



EY Blockchain Loyalty Solution

EY

Building a better
working world



Platform overview

Transformation

Features and
value proposition

Product
comparison

Product
road map

Placemat



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1 Platform solution overview

EY Blockchain Loyalty Solution platform enables seamless loyalty points management among stakeholders, secure real-time transactions with increased accuracy, intelligent insights and connected ecosystem with better customer experience



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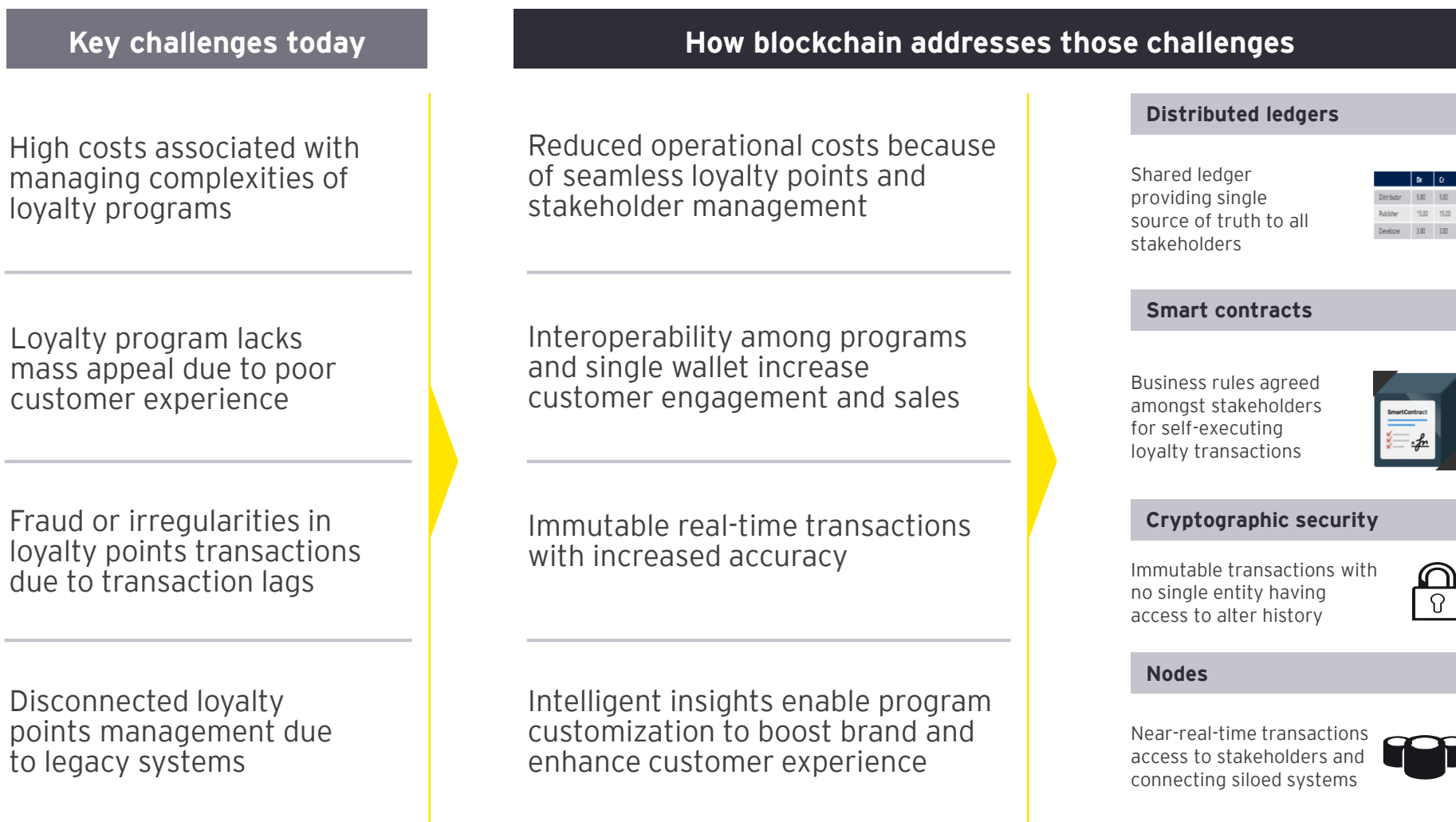
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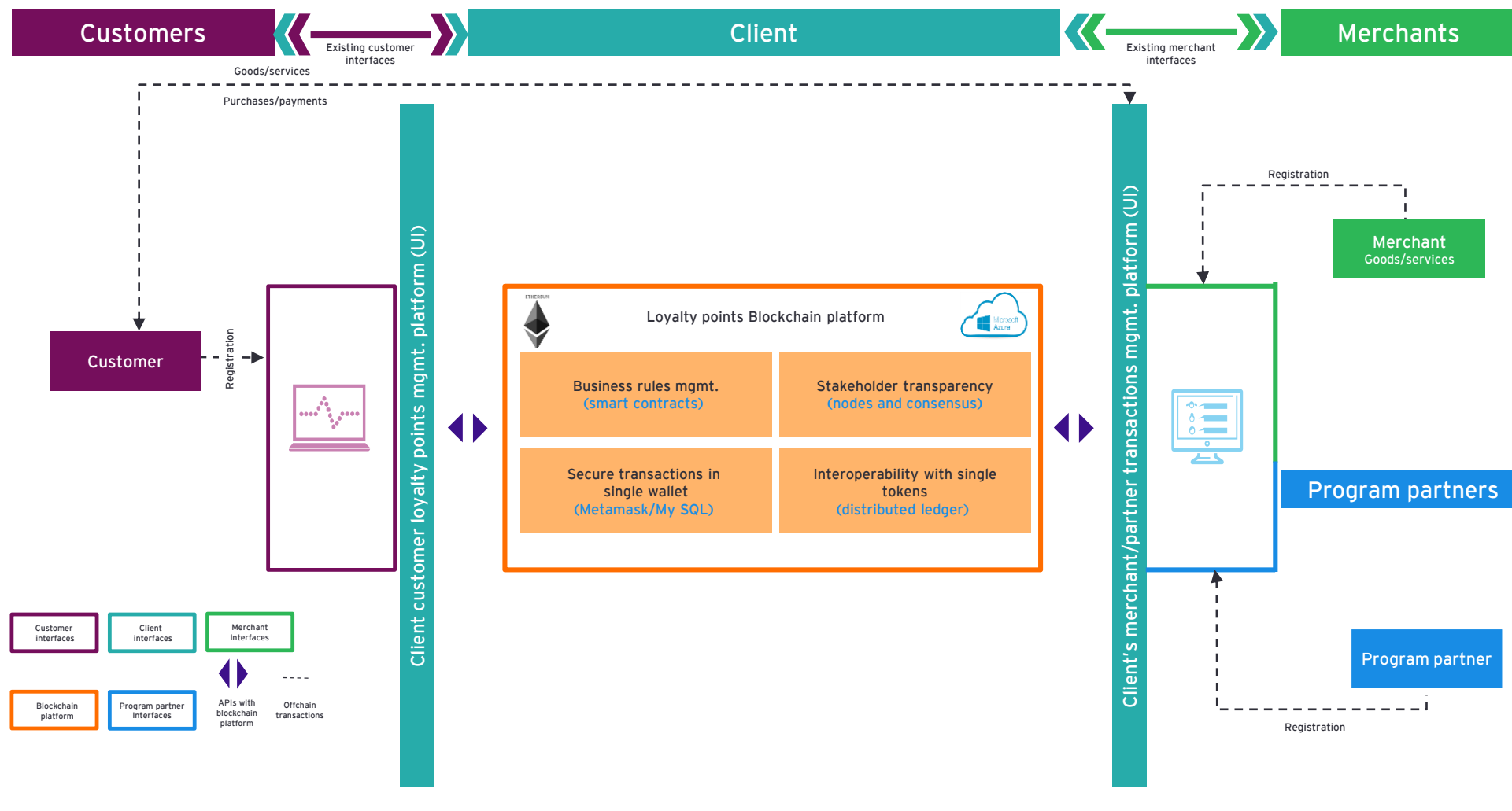
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2 Loyalty program transformation

