

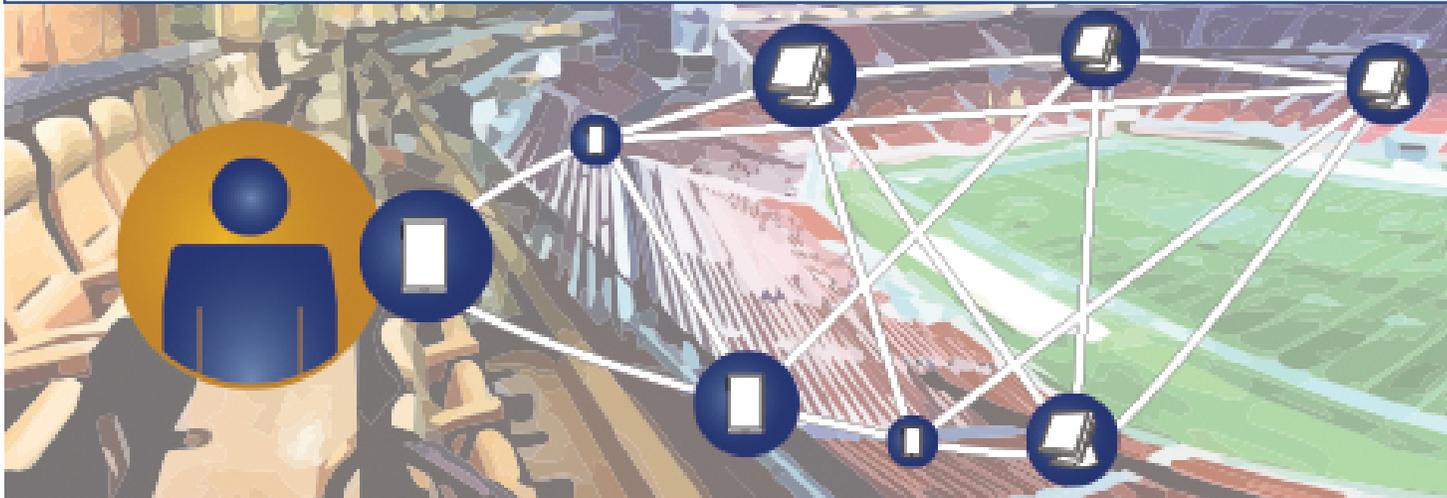


Rewards Platform – STADIS

IMS Solutions for retail, stadiums, arenas, and venues

A Rewards Platform for the World's Biggest Stage

“How do I Surprise & Delight My Season Ticket Holders While Driving Revenue & Insights For Me?”



That was the initial question first posed to IMS that led to the development of STADIS.

- That question is more relevant today than ever.
- With the advent and explosion of secondary ticket platforms, we know that the ticket buyer is not always the ticket user.

