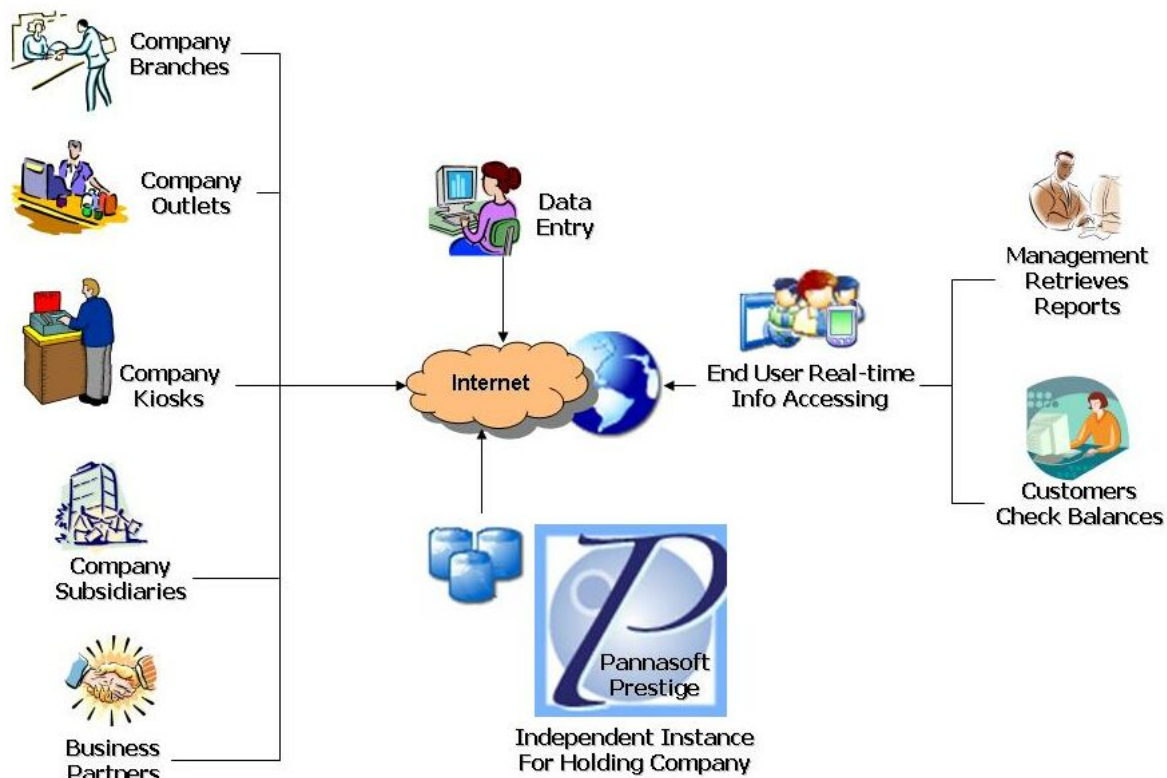




## PANNASOFT PRESTIGE™

Customer Loyalty System Support  
customer loyalty system that rewards!

Pannasoft Prestige™ is a support service, based on the ASP model that helps to manage and support your customer loyalty program system. Pannasoft Prestige™ offers a comprehensive setup, covering essential areas such as connectivity, database management, reporting, online application and user training for your customer loyalty program to operate fluidly.



### Pannasoft Prestige™ at a glance

## Features

### 1. Connectivity

- High-speed internet data center at 100Mbps, with 24/7 network.
- May also include mechanism to transfer data from your site via web services to the central server.

### 2. Database Management

- Central server service for database management including security monitoring, SSL security layer and daily data backup.
- Data migration and integration from your existing system to other systems.
- May also include manual data entry to key in data into the system from information gathered through faxes and e-mails pertaining customer registration, point collection and redemption.

### 3. Reporting

- Produce regular e-mails and ad hoc reports to the management.
- Print and mail out reward points balance statement to customers.
- Notify customers regarding reward points monthly balance via SMS.

### 4. Online Application

- Track the collection of customers' reward points based on customizable rate (i.e., points per Ringgit).
- Track reward points redemption by customers.
- Track reward points expiration.
- Keep track of reward items or gift stocks.
- Enable customers to view and print reward points balance statement via web with secure login and password.

### 5. User Training

- Training sessions for administrators and managers to use the online system.

## Benefits

### 1. Low capital outlay

- Pannasoft Prestige™ provides you the facility of a powerful server with stable operating system. You can save from purchasing the required server, operating system and software.
- Pannasoft Prestige™'s up-to-date, full functionality hardware protects you from costly hardware failures and obsolescence.
- You save on staff to administer the system as system administration is part of Pannasoft Prestige™'s package.
- No investment is needed to maintain your own technical support team as Pannasoft Prestige™ includes technical support.

### 2. Time saving

- Pannasoft Prestige™ can be implemented fairly quickly as full requirements gathering is not necessary.
- Ad hoc data analysis and report can be produced in hours without the need to use different software.

### 3. Security and contingency

- Your valuable data is secured with industrial strength firewall and SSL protection.
- Full server data backup is performed daily and recovery support is available in case of system failures. With Pannasoft Prestige™'s contingency measures in place, you are assured of minimal operational disruption and loss of data.





 [www.pannasoft.com](http://www.pannasoft.com)

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**Optimizing Businesses  
Through Intelligence**

