

# Case Study

## On-Demand Concierge Supported Loyalty System



### ✍ THE CUSTOMER

A provider of concierge supported loyalty services and solutions. They offer creative, quality services that deliver life-enhancing benefits to their clients, a marquee list of Fortune companies. Their assistance-based loyalty solutions and services are targeted towards their clients' clients and employees.

### ✍ THEIR NEED

The customer's concierge solution used to take about 2 months to be implemented for each of their clients. They wanted this roll-out time to be reduced and also wanted to optimize their solution so that a single instance of their solution could provide all the benefits of their services to multiple clients.

This meant re-architecting their solution, keeping in mind the configurability, customizability, multi-tenancy, integration and single sign-on.

### ✍ OUR DEED

Aspire helped the customer re-architect their solution and reduced the implementation time for each of their client roll-outs from 2 months to 1 week. This re-architecting also provided for efficiency in the system, and the service mix was available to every client of theirs on an on-demand basis.

*Aspire re-architected the customer's loyalty solution and reduced the implementation time for each of their client roll-outs from 2 months to 1 week*

## On-Demand Solution of Concierge Services

The customer offers more than a dozen concierge services to their clients. Some of the services that they offer include automotive, travel, health & well-being, food & beverage, entertainment and shopping services. They have affiliations with over 30000 vendors towards offering their services.

**The on-demand characteristics built into the loyalty system involved the following:**

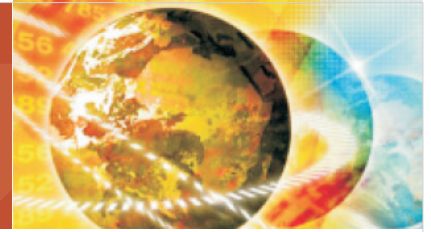
- ✍ Configuration and Customization
- ✍ Multi-tenancy
- ✍ Integration
- ✍ Single Sign-On

### Configuration and Customization

Customization and configuration is clubbed together here for simplicity, as all the customization happens through the configuration provided by the application. Aspire implemented a home grown Content Management System in order to customize the



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user interface for each client implementation, including the brand name, logo and tagline.

Thus, the task of customization was made easy, without incurring extra development or operation costs for each customization. Additionally, the system also allows for a preview of a customized look and feel for any event planned for that specified period of time.

Each client can opt for a different set of concierge services based on their needs, and these services are made available to their clients (end-users) and displayed along with any promotion targeted towards them (end-users).

## Multi-tenancy

The data model was designed to accommodate flexibility for manipulating tenant specific data. This allowed for multiple clients to use a single instance of the service offered by the customer

## Integration

### This was done at multiple levels:

- ✍ The concierge service system was integrated with an internal CRM application of the customer, which was used to support end-user requests. The internal CRM application was Microsoft-based and the concierge system was Java-based - the integration between them was done using web services.
- ✍ Customer specific feeds of data migration involving ETL was performed.
- ✍ The concierge service solution was integrated with vendor service applications using web services. Examples include hotel information, current events etc.

## Single Sign-On

Single sign-on was implemented to make it simple for end-users to use the system. Exchange of authentication and authorization data was done using multiple standards. All of the below were implemented and could be utilized as per their client requirements.

- ✍ Security Assertion Markup Language (SAML)
- ✍ Proprietary Solutions (e.g., ForumSentry)
- ✍ Packet-based Authentication over TCP/IP Socket
- ✍ Federated Authentication

## Benefits to the customer

The customer's on-demand concierge supported system gave them the flexibility to easily roll-out new implementations for their clients. They were also able to reduce the implementation time from 2 months to 1 week with this on-demand provision.

Aspire currently serves as the customer's technology team handling all their engineering and implementation requirements.

*On-Demand characteristics built into the loyalty system include configuration and customization, multi-tenancy, integration, and single sign-on*



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## ABOUT ASPIRE SYSTEMS

Aspire Systems is an Outsourced Product Development firm committed to helping our customers build software products better and faster. We work with some of the world's most innovative Independent Software Vendors and software-enabled businesses, ranging from start-ups to established industry leaders, transforming the way software is built.

Aspire provides complete product lifecycle services, ranging from new product development and product advancement to product migration, re-engineering, sustenance and support. Our product development teams are spread between our Global Innovation Center in Chennai, India and offices in the United States.

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