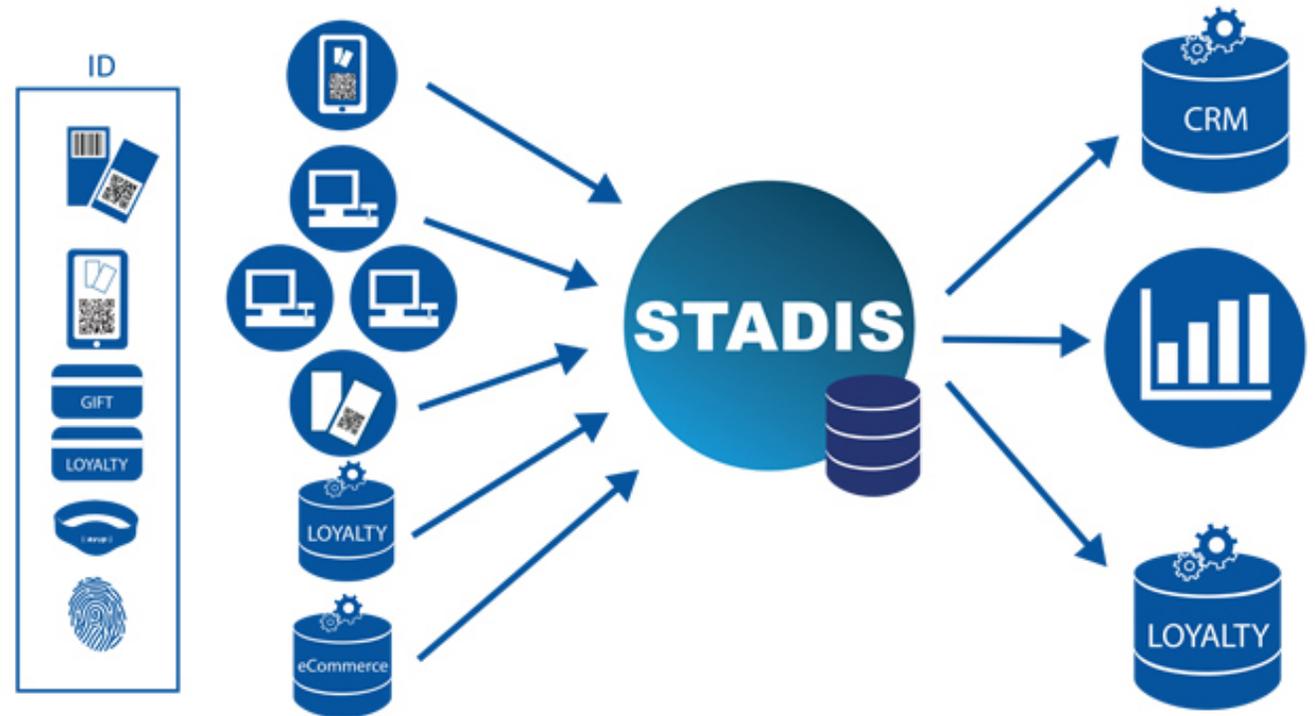
First: Identify Your Customer



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Identify the Customer from any Account, STADIS integrates and assigns a unique ID

- Ticketing
- Loyalty
- CRM
- E-Commerce
- Biometric



Second: Integrate your systems

STADIS integrates with all major ticketing systems including:

ticketmaster[®]

TICKETS.COM

TicketReturn
Smart. Simple. Reliable. Ticketing.

axs[®]

