



Annex Cloud Loyalty Experience Platform for Microsoft

Fully Integrated Enterprise Loyalty
Management Software

What Today's Customers Expect:

- A satisfying experience with every interaction, no matter how they're connecting with your brand
- Personalized communications and offers designed specifically for them
- Right-on-time messages that deliver meaningful value based on their preferences, habits and lifestyle
- A rewarding human-to-brand experience fueled by a mutual value exchange



Annex Cloud Loyalty Experience Platform

Bring your customer experience vision to life with an integrated robust platform designed for even the most complex global brands.

Empower your marketing, merchandising and product teams with a full set of next-gen loyalty capabilities at their fingertips.



Personalize

Collect actionable zero- and first-party data to craft individualized messaging, offers and experiences.

Engage

Identify and engage high-value customers to participate in transactional and non-transactional behaviors.

Retain

Stay top of mind and encourage repeat purchasing with relevant, meaningful omnichannel campaigns.

Annex Cloud Loyalty Experience Platform

ENTERPRISE INTEGRATIONS

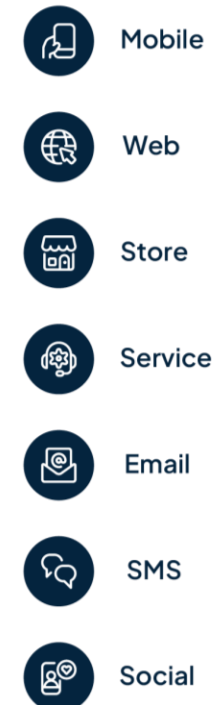


COMPREHENSIVE PROGRAM & MEMBER MANAGEMENT



Loyalty Engine & Member Data

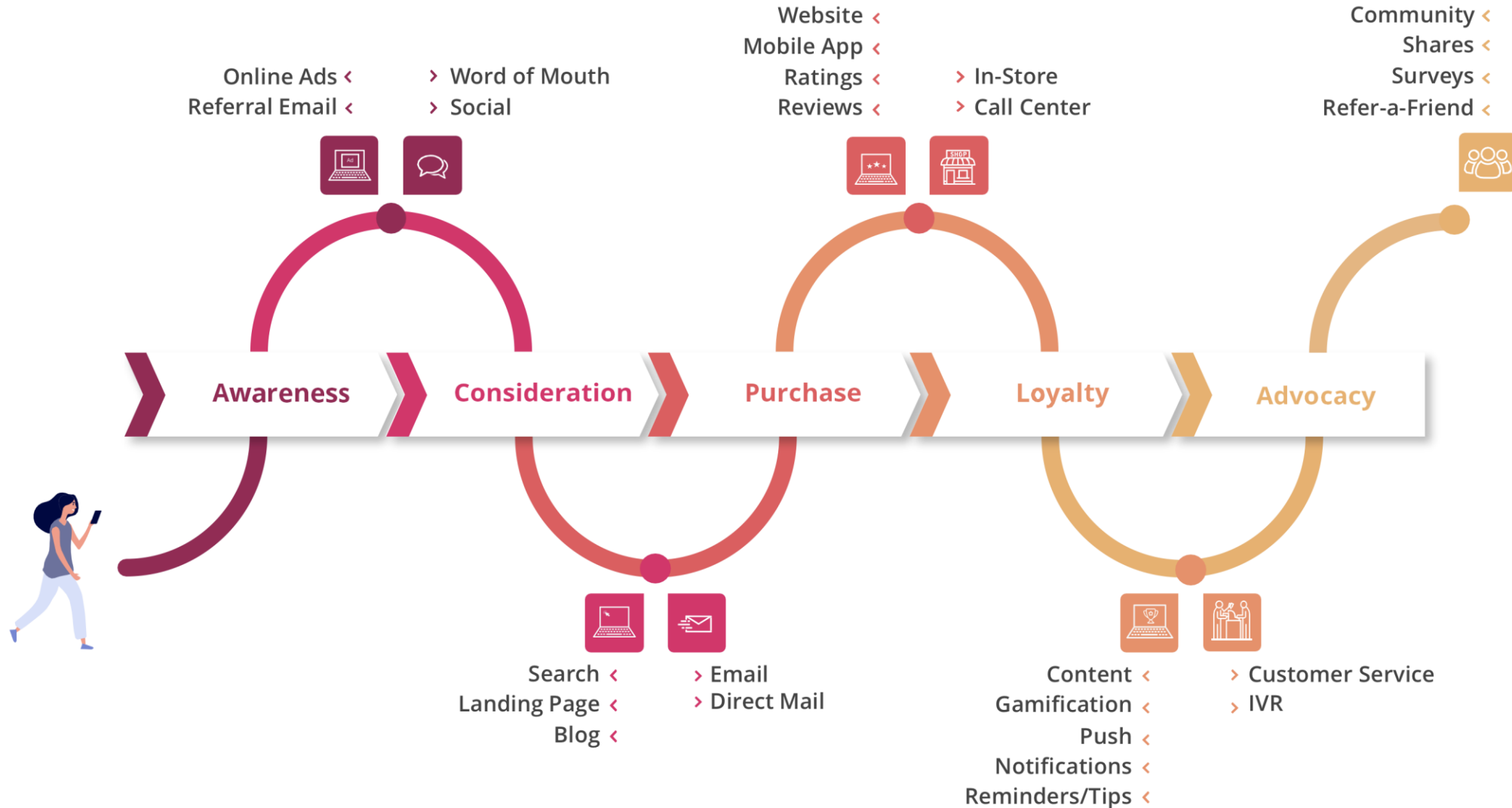
LOYALTY ENHANCED OMNICHANNEL INTEGRATIONS



INCENTIVIZED & PERSONALIZED MEMBER ENGAGEMENT



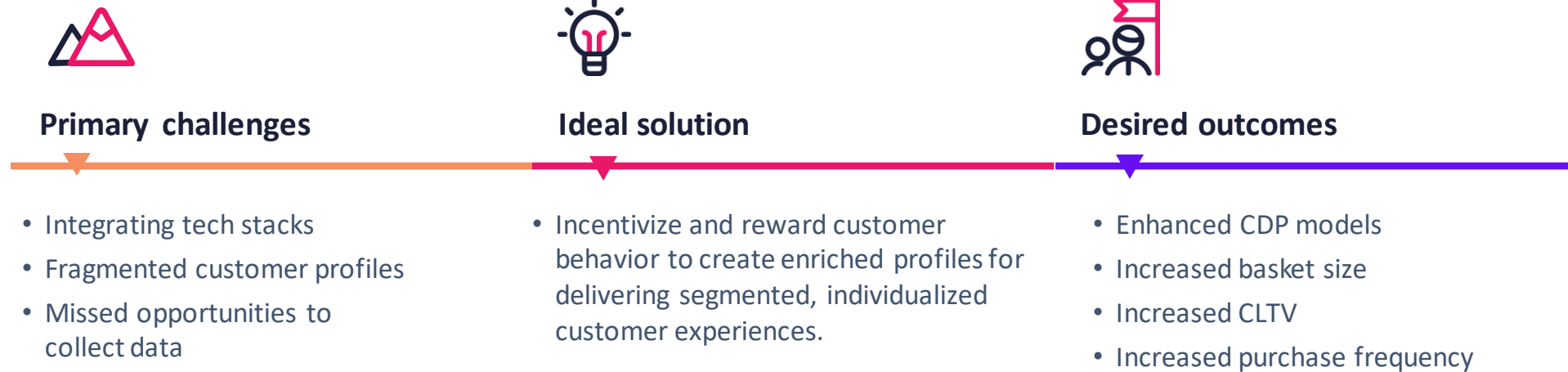
Every Customer. Every Touchpoint. Personalized. Valued.



Use Cases

Enable Personalization with Omni-Channel Zero- and First-Party Data Collection

Personalization is a key customer expectation but with complex internal ecosystems struggling to collect compliant zero- and first-party data, personalization has not reached full potential for many brands.



Leveraging Omnichannel Loyalty Experiences

Create consistent user journeys for your loyalty members regardless of the channels they use.



