

BOS – Promotion Engine

HOW PROMOTIONS, CAMPAIGNS & LOYALTY WORK (Official)

Rule-driven, Auditable, Customer-controlled

1. Core Doctrine

The BOS Promotion Engine treats promotions as rule sets that modify pricing transparently. Promotions are controlled, auditable, and never allowed to break pricing, accounting, or tax truth.

2. Role Within BOS

The Promotion Engine operates between POS and Pricing across Retail, Restaurant, Online POS, and Remote Cart channels, feeding Accounting, BI, and AI advisory layers.

3. Promotion Object Model

Each promotion is defined by an identifier, rule set, validity window, scope, limits, and lifecycle state. Promotions are never hard-coded to single products.

4. Scope & Targeting

Promotions may target businesses, branches, products, categories, customer segments, or sales channels. Cross-business promotions are not permitted.

5. Rule Framework

The engine supports composable rule types such as percentage discounts, fixed reductions, first-N customers, time windows, volume thresholds, and bundles. Rules may be combined safely.

6. Limits & Safety Controls

All promotions enforce usage limits, budget ceilings, customer caps, and stackability rules. Negative pricing and uncontrolled losses are prevented by design.

7. Loyalty & Customer Control

Loyalty is lightweight and customer-controlled. Customers accumulate points per business and choose which eligible offers to activate via their dashboard before redemption.

8. Redemption Flow

Redemption occurs only after customer consent. POS scans the customer QR code, validates eligible offers, applies approved promotions, and logs the transaction.

9. Promotion, Tax & Accounting

Promotions reduce net price before tax calculation. VAT is applied on the adjusted amount, and discounts are recorded transparently for accounting and audit.

10. Inventory & Demand Awareness

Promotions do not create or reserve inventory. Inventory remains controlled by stock rules, while BI may analyze promotion-driven demand patterns.

11. AI Advisory Boundaries

AI may recommend promotions, simulate impact, and warn of risks. AI cannot activate, modify, or override promotion rules.

12. Audit & Traceability

Every promotion application is logged with user, time, receipt, and rule reference. Invisible or silent discounts are not permitted.

13. What Promotion Engine Is Not

The engine is not a coupon marketing platform, does not run ad campaigns, and does not bypass pricing governance.

14. Final Doctrine

The BOS Promotion Engine ensures that promotional strategies increase sales without compromising financial truth, tax compliance, or system integrity.