TIBCO Reward
Turning Customers into Fans™

THE CORE OF TIBCO REWARD

CUSTOMER RELATIONSHIP MANAGEMENT SUITE
Set up offers and campaigns, messaging, accruals, redemptions, rewards, reporting, and analytics with our program management tool.

CUSTOMER SERVICE REPRESENTATIVE APPLICATION
Access and update member accounts and replicate the member view with our permissions-based customer support tool.

TIBCO® Reward is the leading real-time loyalty management platform that helps you identify and reward your best customers right now, in the moment that matters most. It lets marketers harness their big data and turn it into Fast Data that generates real-time offers and rewards, influences purchase decisions, and increases customer loyalty.

THE MARKETING CHALLENGE

In today’s always-on world, customer expectations have never been greater, and the marketer’s role never more challenging. An increasing number of customer touchpoints are usually managed by disparate point solutions that were never meant to connect. Acting on customer desires in real time is extremely difficult, and marketing organizations must rely heavily on IT.

Marketers need a way to easily integrate all their point solutions and tackle the volume, variety, and velocity of data; gain a holistic view of the customer; and communicate consistently across channels. Marketers need TIBCO Reward.

HOW TIBCO REWARD DELIVERS VALUE

Built on TIBCO’s Fast Data platform, the scalable, SaaS, enterprise-ready TIBCO Reward system integrates information from all systems and touchpoints with powerful analytics and real-time decision engines. These capabilities are all managed through a marketer-friendly interface that helps you identify and reward your best customers now, not later.

- **Fast Data platform:** TIBCO solves big data problems using in-memory computation of vast volumes of fast-moving data, distilling the essential dynamic mix of factors and circumstances that determine real-time communications.
- **Unparalleled integration:** TIBCO Reward makes elegant systems out of distinct point solutions and your partner ecosystem, letting you reap benefits from all your past marketing investments.
- **Built to scale in real time:** Built on TIBCO best-of-breed infrastructure products, TIBCO Reward is the only configurable SaaS platform for faster time to market and unsurpassed scalability.
- **Industry-leading analytics:** Using TIBCO Spotfire® data visualization and predictive modeling tools, marketers can make better decisions and take the most appropriate actions to achieve competitive advantage.
- **Deep customer loyalty experience:** Our long history of working with some of the most adored brands across the globe puts you in good hands.

BENEFITS

**INCREASED PROFIT AND WALLET SHARE:**
Easily leverage all customer data (transactional, historical/preference, social, mobile, geolocation).

**HIGHER CUSTOMER RESPONSE RATES:**
Extend relevant offers right away.

**INCREASED CUSTOMER LOYALTY AND LIFETIME VALUE:**
Influence the right customer behavior in interesting ways.

**IMPROVED MARKETING ROI:**
Feed program improvement with immediate analytics and scale as needed because data volumes do not impact performance.

**BETTER PRODUCTIVITY FROM THE MARKETING TEAM:**
Turn down your reliance on IT.

Extend targeted offers to customers within a specific geolocation.
LOYALTY MANAGEMENT

FEATURES
- Program structure
- Points and liability management
- Offer management
- Segmentation and targeting
- Rewards catalog
- Member microsite
- Messaging and communications
- Customer clienteling
- Customer management interface

For more information, visit www.tibco.com or email reward@tibco.com.

CAPABILITIES
- **Loyalty management**: Program configuration, segmentation, offers, and measurement.
- **Real-time event and transaction processing**: High-performance loyalty engine for real-time computation and management of vast volumes of fast-moving data.
- **Scalable SaaS enterprise platform**: Integrated platform architecture enables open API ecosystem and combines innovative in-memory data grid, event-server technologies, market-leading analytics, and integration platform.
- **Omni-channel data integration**: Out-of-the-box, real-time connectivity to databases, systems, business processes, cloud services, and consumer applications. Integration of real-time transactional, historical, and master data.
- **Mobile framework**: Plug-ins for existing apps or creation of new apps to deliver personalized content in the moment and pull analytics in real time.
- **Social integration**: All social channels brought together so you can deliver targeted communications seamlessly.
- **Advanced analytics**: Best-of-breed analytics, predictive models, and visualization tools.
- **Marketer-centric tools**: Intuitive UI that expedites discovery and program execution.
- **Professional services**: Program design, strategy, and implementation.

Advanced analytics and predictive models help you determine the next best action.

An intuitive interface lets you segment your customer base and generate offers on-the-fly.