Online

- Purchase to earn points
- Create an account
- Newsletter signup
- Write a review
- Upload an image gallery
- Other custom actions



Social

- Connect, follow, like, pin, share, and tweet with your company
- Sharing your business/products on social networks
- Hashtag your company
- Hashtag your company with an uploaded image



In-Store

- Purchase to earn points
- Set up custom actions that will drive the most engagement from your customer
- Personalize actions and redemptions journeys

Unlimited Attributes for Unlimited Potential

Only loyalty can capture new data that opens new opportunities to communicate and sell throughout the Microsoft ecosystem.

Deep Member Profiles

The member profile provides a holistic view of all loyalty member attributes, in combination with predictive scoring.

- LoyaltyID
- Member Profile & Address
- Opt-in Date & Status
- Available Points
- Used Points
- Lifetime Points
- Current Tier
- Next Tier
- Points to Next Tier
- Points to Next Reward
- Last Activity Date
- Points Expiration Date
- Points to Expire
- Ways to Earn
- Ways to Redeem

Data From Action

Behavioral data is captured as members engage across all channels.

- Channel Engagement
- Location
- Cross-Brand Purchase
- Earned Reward
- Reward Redeemed
- Social Posting
- Onsite Visual Commerce
- Onsite Questions & Answers
- Onsite Ratings & Reviews
- Campaign Participation
- Event Participation

Custom Attributes

Create and capture an unlimited number of attribute fields from profile questions, surveys and contests.

- Style preferences
- Lifestyle preferences
- Travel preferences
- Family or pets
- Vehicle descriptors

Segmentation Engine

Combine RFM (recency, frequency and monetary value) data with any customer attributes to create highly targeted segments.

- Newest Customers
- Best Customers
- Advocates
- At Risk to Churn
- Churned

Deliver Global and Multi-Brand Loyalty Programs with Ease

Managing loyalty programs across brands, countries, languages and currencies requires replicating and managing compliant experiences. Limited resources and time-consuming management hinder global program expansion and execution.



Primary challenges

- Managing programs for a house of brands
- Managing across language, currency and time zones
- Unable to localize programs
- Limited market expansion



Ideal solution

- Quickly replicate and localize programs with multi-template capabilities to grow existing and new markets with loyalty strategy. Manage loyalty programs single or house of brands in one platform.



Desired outcomes

- Decreased time spent managing programs
- Seamlessly support new markets
- Localized rules for compliance
- Localized messaging and experiences

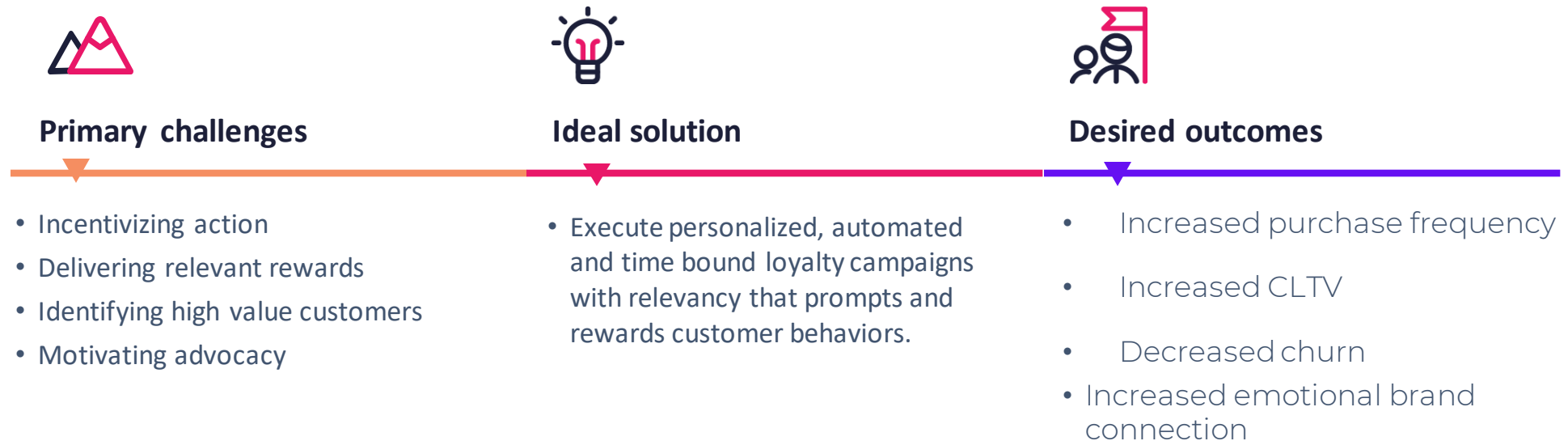
Loyalty Solutions for Complex Business Cases

