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**COMPANY OVERVIEW**
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**LOCATION:** KITCHENER, ON

**TECHNOLOGY**

**CLOUD-BASED LOYALTY**
Implementing a loyalty rewards programs can be a costly, lengthy process. Efficient solutions that increase customer loyalty and engagement across multiple different medias are an asset in today's market. Through cloud-based technology and advanced automated data analysis, loyalty programs can not only build a brand's customer base, but also act as a funnel for customer insights.

“**We updated and improved the architecture of our cloud platform around containerization using Kubernetes, which allows the service to support a stress-test of over 700 member registrations per second or 42,000 every minute.**”

**Brad Ball**
Founder and President,
LoyaltyMatch

**BUILDING LOYALTY THROUGH ADVANCED ANALYTICS**
LoyaltyMatch offers a cloud solution that provides deep customer analytics through artificial intelligence and machine learning. As a one of the leading vendors of a cloud-based loyalty program platform, LoyaltyMatch helps businesses understand their customers and provides them with an outstanding experience through any device. LoyaltyMatch measures data, providing companies with the knowledge to build loyalty and revenue.

**VALIDATING CAPACITY FOR EXPANSION**
LoyaltyMatch carried out a successful project by leveraging CENGN's infrastructure to load test and validate their solution's capacity. The company proved that their system can support 700+ stores/locations simultaneously. Through fine-tuning and further improvements of their system's performance, LoyaltyMatch left CENGN with a recipe for future success.