



LOYALTYMATCH INNOVATION HIGHLIGHT



LoyaltyMatch®

COMPANY OVERVIEW

LoyaltyMatch offers the fastest and most cost-effective path to the development and delivery of a loyalty rewards program. Enabling easy viewing and management of loyal fans and customers, the LoyaltyMatch cloud-based platform collects data that helps companies make informed decisions that improve business operations and generate revenue.

LOCATION: KITCHENER, ON

TECHNOLOGY



Data Centre and Cloud

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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.

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 CENG'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 CENG with a recipe for future success.

"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