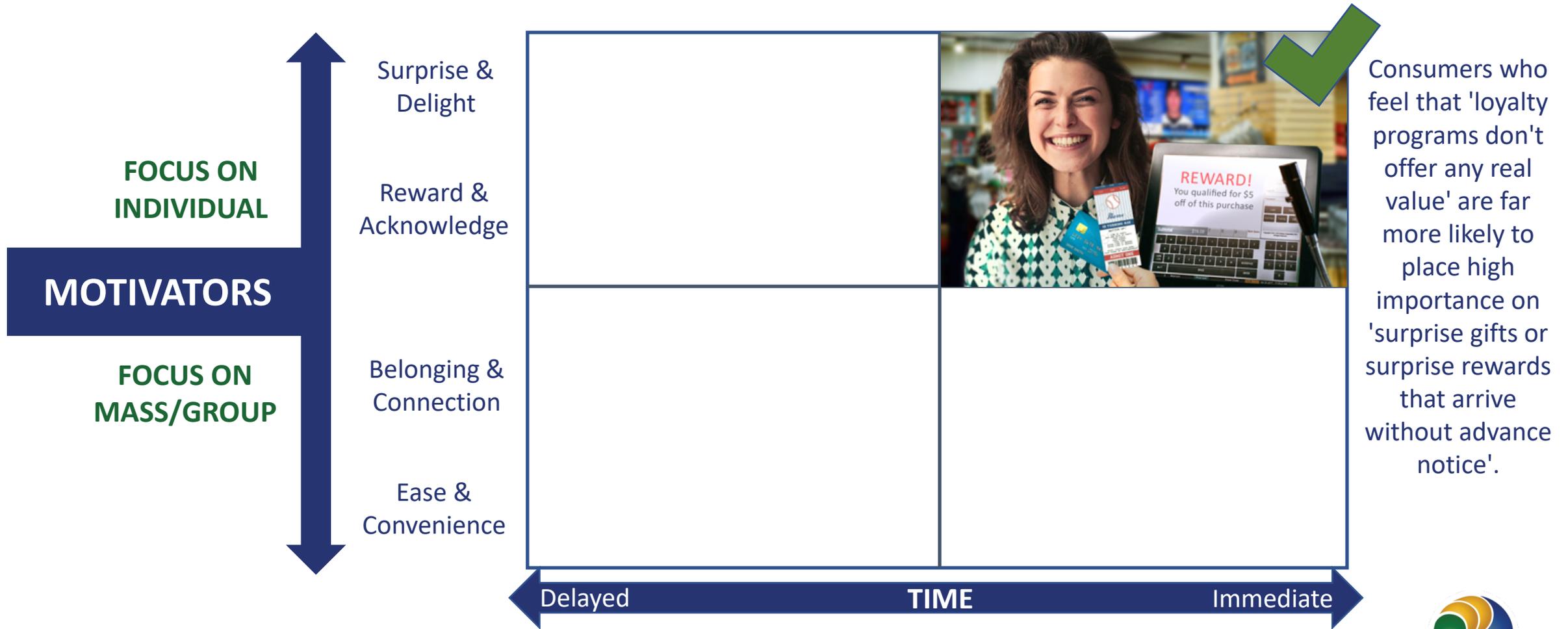
Gatemaster

And STADIS is a member of the Ticket Master and Tickets.com partner programs.

STADIS is integrated with major POS systems including:

- eMobile POS
- Retail Pro
- Micros
- Appetize
- Tapin2
- Bypass
- Quest
- Fanatics Retail POS
- Mashgin
- Task Retail