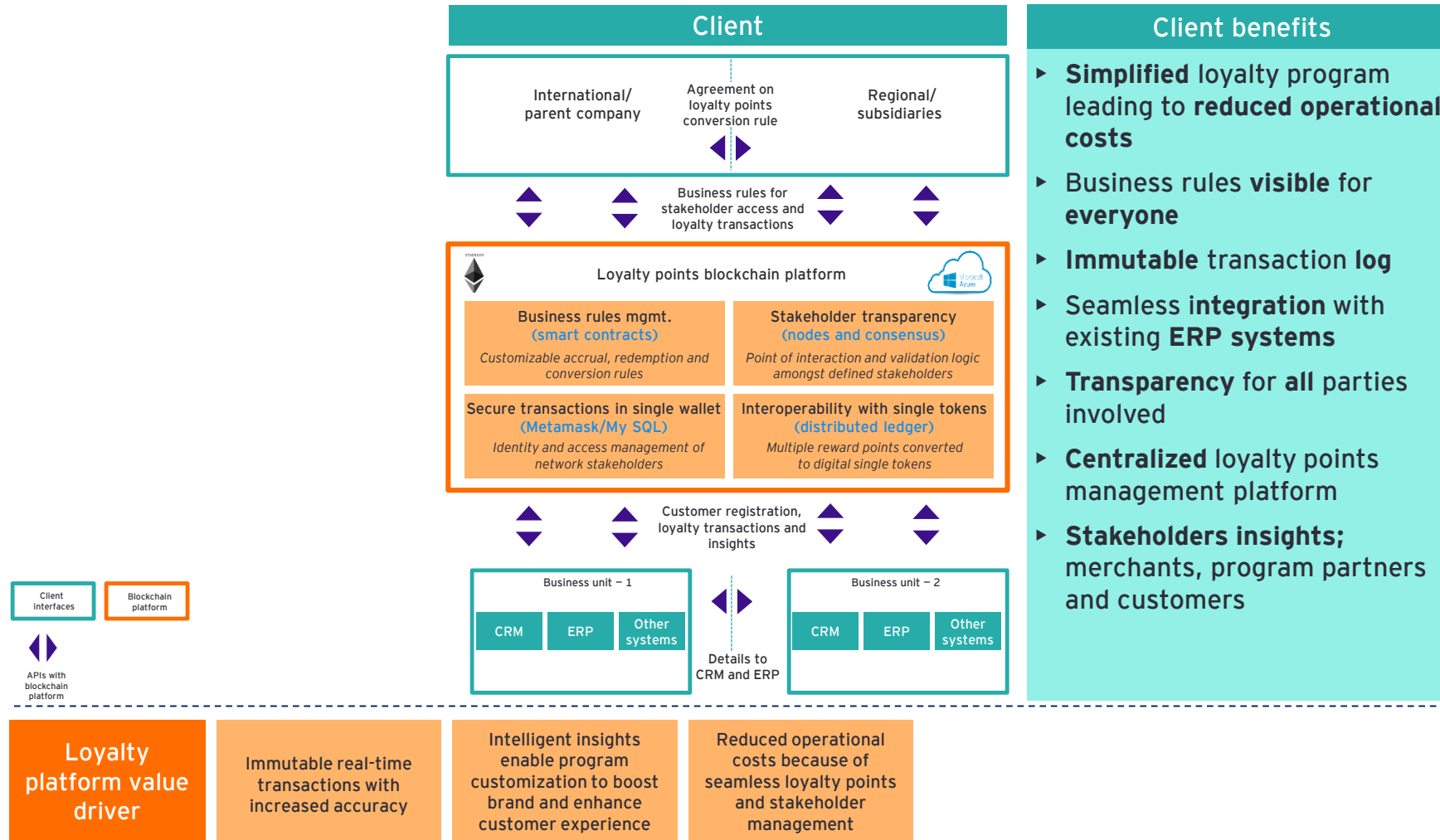


EY Loyalty Solution snapshot for illustrative client



