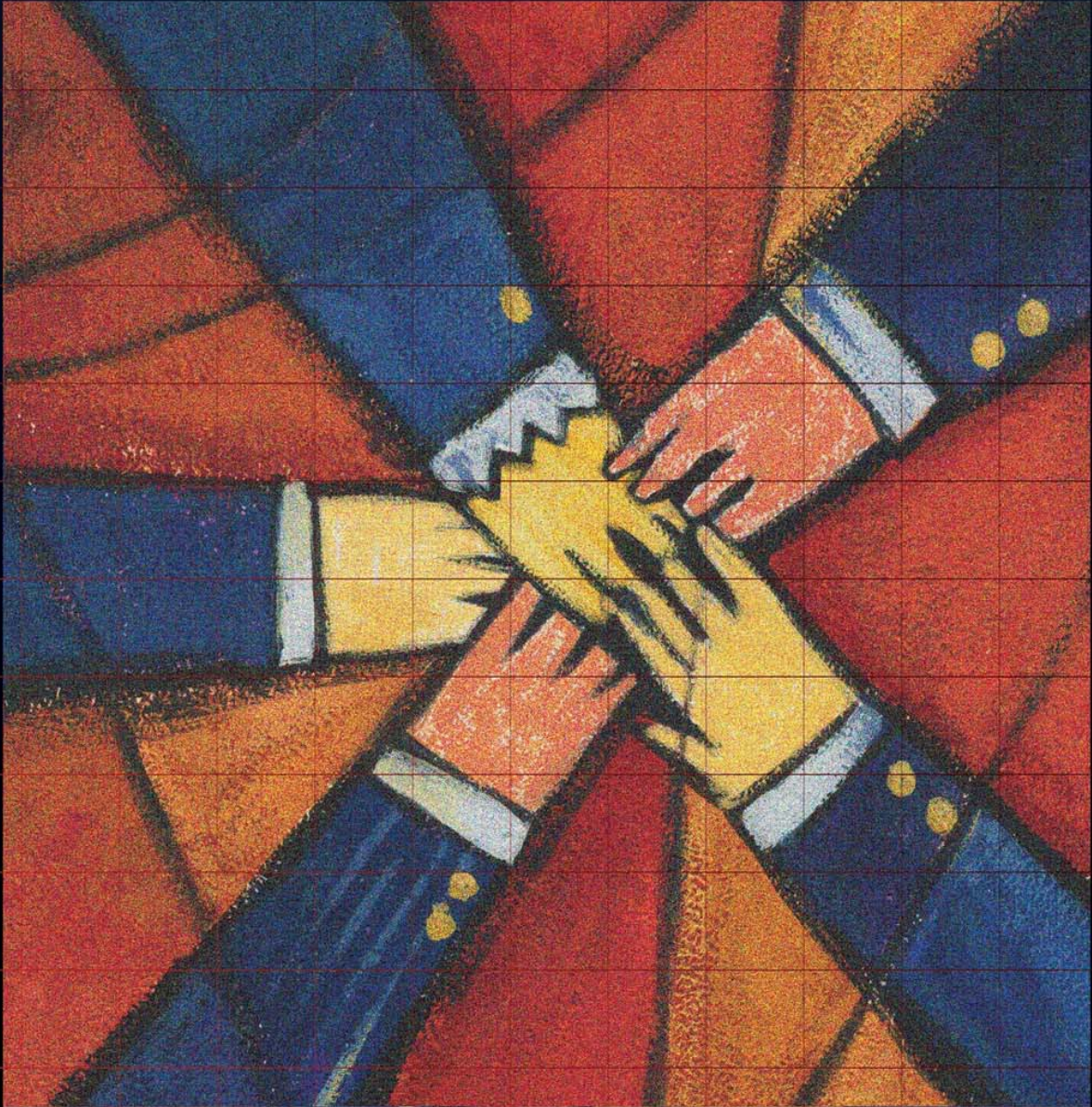


Building Loyalty in Relationship



SurfGold
Building Loyalty in Relationships

China

Hong Kong

India

Indonesia

Korea

Singapore

Taiwan

About SurfGold and our Core Competencies

SurfGold is Asia's premier relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.

