and control over data
- Redeemable through multiple channels including store, web, catalog and mobile
- Increased employee productivity
- Decreased fraud and shrink
- Overall boost in brand awareness and loyalty



## technical overview

Gift Card and Loyalty is a 100% Java-based solution. Data integrity and security are the cornerstones of the product's design. It is J2SE-compliant and utilizes JDBC, XML, and TCP/IP.

### OPERATING SYSTEM

Gift Card and Loyalty can run on a variety of open source and licensed operating systems, including Linux, Windows Server, Windows 7, Windows XP, and OS400.

### DATABASE

Gift Card and Loyalty can be implemented with any JDBC compliant database, including Oracle, SQL Server, MySQL, DB2 and Firebird.

### ACCESSIBILITY

Gift Card and Loyalty includes a Java-based API that can be implemented by the retailer. Alternatively, the centralized Gift Card and Loyalty server can be accessed via published XML messages.

## key benefits

Numerous studies have shown that it is less expensive to retain an existing customer than to find a new one. Gift cards and loyalty programs can drive traffic to your stores and website, reward repeat business and promote customer retention. However, choosing the solution that is the best fit for you can also mean greater flexibility, increased control and higher profits.

Our Gift Card and Loyalty application is a stand-alone solution that has been designed by retail experts *exclusively* for the retail industry. It gives you total operational and marketing flexibility because you own the data and software. Use it to create extra value for your customers—and greater profits for you. Our solution offers:

### LOWER COST AND GREATER FLEXIBILITY

- No pay-per-swipe or transactional fees
- Fully rechargeable, thereby reducing costs for additional cards and printing
- Single or segmented SKU's—your choice—based on your tracking preferences

### SIMPLIFIED PROGRAM MANAGEMENT

- Easy balance checking, reloading of dollars, and complete shopping freedom, day or night
- Card numbers can be batched to facilitate sorting by store, promotion or expiration date

### MULTI-CHANNEL FUNCTIONALITY

- Our gift cards are redeemable in stores and online, expanding the channels where you can make a sale
- Access to loyalty account information can also be done via the web or in-store

### FRAUD REDUCTION

- You own the data with full access to audit trails
- More secure than traditional paper gift certificates and credit slips
- Transactions remain on your network, and you define your security levels

## take control

Our Gift Card and Loyalty solution will generate new revenue streams, quickly and easily. Use it to create extra value for your customers, and greater profits for your operations. With our strong focus on customer convenience and ease of integration, along with your enhanced ability to control program data and costs, there's no solution that is a better fit for you.

# UTC RETAIL capabilities

## about UTC RETAIL

UTC RETAIL offers a suite of store solutions, including software, hardware and services, that help retailers to reduce costs, improve operations, enhance the shopping experience, and increase customer loyalty.

With 25 years of experience and over 420,000 store-level POS installations, UTC RETAIL is the industry leader in delivering innovative technology, outstanding service, and exceptional value. Leveraging modern technology architecture, our solutions give retailers greater flexibility across multiple channels and platforms, and extend the long-term benefits of their investment, well into the future.

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## Software

- POS-J Best of Breed Store System
- Merchant Integrated Enterprise System
- Gift Card and Customer Loyalty



## Point of Sale Hardware

- 2100 Family: Fanless Touch Terminals
- 3100 Family: All-In-One Touch Terminals
- 4100 Family: Thin-Client Workstations
- 5100 Family: Integrated POS Platform



## Call Center

- Toll-Free Help Desk Services
- Service On-Demand Customer Portal
- Online FAQs, User Guides, and Technical Manuals
- Online Access to Device Drivers



## Hardware Repair

- Flexible Maintenance Services
- Depot Maintenance and Repair
- Hot Swap Replacement
- On-Site Maintenance



## Professional Services

- Project Planning
- Business Analysis
- Solution Design
- System Configuration
- End User Training

For more information or to receive a demonstration of UTC RETAIL solutions, call us at 800-349-0546, email [info@utcretail.com](mailto:info@utcretail.com) or visit [www.utcretail.com](http://www.utcretail.com)