Third: Deliver Rewards On Every Level

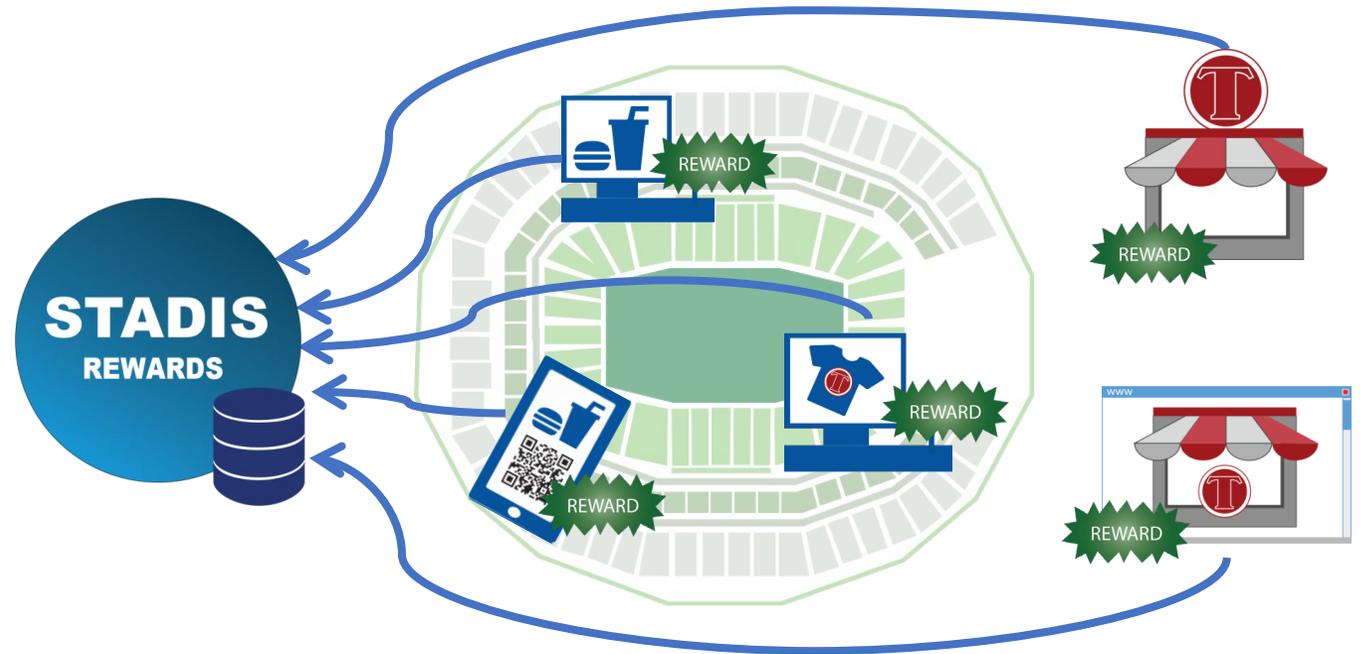




Types of STADIS Rewards

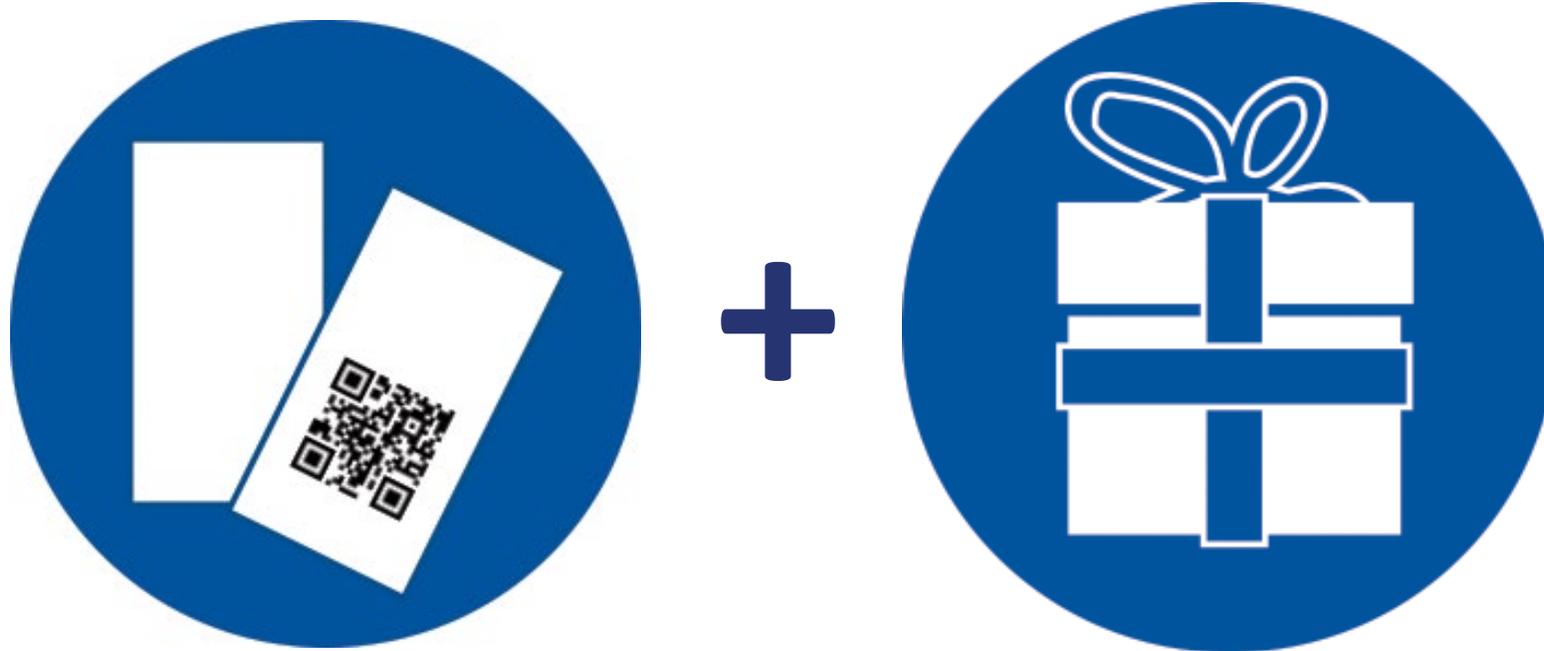
STADIS X-System Engagement Rewards

- ❑ Stored Value (SV) Rewards
- ❑ Digital Coupon-Type Rewards
- ❑ Item Level Rewards
- ❑ System or Vendor Rewards
- ❑ Threshold/ Qualifier Rewards
- ❑ Tiered Rewards



Stored Value Rewards + Item Rewards

Our most powerful subscription combination leverages customer access through ticketing, allowing you to create truly unique bundles and rewards programs for any customer, ticket type or price level



Stored Value Tickets + Gift Cards + Stored Value Web Portal

For those who want to take a “Stored Value” only approach to their bundling and rewards, this combination drives significant customer engagement and immediate incremental revenue



Gift Cards + VIP + Item Level Employee Meal Management

Drive incremental revenue through new customer engagement, reward VIPs, and manage employee meal maintenance efficiently and effectively.