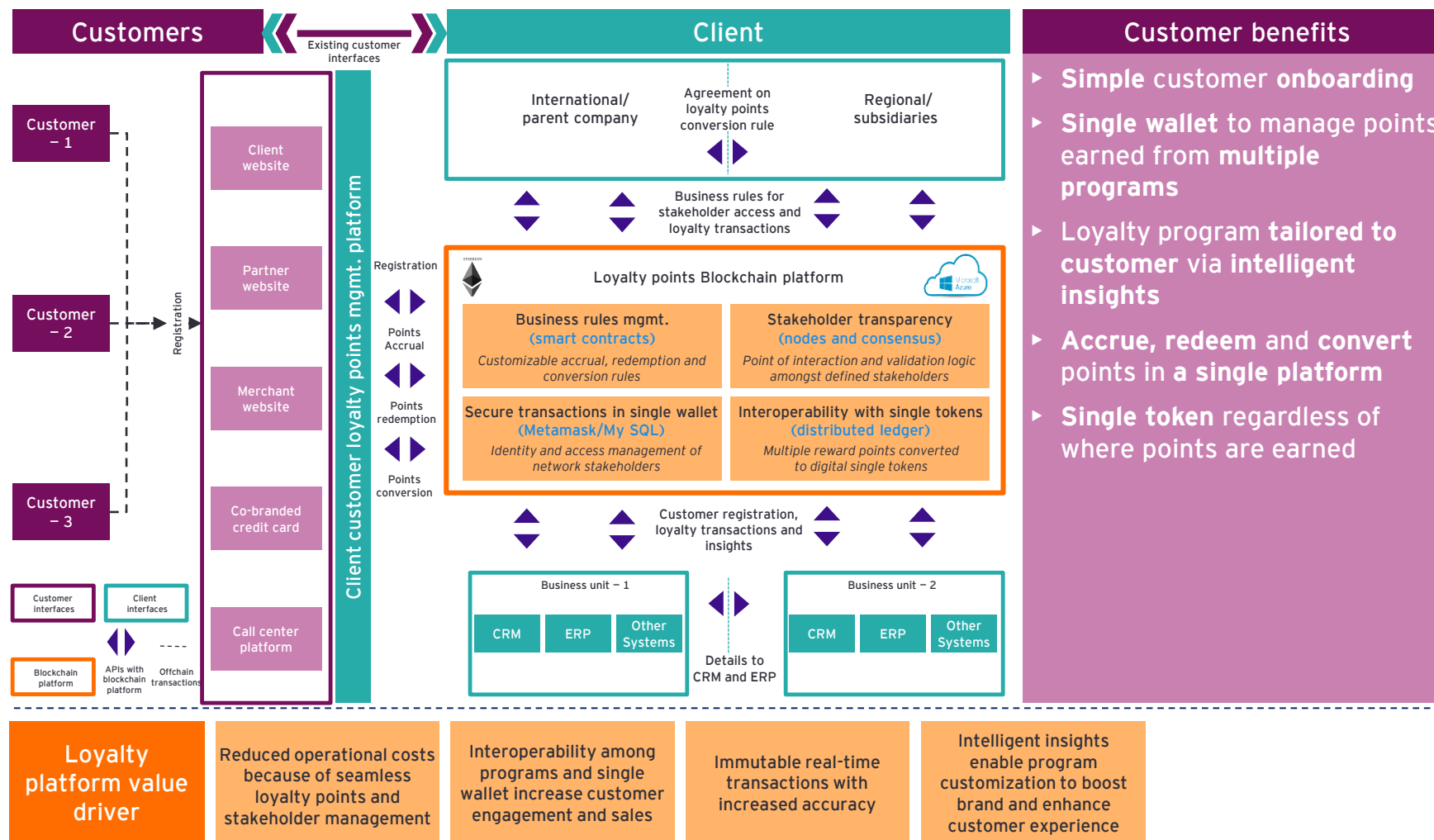
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Client benefits and value drivers



