

Microsoft Azure

CASE STUDY



MICROSOFT AZURE ISV:
bLoyal

WEB SITE: www.bloyal.com

LOCATION: Redmond, WA, USA

ORG SIZE: Fewer than 51 employees

MICROSOFT AZURE ISV PROFILE:

bLoyal delivers real-time omnichannel loyalty to help businesses maximize customer lifetime value. The bLoyal platform brings customer interactions into one place to help businesses grow, engage, strengthen customer relationships, and improve ROI through insight and optimization of loyalty programs. bLoyal serves retailers across many industries worldwide.

Loyalty and Engagement Solution Scores a Full Revamp on the Microsoft Azure Cloud Platform

“Our mission is to help our clients grow their loyal customer bases and maximize customer lifetime value. With Version 4 of our software redesigned to run on Microsoft Azure, we can take our performance and capabilities to the next level.” – Robert Carney, Founder and CTO, bLoyal

• SITUATION

bLoyal knows today’s consumers constantly compare competitors on price, quality, and availability. However, bLoyal believes growing a loyal customer base is the key for businesses to compete beyond price. It needed to overhaul its customer loyalty solution for the cloud and looked for a robust platform upon which to entrust its solution. It required an innovative platform that would be fast, reliable, highly scalable, secure, and available 24/7.

• SOLUTION

bLoyal revamped its platform on Microsoft Azure and now uses multiple Azure services to power its operations. Thanks to the rich set of app services in Azure, bLoyal innovates faster and integrates with more retail systems. This extends its capabilities, while at the same time maintaining stability and allowing for the building of high-quality features. Azure Cloud Services and Traffic Manager deliver geographic redundancy across regions and performance-based routing for faster response times and high availability. Azure SQL Database enables highly available databases with near real-time backups for enhanced recovery options.

• BENEFITS

bLoyal can easily scale up whenever the need arises so it can support its worldwide growth and serve ever-larger clients efficiently.

bLoyal benefits from built-in Azure security, which enables it to meet the requirements of stringent consumer privacy rules and regulations.

