



PROJECT SUMMARY

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| Ref No.: MRIC-EIBS-0051 | Title: ProxiPass - Platform & Ecosystem |
| Local Company: ProximaSoft Ltd | |
| Collaborating Institution: Mataora Ltd | |
| Project Leader | |
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| TECHNICAL ABSTRACT | |
| <p>An ecosystem that will address 2 targets audiences: the Merchants & the "Consommateurs". For Merchants, we are offering Solis ERP Solution to manage their businesses (their Point of Sales). We will encourage them to become a "ProxiPass Merchant" in adhering to the ProxiPass Platform for the management of their reward program and the loyalty of their customers. They will have tools to push marketing campaigns to the ProxiPass Members. They will boost their sales and increase their portfolio of customers.</p> <p>For the Consommateurs (ProxiPass Members), we are offering an App that will be a single "Fidelity Card" for all the merchants adhering to the Platform. They will get rewards for each of their purchases within the ProxiPass Merchants network. These rewards will be cumulated in their Wallets of Points that can be used for their future purchases within the ProxiPass Merchants network. They will have a detailed access to their purchases history and will be able to filter the Push Marketing Notification from Merchant an area of interests. The ProxiPass platform will consist of:</p> <ul style="list-style-type: none"> . ProximaCloud (Our Cloud based solution) will host the data . ProxiPass App for the ProxiPass Members . ProxiPass Merchant Management system . ProxiPass Admin . Solis POS Solution will be amended to integrate with the ProxiPass Platform. | |
| Key Words: ERP, business management, merchants, customers, purchases | |