We simplify the building and managing of complex loyalty strategies mixing and matching three product modules:

Multilingual/Currency Templates	Multi-variant Templates	Multi-instance Templates
Vary language and currency only, using a single, shared loyalty program design	Vary key program configuration for multiple brands, franchises, sales channels or regions	Vary all program configurations
Single application instance hosted in a single location	Single application instance hosted in a single location	Multiple application instances hosted in multiple locations
Single, shared loyalty member records under one program	Single, shared loyalty member records under one program	Different loyalty member records for each instance
Common integrations across all language/currency templates	Common integrations across all variant templates	Different integrations for each instance
	Templates may also vary languages and currency	Supports residency and security compliance

Acquire and Retain Customers with Relevant Engagement

Mass marketing and offers that are not relevant turn customers off and counteract retention strategies. Creating individualized experiences is about the right offer, at the right time, on the right channel.



Flexible & Configurable Programs

- Transactional Loyalty Programs
 - Points Based
 - Spend Based
- Behavioral Loyalty Programs
 - Social Interaction Based
 - Gamification Based
- Tiered Loyalty Programs
- Paid Membership Loyalty
- Coalition Loyalty Program
- Hybrid Loyalty Program



Better Together

Microsoft + Annex Cloud



Annex Cloud Loyalty Experience Platform and Microsoft Dynamics 365

Unlock the full potential of Microsoft Dynamics 365 with Annex Cloud's integrated enterprise loyalty management software. Incentivize and reward customers for sharing personal information that empowers data teams to deliver individualized experiences for driving growth and retention.

Annex Cloud and Dynamics 365 Marketing

Leverage loyalty data to enrich customer profiles for advanced segmentation and personalization, increasing marketing effectiveness.

Annex Cloud and Dynamics 365 Sales

Create visibility into interactions from high-value customers and accounts to empower your frontline to build deep relationships.

Annex Cloud and Dynamics 365 Commerce

Engage customers throughout the lifecycle with a seamless member experience to earn and redeem points, gift cards, vouchers or coupons.

Annex Cloud and Dynamics 365 Customer Insights

Enhance customer journeys with unlimited attribute collection for a complete customer record and incentivize information exchange to feed predictive models.



Annex Cloud Loyalty Experience Platform and Azure

Flexible, scalable and secure, host your loyalty program on Azure with Annex Cloud.

Global Availability

Multi-region deployment and hyper-scaled services permit regional as well as global hosting options to support any Global need.

Scalability

Dynamic load balancing for both web and database nodes with scalable caching layer to reduce database load.