Founded in 1999, SurfGold operates from seven countries in the Asia-Pacific region and provides a single window and footprint across Asia for multinational companies. Our outstanding management team has over 60 years of combined experience in loyalty solutions, e-commerce infrastructure and online business development. Most importantly, it also includes over 4,500 man-months of marketing consultancy experience in the areas of IT, telecom, automotives, finance and retail. With proven best practices and expertise in different sectors, we are in a position to cater to all your customer loyalty, relationship management and data analytics requirements.

Our Value Proposition: From Consulting to Implementation

We help you build lasting relationships with your customers, employees and partners through a range of loyalty solutions and the best use of technology. We bring to all our projects:

- a. The domain expertise in specialized field of loyalty marketing
- b. The same professional systems and practices that's part of our engagement models with clients such as Microsoft, Hewlett-Packard, Motorola and other multinational organizations.
- c. The best technology practices that has worked for companies such as Guinness or Post.

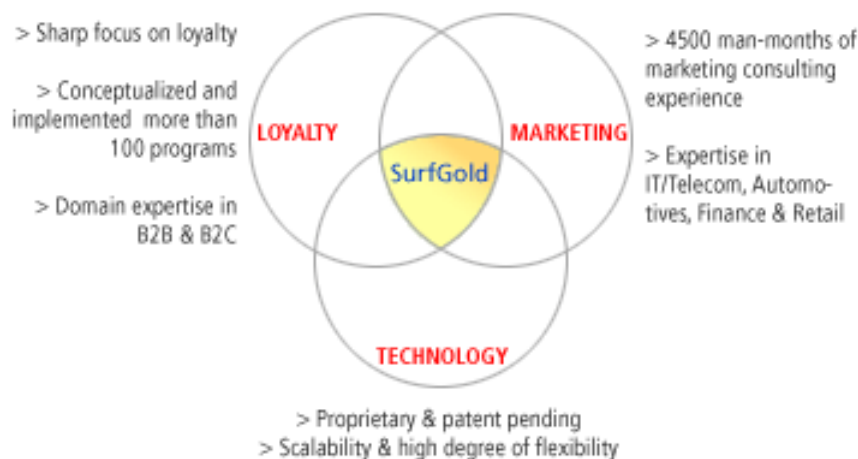
Our areas of strength

SurfGold's primary strength lies in this unique combination of cross-functional capabilities in technology, loyalty and marketing.

a. Technology platform: We provide proprietary tools and robust, scalable systems that allow management of loyalty programs for customers and partners.

b. Domain knowledge: Expertise in Customer Loyalty, Partner Relationship Management, and Data Analytics projects across verticals.

c. Integrated Marketing: Our technology solutions and domain expertise is closely linked with the marketing strategies to ensure the best results for your organization.



What we do?

We work in three core areas: Customer Loyalty Solutions, Partner Relationship Management and Data Analytics

Customer Loyalty Solutions

A scientifically designed loyalty marketing program helps a business to identify its most valuable customers, take appropriate action to retain them and find innovative ways to increase the volume of business provided by them.

SurfGold's methodology demonstrates strategic, operational and analytical expertise in evolving relationship programs to grow an organization's customers. Our expertise in the specialized domain of loyalty marketing, coupled with over 4,500 man-months experience in marketing across several industry verticals, qualifies us to select the best solutions for your business needs.

A well-managed Customer Loyalty Program can increase value from existing customers to the extent of 95%.

Partner Relationship Management

The distribution channel plays a large role in influencing customer purchase behavior. Winning over this highly influential constituency is critical to the loyalty marketing efforts of any business. Effective Partner Relationship Management (PRM) programs go beyond discounts or bundling of offers. An ideal partner loyalty program has the optimum mix of scope and depth—inducing stronger bonds of loyalty with a larger number of partners.