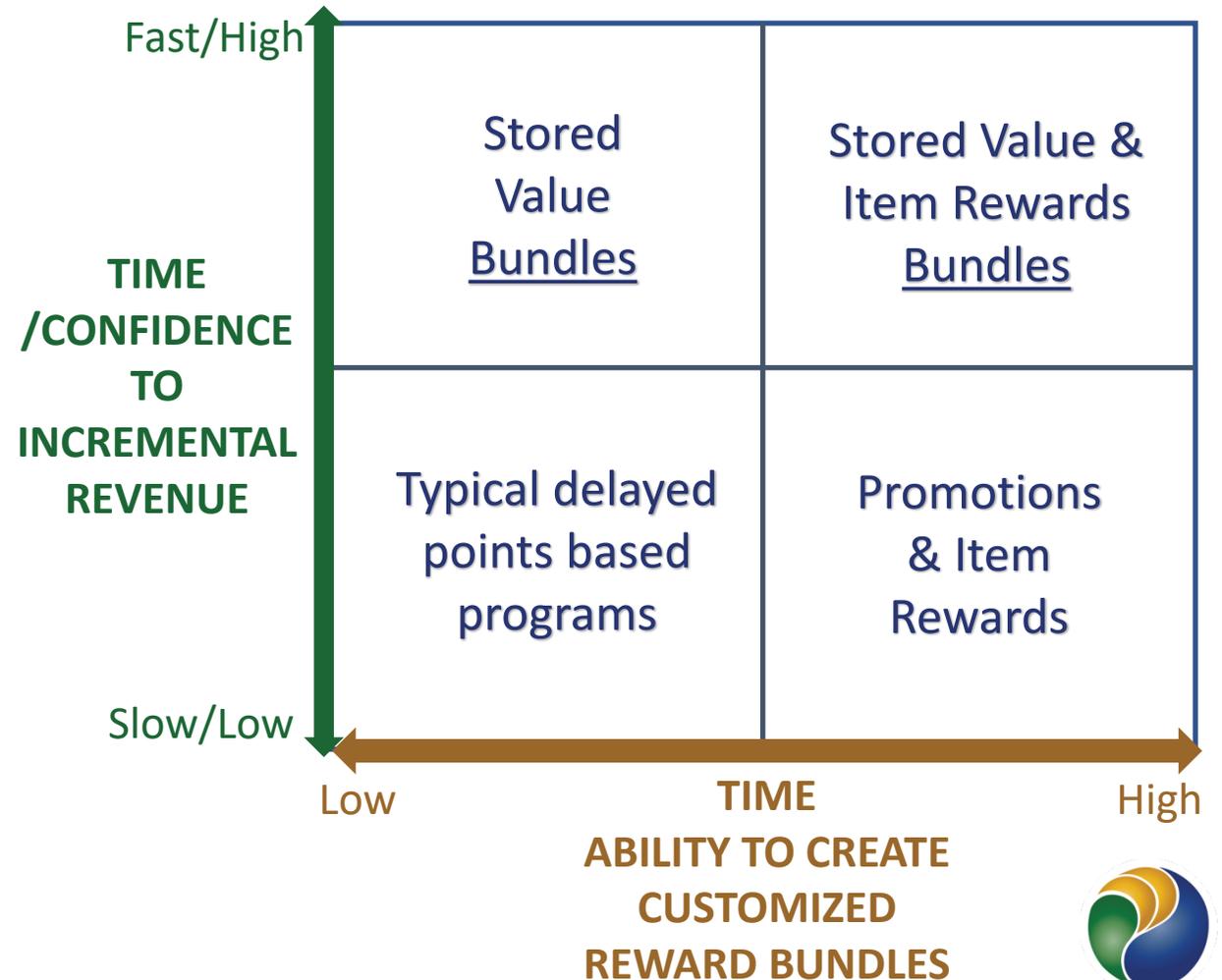


The Most Robust Real-Time Rewards in the Industry

How to Use STADIS Subscriptions: *Every Customer Has Specific Needs...*

STADIS is accessed via subscriptions, allowing for easy implementation and scalability.