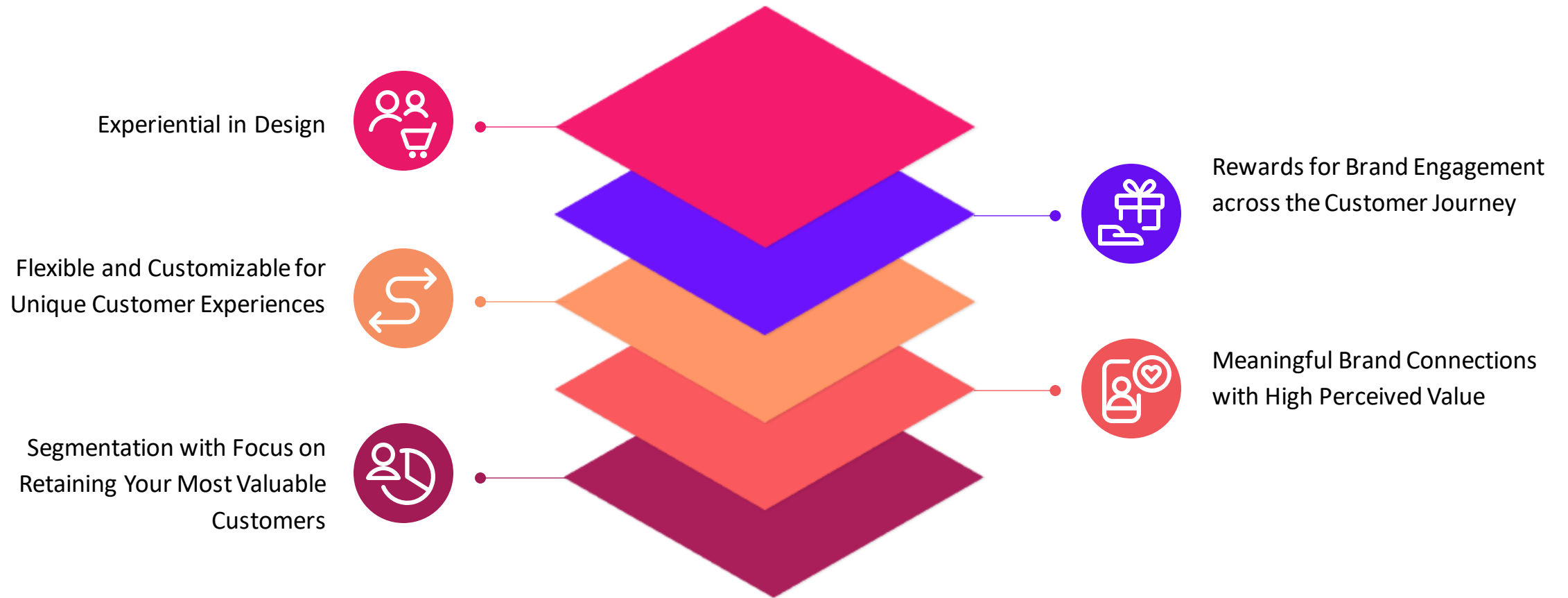
Security

Industry leading physical and network security measures protect data and enable real-time monitoring, threat detection, and data encryption.

Compliance

- ISO 27001 Certified
- SOC 2 , Type II Reviewed
- EU and Swiss Privacy Shield
- GDPR, CCPA, etc. Compliant

Loyalty Experience Platform™ Drives Growth for Dynamics 365 Teams



Winning Together

Win Story

Key Challenges

A national lawncare brand needed a loyalty solution that addressed the following challenges:

- Experiencing significantly low retention rates with, on average, one-third of their customers churning within one year.
- While strategic marketing investments were driving new customer acquisition, customer growth remained stagnant as attrition continued to outpace new customer acquisition.
- Retention efforts were largely reactive and discount-driven.

How Microsoft & Annex Cloud Partnered to Win

Microsoft introduced the opportunity to Annex Cloud as part of an informal RFP process with their current client. From an integration perspective, Annex Cloud highlighted pre-built integrations with Microsoft Dynamics 365, specifically Dynamics 365 Marketing and Microsoft Customer Insights.

Both organizations provided several Annex Cloud demos showing how the solution would integrate into the larger Microsoft ecosystem.



Win Story

Key Challenges

A national in-store and e-commerce tool brand needed to migrate their loyalty program to create an omnichannel experience to drive both in-store and online engagement.