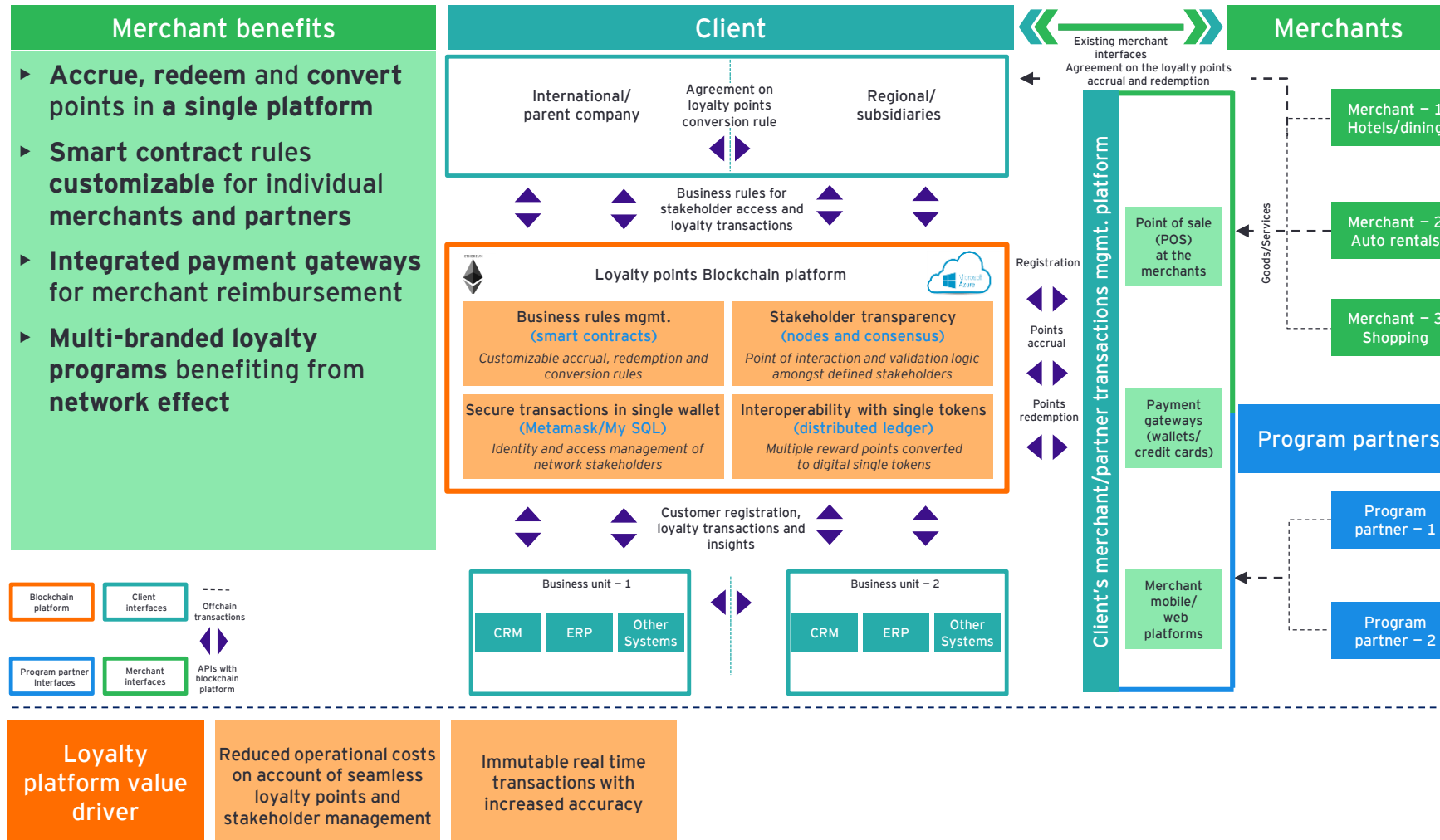
EY Loyalty Solution snapshot

Customer benefits and value drivers



EY Loyalty Solution snapshot

Merchants and program partners benefits and value drivers