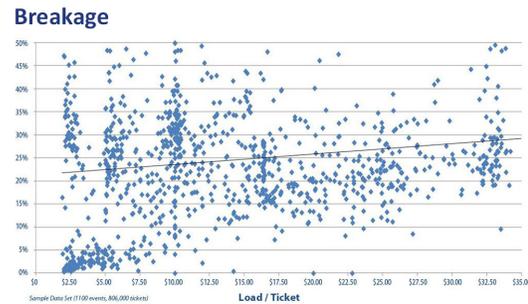
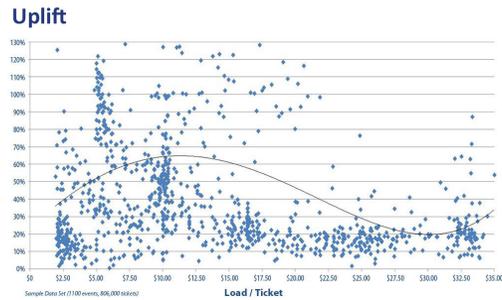
Because rewards can be used by multiple tactics, STADIS Subscriptions are based on a tactical approach to deployment.



Fourth: Uncovers Opportunities

All loyalty or rewards systems claim they can drive incremental revenue.

STADIS provides the fastest path to incremental revenue. Know what's incremental and what's not. Know your rewards performance on a nightly basis, not at the end of a campaign or season.

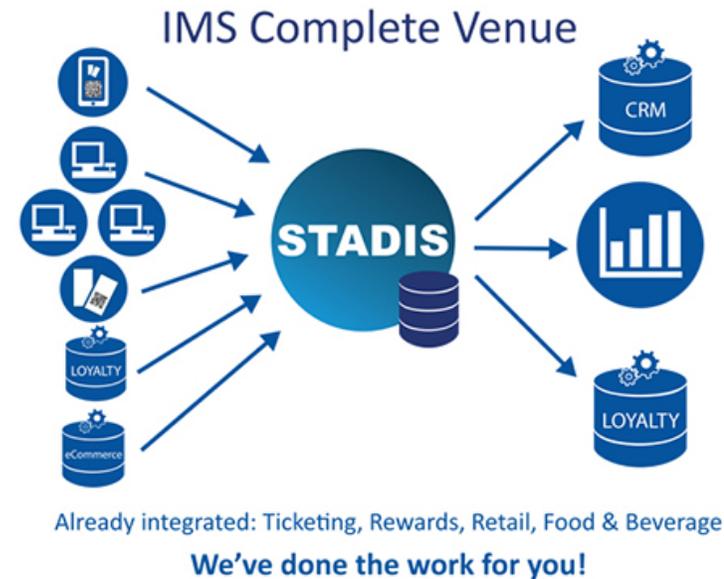
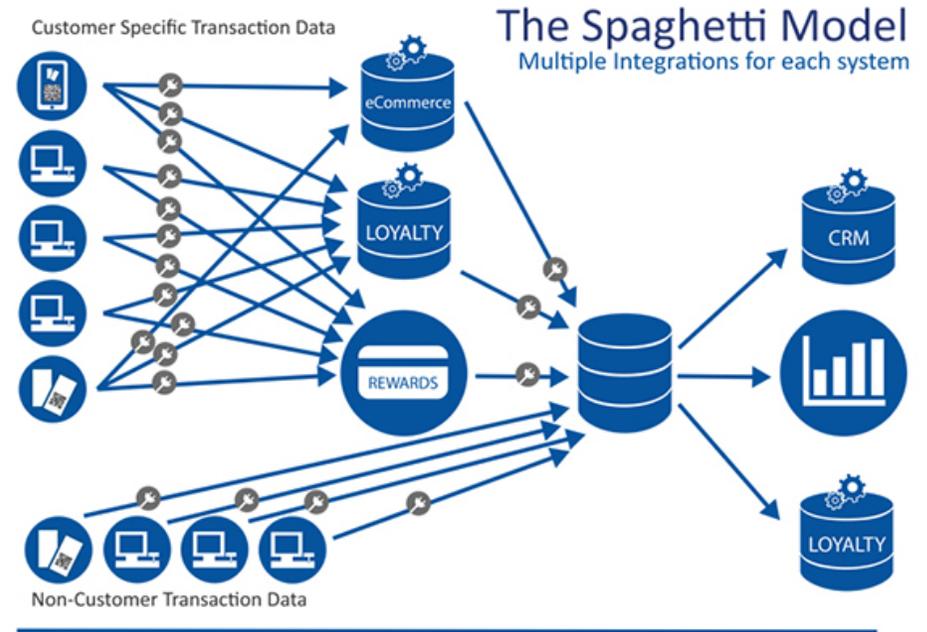


