INNOVATIVE USES OF PINNACLE SOLUTIONS:

LOYALTY WEB INTERFACE

Featuring: Ed Freels, Director of IT, Honey Farms

ABOUT THE EXPERT

- **Name:** Ed Freels

- **Company:** Honey Farms, Inc.

- **Number of Stores:** 35

- **Locations:** Worcester, Massachusetts

- **Pinnacle Solutions:** Palm, Oasis, Pharoh, PRM, Price Book, Dynamics, EPM, Loyalink, LoyalWeb

- **Solutions Featured:** LoyalWeb

THE PROBLEM

Honey Farms was implementing the Loyalink program and needed an effective method of entering customer data into the Loyalink database. Honey Farms wished to reward customers who would provide them with specified demographic information by giving rewards not available to general customers. Further, Honey Farms did not want to add personnel to support the program nor purchase additional equipment to scan driver's licenses or other forms of identification.

THE SOLUTION

Honey Farms worked with Pinnacle's development team on a project to:

- Utilize LoyalWeb to offer Honey Farms a web based interface for the customer to enter their own personal and demographic information.
- LoyalWeb runs on a DotNetNuke framework and is installed on a web server inside the DMZ along with the Loyalink database server.

BENEFITS OF THE SOLUTION

- The DNN platform allows Honey Farms to develop multiple portals to the same database interface. This serves as a launching point for new company extranet.

- LoyalWeb allows Honey Farms to customize the customer's loyalty experience and further target specified demographics for additional rewards.

- Allows Honey Farms to have a low "going-in" cost to building their loyalty customer database (avoid additional hardware and personnel costs).

- Allows Honey Farms to drive customers to their website – make it a destination. ©