

Glossary of Terms

Component#	Description
A7 Wallet	Container for customer profile information, loyalty id and homesite, transaction history, e-receipts, point and store credit accounts, coupons and coupon balances, 3rd party rewards, shoppinglists, dependents and loyalty preferences.
TillController APIs	Series of APIs that support wallet functionality pertaining to store checkout. These APIs support mobile checkout, online checkout and standard store checkout. The APIs includes endpoints to enroll new users, access wallet contents and deliver benefits to the order during checkout, and coupon and account balances for display or writing on a receipt.
A7 APIs	Series of APIs that allow access to all A7 platform functionality. The A7Framework is designed and built in a layered Object-Oriented fashion to easily expose complete A7 service functionality through RESTful APIs.
Wallet APIs	Series of RESTful APIs that allows access to Wallet functionality such as profile information, transaction history, e-receipts, coupon clipping, shoppinglist, rewards, account and coupon balances. Also contains API to support store proximity functionality.
Coupon Services	Series of services that include functionality to import from 3 rd party coupon providers, properly expire promotions, provide active coupons to subscribers and settle redeemed coupons.
Store TillController (STC)	Agent on store back office server that communicates with the POS lanes and with the A7 DataCenter. Process real-time scans at the register to determine rewards (Coupons, Points, 3rd Party Rewards) to be added to the order. Communicates back to the A7 DataCenter on POS activity, store credit used, rewards settled. Adds rewards for both loyalty and non-loyalty customers.
TillController Monitor	Plug-in adaptor to the a TillController at either the store, online ordering or mobile checkout. Used to observe and publish POS events real-time to the A7 Data Center. Key data points would be: store and transaction information, when a wallet is opened, what customer is checking out, what products are being scanned, what qualified rewards are being added.
TLog Transfer	Service responsible for understanding each POS system and loading the proper POS adaptor to properly send TLog and product item files to the A7 FTP server.
Transaction Services	Series of services that provide functionality around processing of Transaction Log data. This includes data such as order details like store, register, cashier and

	transaction details such as product, item pricing, coupons, and e-receipts. A7 supports a number POS formats and converts these into a standard format. Also includes the ability to forward TLog information to subscribing partners.
Product Services	Series of services that provide store and national product details. This supports a number of POS formats that are converted to a standard A7 format. Product details include UPC, GS1 standard product classification information for brand and category data, images and product description, nutritional and usage details.
Payment and Coupon Settlement Services	A series of services to handle proper redemption acknowledgment and settlement to coupon clearing houses.
A7Framework	A series of assemblies that encapsulate the full functionality of the A7 Platform. These assemblies are agnostic to any display technologies and are responsible for the execution of standard data transactions and business rules that run the A7 network. Application do not contain data transaction technology or business rules but rely on the A7Framework for this functionality.