



## News Release

# CubelQ Announces the Completion of a New Consumer Loyalty Project

[EN] Athens, GR, **May 21<sup>st</sup>, 2012** - **CubelQ Limited**, an IT company provider of software solutions and systems for financial, banking and corporate institutions, announces the completion of new consumer loyalty project.

The consumer loyalty project is based on **Advantage™ Consumer Loyalty & Electronic Purse Application Platform** and has been implemented in a **Greek subsidiary of a multi-national loyalty scheme management firm**. First phase rollout includes **Advantage™** client installation in in 450 merchant locations.

Loyalty part of **Advantage™** is installed implementing two loyalty games.

The first game is the **“localized dynamic discount”** scheme. Cardholders receive discounts on each purchase which is defined from the system dynamically, based on product/service category and locally, based on merchant location (shop). Products and/or services and the corresponding discounts in each merchant location are listed in the system, defined initially by the merchant during its registration procedure and changed any time the merchant requires so.

The second game is the **“dynamic points”** game. Cardholders collect point on each purchase. Points are calculated dynamically based on variants such as transaction amount, merchant location (shop) and product/service category. Amount to points' calculation formula is different in each participating merchant, merchant shop and product/service category purchased from the cardholders. Accumulated points are used to purchase gifts from the scheme owner web site.

### About CubelQ

CubelQ Ltd. - [www.cubelq.gr](http://www.cubelq.gr) - is a leading provider of software solutions, systems, business process re-engineering solutions and professional services to banks, financial institutions and corporations in South and East Europe. CubelQ's portfolio of solutions and systems include: Item & Document - Cheque Processing Systems, Cheque Book Issuance Systems, Fraud Detection & Prevention Systems, Anti Money Laundry Systems, Electronic Transaction Processing & Card



Management Systems, SWIFT Reconciliation and Messaging Applications, Document Management & Electronic Workflow Systems, Prepaid Services Electronic Distribution Systems, SMS Messaging Systems, Electronic Loyalty Systems and a number of specialized equipment such as Cheque Scanners, Encoders, Sorters, Cheque Book Issuance Machines, Single & Dual Terminal Cash Dispensing - TCDs and Cash Recycling Machines - TCRDs, Cheque Book Dispensing - Cheque Deposit, Bill Payment and Multifunctional Terminals, specialized Automatic Teller Machines - ATMs, Cash Deposit, Cash Recycling and Multifunctional ATMs. CubelQ was established in 2003 by a group of professionals with long and successful presence in the Greek banking market. The company is specialized in Business Process Re-engineering focused in the Banking and Electronic Transaction Processing Market. Our leading-edge software solutions can transform business processes in a more efficient, more productive and cost saving way.

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