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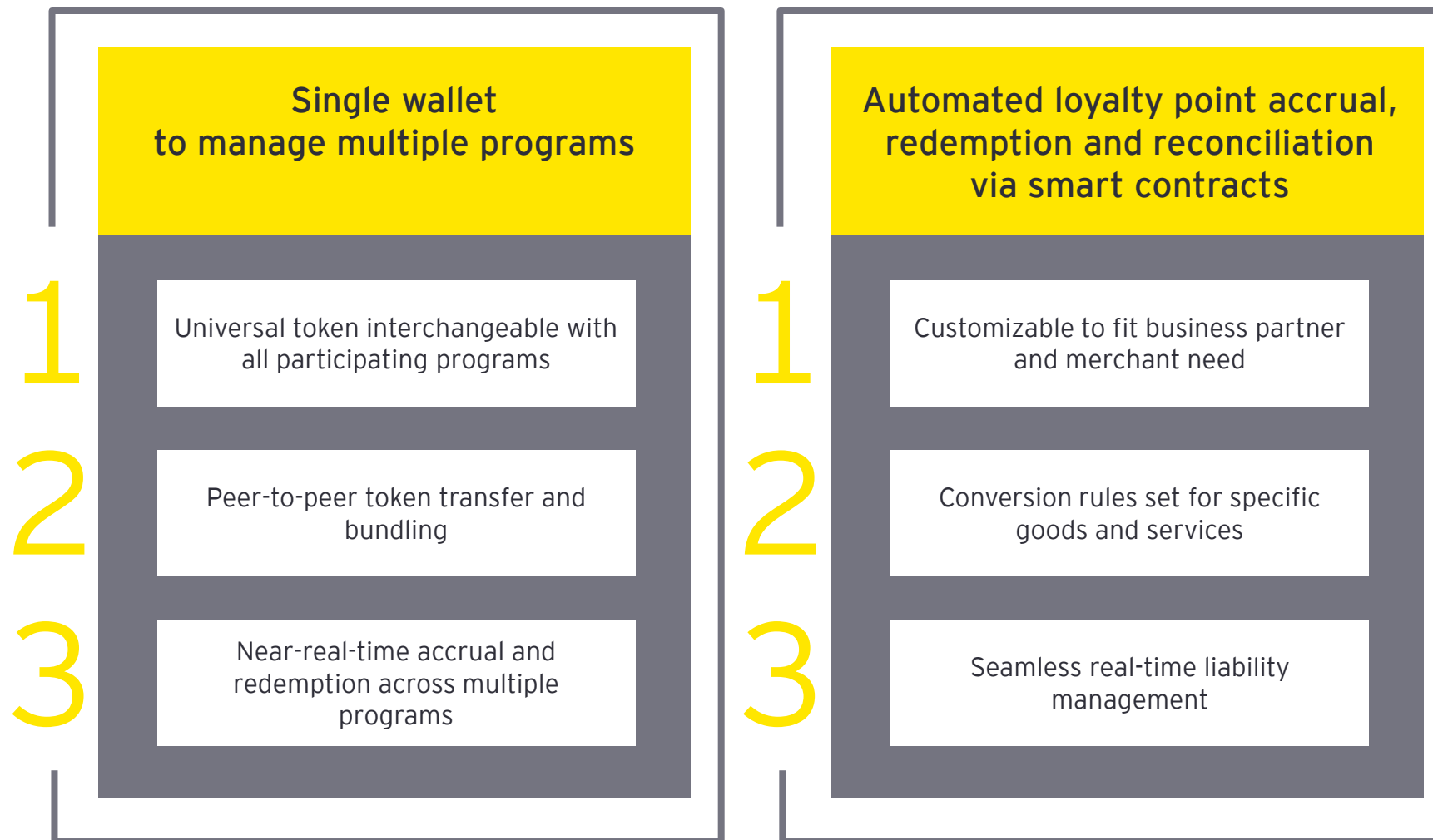
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3 EY Loyalty Solution platform features



