



# bLoyal Version 4: Real-Time, Omnichannel Loyalty and Engagement Solution Has Been Redesigned and Rebuilt on the Microsoft Azure Cloud Platform

## MICROSOFT AZURE APP BUILDER PROFILE: bLoyal

bLoyal delivers real-time omnichannel loyalty to help you maximize customer lifetime value. The bLoyal platform brings your customer interactions into one place to help you grow your customer base, dynamically engage, strengthen customer relationships, and improve return on investment through insights and optimization of loyalty programs.

### WHAT WE OFFER



#### Attract New Customers

Grow your customer base with easy signup and instant rewards.

- Signups on any channel or device.
- Dynamic promotions and instant rewards.
- Gift and loyalty card programs.
- Social media campaign conversions.



#### Personalized Engagement

Build relationships with personalized engagement across all your touchpoints.

- Private-label loyalty programs.
- Dynamic segments to power campaigns across channels.
- Subscriptions and clubs to increase recurring revenue.



#### Understand & Optimize

Understand your customers and programs to increase loyalty.

- Quick, actionable insights.
- 360° view of customer interactions in a single place.
- Advanced technology to resolve duplicate customers and products.



#### Scale & Perform

Microsoft Azure powers bLoyal's new highly scalable architecture.

- Geo redundancy, performance-based routing, fast response times, and high availability.
- Near real-time backups and enhanced recovery options.

### WHAT OUR CUSTOMERS ARE SAYING

"Switching to bLoyal for loyalty on direct sales, club, and ecommerce was a natural choice for us. No other platform in the industry integrates as well with Microsoft, and that was very important for us. bLoyal has a leading edge in technology and a great staff." – Alessandra Boscarino, Director, Retail Marketing, Dariouish Winery

### LEARN MORE

Visit [www.bloyal.com](http://www.bloyal.com) or contact us at [info@bloyal.com](mailto:info@bloyal.com) or (877) 869-1715.

# Microsoft Azure

Microsoft Azure is an open and flexible cloud platform that enables you to quickly build, deploy, scale, and manage applications across a global network of Microsoft data centers. You can build applications using multiple languages, tools, and frameworks.



## KEY USE CASES

### WEB APPLICATIONS

Build anything from lightweight websites to multi-tier cloud services that scale up as your traffic grows.

### CLOUD STORAGE

Rely on geo-redundant cloud storage for backup, archiving, and disaster recovery.

### BIG DATA & HPC

Get actionable insights from your data by taking advantage of a fully compatible enterprise-ready Hadoop service.

### MOBILE

Accelerate your mobile app development by using a backend hosted on Microsoft Azure. Scale instantly as your install base grows.

### MEDIA

Create, manage, and distribute media in the cloud – everything from encoding to content protection to streaming and analytics support.

### FLEXIBLE APPLICATION MODEL

Microsoft Azure provides a rich set of application services, including SDKs, caching, messaging, and identity. You can write applications in .NET, PHP, Java, node.js, Python, Ruby, or using open REST protocols. This is all part of Microsoft's promise to let you build using any language, tool, or framework.

### ALWAYS ON, ALWAYS HERE

Build resilient applications with automatic operating system and service updating, built-in network load balancing, and geo-redundant storage. Microsoft Azure also proudly delivers a 99.95% monthly SLA. You can rely on decades of experience in data center operations and trust that everything Microsoft Azure offers is backed by industry certifications for security and compliance.

### DATA CENTER WITHOUT BOUNDARIES

Microsoft Azure makes it easy for you to integrate your on-premises IT environment with the public cloud. Migrate your virtual machines to Microsoft Azure without the need to convert them to a different format. Use the robust messaging and networking capabilities in Microsoft Azure to deliver hybrid solutions, and then manage your hybrid applications from a single console with Microsoft System Center.

### GLOBAL REACH

With data centers around the globe, a massive investment in data center innovation, and a worldwide Content Delivery Network, you can build applications that provide the best experience for users, wherever they are.

**Learn more:** [www.microsoftazure.com](http://www.microsoftazure.com)

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