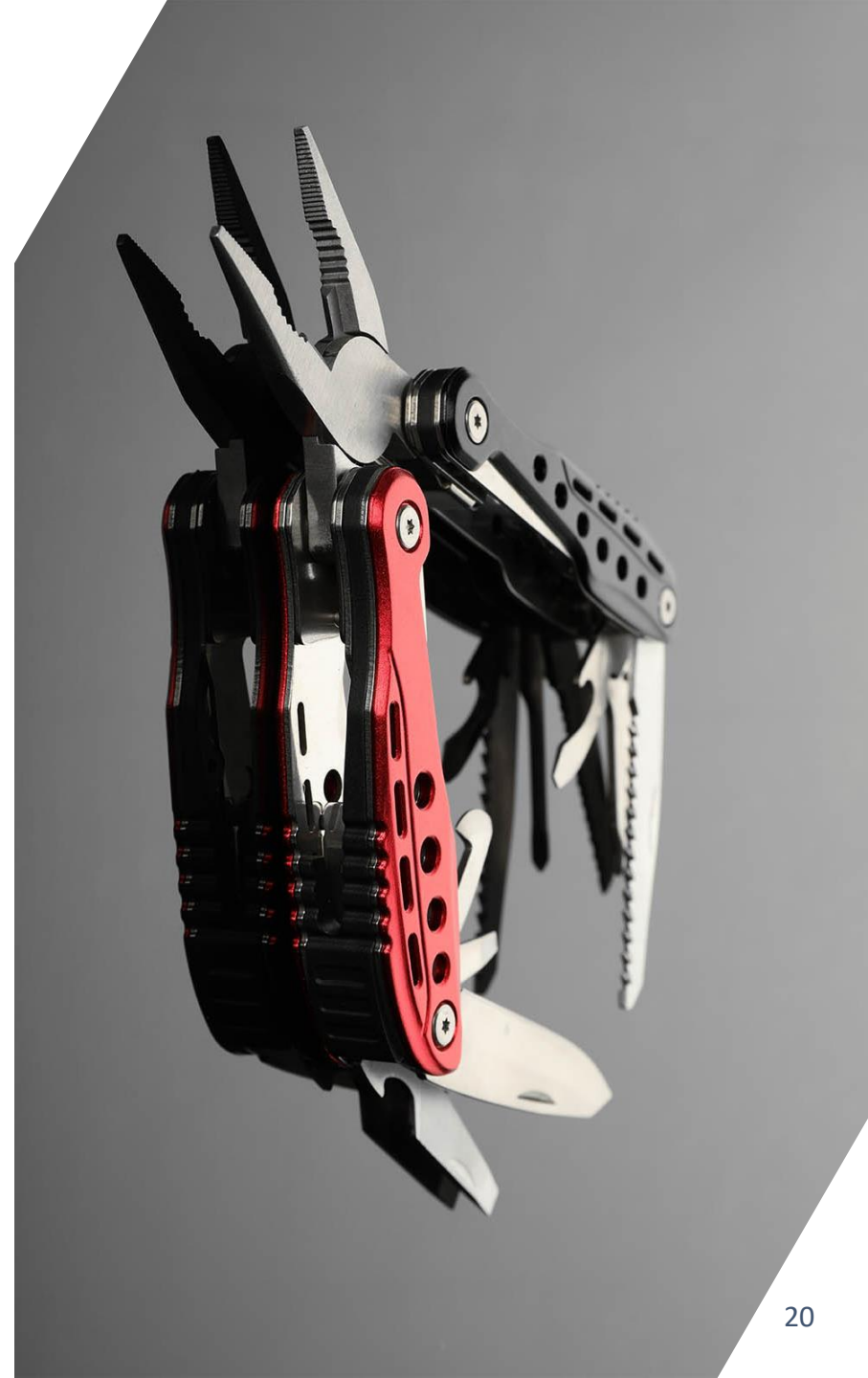
- Incentivize engagement with non-transactional rewards to increase average order value, repeat purchases and CLTV.
- Drive customers to 130+ stores