3 EY Loyalty Solution platform value delivered

Benefits to loyalty program stakeholder

1

Reduction in loyalty program complexity and operational costs

2

Increased transparency across loyalty point accrual and redemption process

3

Automatic loyalty point reconciliations enabled via customizable smart contracts

4

Single token and wallet drives interoperability among multiple loyalty programs

5

Agreement and validation of contractual agreed terms visible to authorized users

6

Intelligent insights enable personalized loyalty programs, enhancing customer experience

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4 Benefits and comparison with existing solutions

	EY Loyalty Solution	Traditional Loyalty Solutions
Interoperability of points among multiple loyalty programs	✓	Limited programs offering interoperability
Real-time accrual, redemption and conversion transactions	✓	Time lag in loyalty transactions
Secure, tamper-proof transactions	✓	Potential for loyalty point inaccuracies
Connected siloed systems through agile integrations	✓	Complex integrations with legacy systems
Reduced need for loyalty points reconciliations among stakeholders	✓	Reconciliations required for most transactions
Easy onboarding of stakeholders, with increased insights and assurance	✓	Complex onboarding and disconnected data



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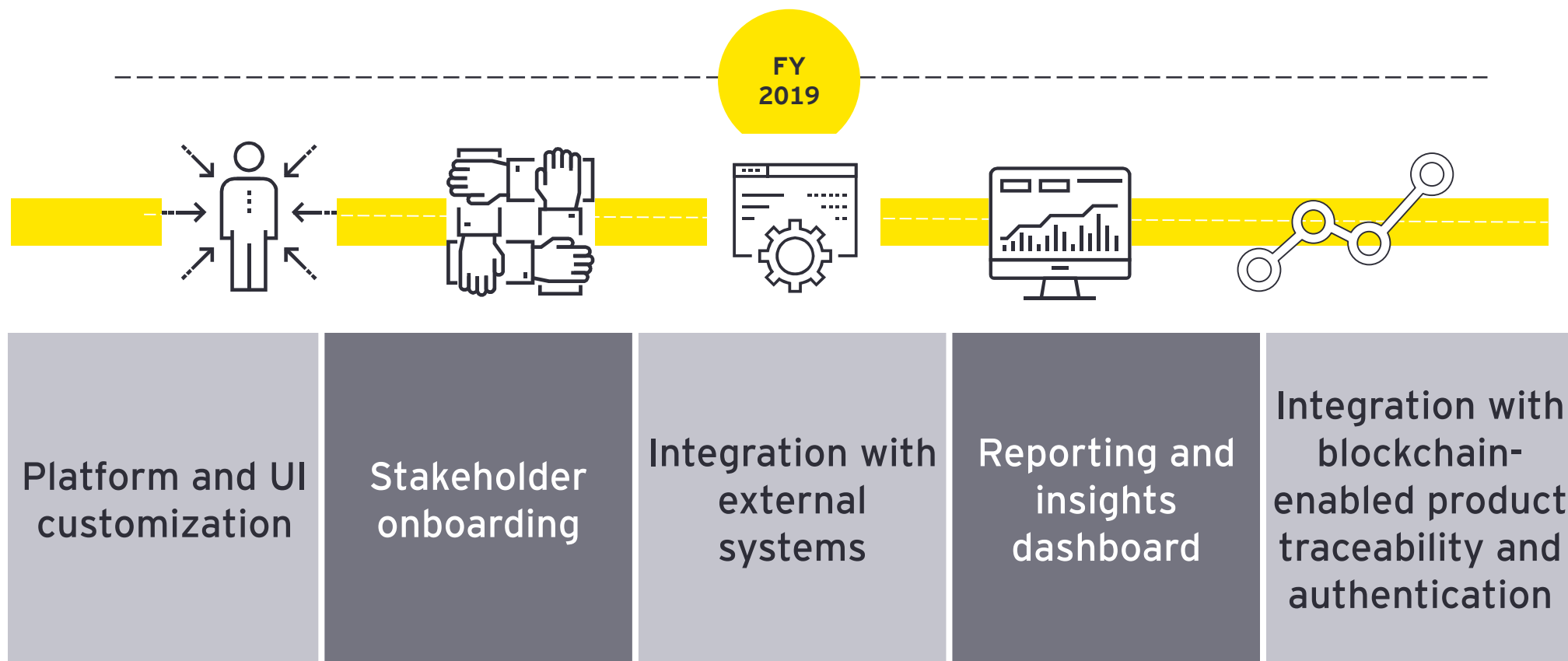
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5 Product road map