SurfGold helps you develop and leverage your channel strengths, strategies and promotions. We help you define your channel strategies, develop blueprints of action plans and move right through all the phases of channel acquisition, certification and on to motivation and development. We work with an objective of not only helping you boost short-term sales, but we strive to lay the foundation for long-term gains.

Data Analytics

Critical business decisions and customer targeting are done on basis of analytics performed on data warehouses. In-depth knowledge of the business and how the data is to be interpreted is important if data analytics has to function as foundation of sound marketing decisions. Building a data warehouse doesn't just involve competence with technology. It requires domain knowledge and a deep understanding of business value contained in the data. SurfGold's Data Analytics helps you design, implement and deploy data warehouses after a thorough study of your requirements, your business models and marketing logic. Harnessing our proven marketing acumen and competence with technology, we ensure that the most beneficial data is sifted for analysis, is enriched, cleansed and loaded into a data warehouse.

In the past, we have managed terabytes of data for our customers and have enabled them to make profitable decisions based on transactional data collected. We not only design OLAP cubes for analytical solutions, and deploy these cubes throughout the enterprise, but we even perform data mining operations on stored data. We assist clients in populating end-stream systems such as CRM or ERP with the data in the data mart or data warehouse.

Who we work with?

SurfGold is the leading partner of choice for premier multinationals as well as traditional Asian businesses. Discerning clients have placed a high-level of confidence in our abilities. We have provided diverse solutions to clients across verticals. Some of our key clients include:

a. Customer Loyalty Solutions

- POST
- Guinness
- Hewlett-Packard



b. Partner Relationship Management

- Hewlett-Packard
- AMD
- Microsoft
- Epson
- Motorola
- Hawley-Hazel-Colgate Palmolive



c. Data Analytics

- POST
- Hewlett-Packard
- Guinness



“

...SurfGold provides excellent customer service and is extremely efficient... should problems arise, they call us before we call them!

-HP

SurfGold has extremely good co-ordination and information flow with its operations ... excellent partner ... we were able to deploy our services in Taiwan and Korea in one week.

- Epson

... Their proximity and extensive range of localized services are the two main reasons why we chose them ...

- Seagate

SurfGold' service is quick and efficient... we are very pleased and also feel their prices are reasonable.

- Samsung

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Our technology model

Across all our engagements, all our functions are driven by our proprietary technology platform—the Loyalty Engine. The engine allows us to seamlessly integrate a wide spectrum of clients, merchants, partners and customers—both online as well as offline.

What's the Loyalty Engine

The Loyalty Engine is a technology framework that provides organizations with the business strategies and technology essential for implementing and managing a successful loyalty marketing program. It allows marketing managers greater control over loyalty programs with tools that help plan, implement, evaluate and improve effectiveness of their campaigns.



The key features of the Loyalty Engine are:

- Program Management
- Reward Management
- Member Management
- E-zine Management
- Administrator Management
- Redemption Management
- Reports Management
- Promotion Management

The strengths of the Loyalty Engine include:

- **Highly proven and robust platform** with a track record of 99.9% uptime
- **Manageability of campaigns** for 500 to 5 million or more members with the flexibility to run multiple rewards programs simultaneously
- **Modular engine** simplifies integration of additional modules for running sweepstakes or auctions.
- **Compatible** with your existing MIS/ERP systems

Program Managers can use the loyalty engine for:

- **Quick Deployment:** Integrated business logic and management tools simplify the process of implementing your loyalty program
- **Customer Insight:** Instant access to customer profiles, interaction history and other details. Data analytics capabilities provide strategic insights into customer behavior
- **Performance Tracking:** Comprehensive reporting systems allow measurement of program performance, financial management and ROI

Key clients of our Loyalty Engine

