VELA®

Payment Matters®

VELA™ Loyalty allows consumers to spend their spectrum of rewards points at their favorite stores, and instantly earn new points for immediate payment.

LOYALTY / "PAY WITH POINTS"

- Fully-configurable rules engine based on various factors like
  - Product
  - Tier Levels
  - Date and Time Period
  - Amount/Dollar Value Range
  - Type of Channel (eCommerce, mobile, IOT)
  - Quantity and more
- Full and partial transactions capability on Capture, Sale, and Refunds
- Buy, gift, or transfer points
- Transfer points to recipients (e.g., family and/or friends)
- Transfer points to Partner Brands (e.g., airlines and/or hotels)

- Donate points
- Two-factor authentication for additional user security
- Email and/or SMS notifications and alerts
- Independently integratable with the third-party application without payments module purchase
- Cross-brand rewards program (e.g., points-to-miles or miles-to-points)
- Buy Gift Cards/eGift using Points
- Use Points feature allow customers to pay balances, travel, merchandise and more
- Pool points
- Lend/Borrow Points
- "Blockchain" Technology

LOYALTY PLANS	BASIC	PLUS	PREMIUM
Fully-configurable rules engine based on various factors	✔	✔	✔
Buy Points	✔	✔	✔
Gift Points	✔	✔	✔
Donate Points	✔	✔	✔
Two-factor authentication for additional user security	✔	✔	✔
Email and/or SMS notifications and alerts	✔	✔	✔
Transfer Points to recipients (e.g., family and/or friends)		✔	✔
Use Points extended capability on travel, merchandise and more, beyond standard redemption		✔	✔
Buy Gift Cards/eGift using Points		✔	✔
Cross-brand rewards program (e.g., points-to-miles or miles-to-points)			✔
Transfer Points to Partner Brands (e.g., airlines and/or hotels)			✔
Pool points			✔
Lend points			✔

Datum Software provides the following end-to-end management for a range of projects, allowing customers to focus on their priorities:

- Enterprise architecture
- Application design, development and implementation
- Quality assurance services and project management

- Network and system administration and support
- Database administration
- Data analytics and data mining
- Staff augmentation

Datum Software is a recognized industry leader providing IT solutions to the United States government and commercial clients including Fortune 500 companies.

Our experience and expertise in the software industry enables us to solve specific problems and deploy solutions to immediately improve any company's bottom line.

Our close-knit team passionately strives for excellence. Our proven processes and metrics-based measurements will provide insight into both a company's current challenges and future progress.

We believe that fostering close relationships and open communication is the best way to guarantee consistent, high quality deliverables that are on time and on budget. We provide a series of integration and software services to accomplish business goals without all the pains typically associated with outsourcing. We mitigate risk through our business processes to ensure consistent project results that justify strategic goals for both the business and the project.

PRODUCT DEVELOPMENT

Accelerating product innovation and improving product design to fit customer needs

TECHNOLOGY PRODUCTS

Deep experience in designing and developing a wide range of software within a proven framework

MANAGED SERVICES

Experienced product management, business analysis and end-to-end project management

IT STAFFING

Top-notch people with highly developed, project-specific skills for a long-term, on-site engagements

We pride ourselves in the quality and reliability of our services.

Our commitment to quality is made evident by the trust our clients place in us. We have a proven track record in developing rock-solid software applications and providing qualified support to quickly and successfully achieve goals.

Datum Software is a certified small business and a woman and minority-owned corporation with proven leadership and processes in Information Technology systems, exceptional customer service, solid hands-on technical expertise, and an outstanding track record.

payvela.com/loyalty

REGISTER FOR FREE TRIAL
vela.datumsoftware.com

FOR MORE INFORMATION
vela@datumsoftware.com

Find us at **velapayment** on the following social networks:

Interested in reselling VELA products? If so, please call us at +1-678-740-0263 or email us at vela@datumsoftware.com.

Datum
SOFTWARE

12000 Findley Road   Suite 350   Johns Creek, GA 30097
office: +1.678.740.0263   **fax:** +1.678.992.1941
www.payvela.com