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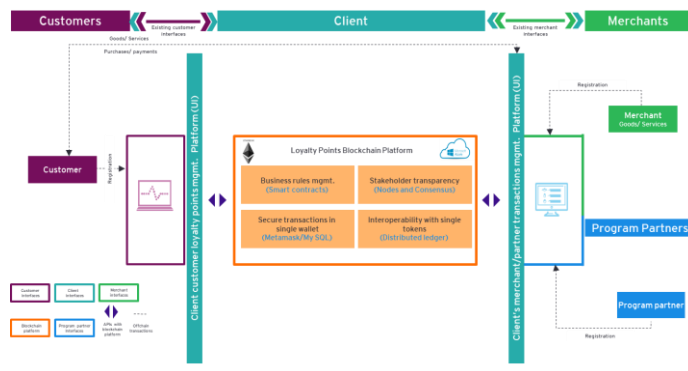
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EY Loyalty Solution platform on blockchain

- ▶ Digital, agile, scalable, secure, low-cost platform:
 - ▶ Increased transparency among stakeholders
 - ▶ Automatic stakeholder reconciliations
 - ▶ Interoperability among multiple loyalty programs
 - ▶ Single tokens and wallet secure real-time accrual and redemption
 - ▶ Personalized loyalty programs
 - ▶ Intelligent insights

Loyalty blockchain solution snapshot



Current state

- High costs associated with managing complexities of loyalty programs
- Loyalty program lacks mass appeal due to poor customer experience
- Fraud or irregularities in loyalty points transactions due to transaction lags
- Disconnected loyalty points management due to legacy systems

Blockchain future state

- Reduced operational costs because of seamless loyalty points and stakeholder management
- Interoperability amongst programs and single wallet increase customer engagement and sales
- Immutable real-time transactions with increased accuracy
- Intelligent insights enable program customization to boost brand and enhance customer experience

Key platform features

	EY Loyalty Solution
Interoperability of points amongst multiple loyalty programs	✓
Real time accrual, redemption and conversion transactions	✓
Secure tamper proof transactions	✓
Connected siloed systems through agile integrations	✓
Reduced need for loyalty points reconciliations amongst stakeholders	✓
Easy onboarding of stakeholders with increased insights and assurance	✓

What role can EY play?

- ▶ Holistic solution provider offering both consulting and technology capabilities
- ▶ Consulting: design loyalty program and partner management strategy, processes and KPIs
- ▶ Technology: develop blockchain platform with embedded analytics; deploy and provide maintenance support

6 Key contacts

Leadership



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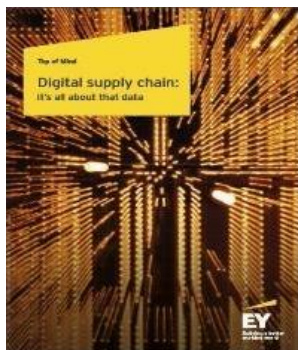
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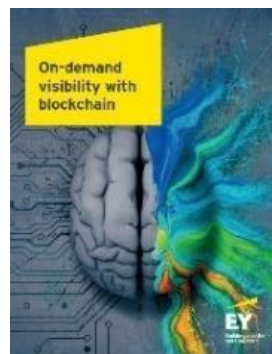
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6 EY blockchain thought leadership



[Digital supply chain:
It's all about that data](#)



[On-demand visibility with
Blockchain](#)



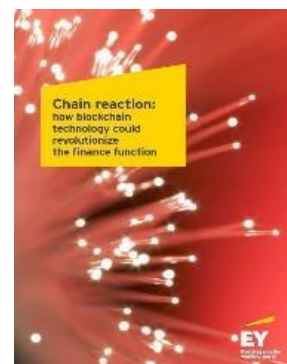
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