How Microsoft & Annex Cloud Partnered to Win

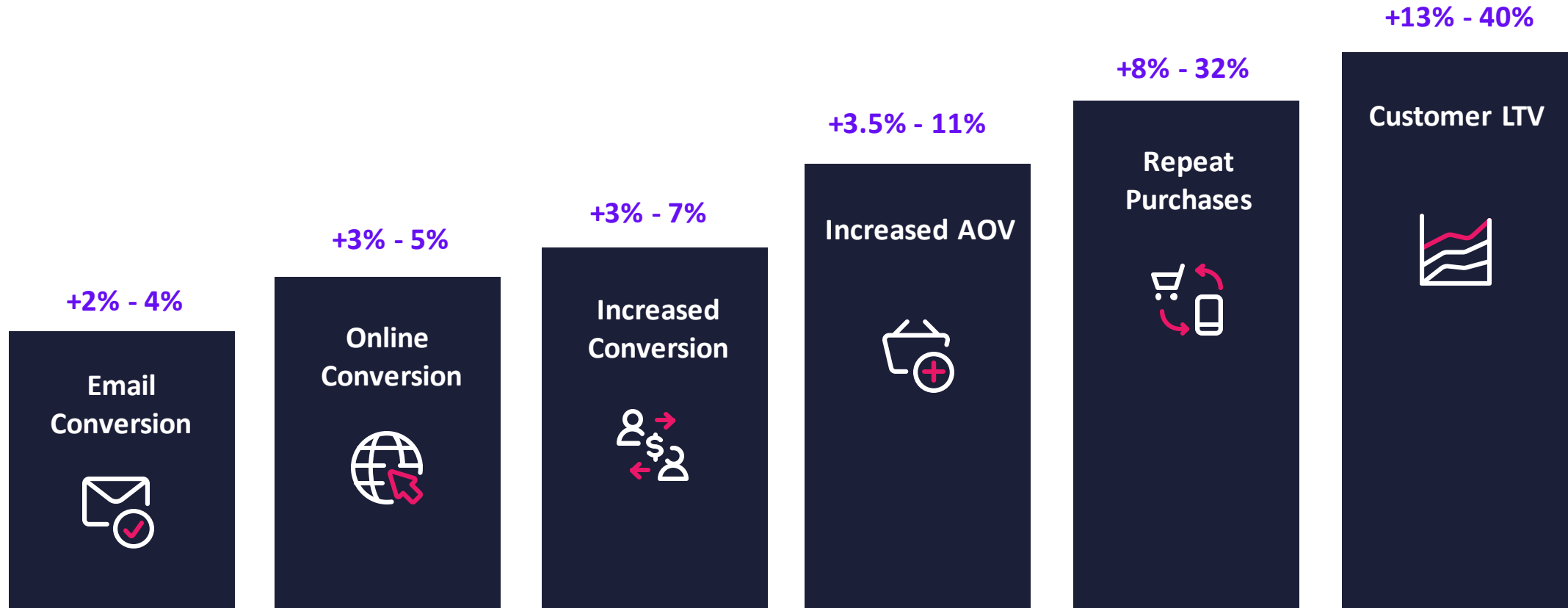
The retailer migrated to Microsoft Dynamics 365, specifically Microsoft Dynamics 365 POS.

Annex Cloud's end-to-end Dynamics 365 integration and experience in delivering omnichannel program management with an easy-to-use UI ultimately helped the team choose the Annex Cloud Loyalty Experience Platform.

Store associate can see loyalty



Effective, Personalized Loyalty Achieves Real Results



Average lift observed by Annex Cloud customers

About Annex Cloud

About Annex Cloud

200+

Customers Globally

140+

Dedicated Loyalty Engineers

200+

Employees



Founded in 2010
Privately Held



HQ in McLean, VA



Global offices in
Germany and India



Recognized by Industry Analysts

FORRESTER

Annex Cloud received highest scores possible in 15 criteria in the Forrester Wave™:

Loyalty Solutions, Q2 2021 Report.

Forrester Categories	Annex Cloud	Average of Other Loyalty Providers in Report
Loyalty Management	5	3.1
User Experience	5	3.3
Execution & Innovation Roadmap	5	2.8
Integration and Partnerships	5	3.3



“Fast and frictionless that is modular, extensible, and scalable”

“We feel like it has our best interest in mind as we work together”

“Tech centric vision supported by separate roadmaps”

“Annex Cloud is a great partner, calling out its listening skills and advocacy”



Get Started

Get a free demo at AnnexCloud.com

Call for more information: 877-301-4944

Email Steve Swain: SSwain@AnnexCloud.com

See our offer on the Microsoft Commercial Marketplace