Simplify your backend

The industry standard for integrating your various software solutions are confusing, at best

Many popular POS are simply not robust enough to handle the load put on them, or the integrations to systems required.

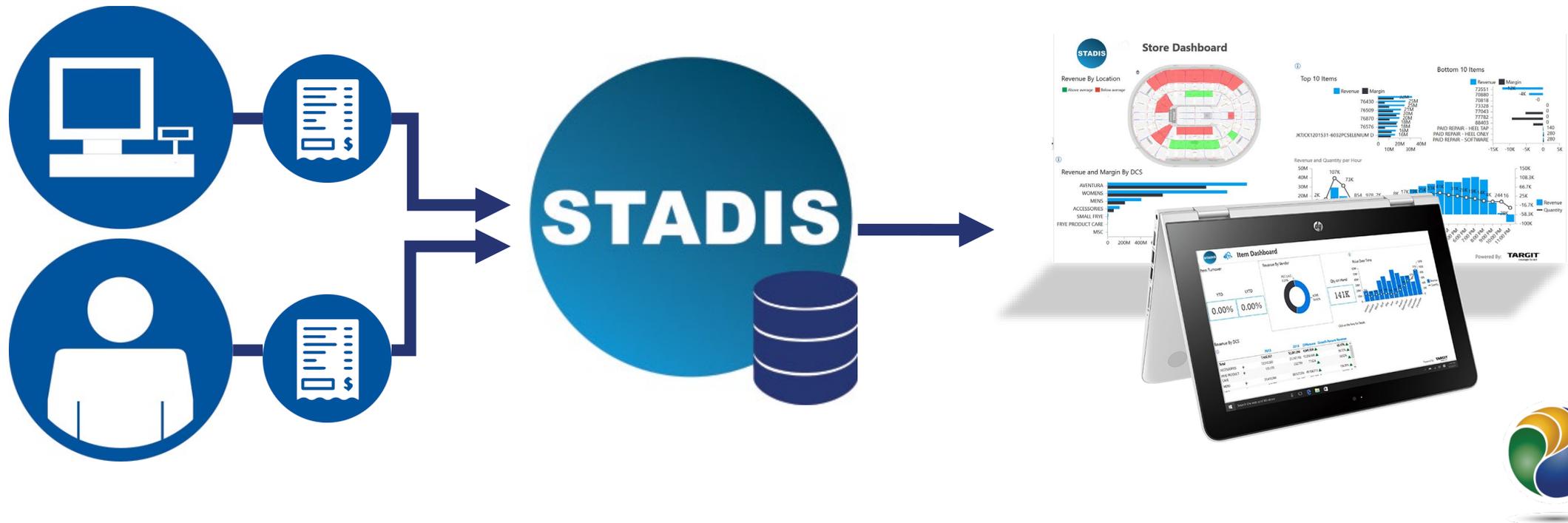
- The typical Spaghetti Model. Dozens of integrations using partial-API, strung together out of a necessity for speed.
- With STADIS we simplify the process producing immediate savings and returns.



STADIS Data Warehouse

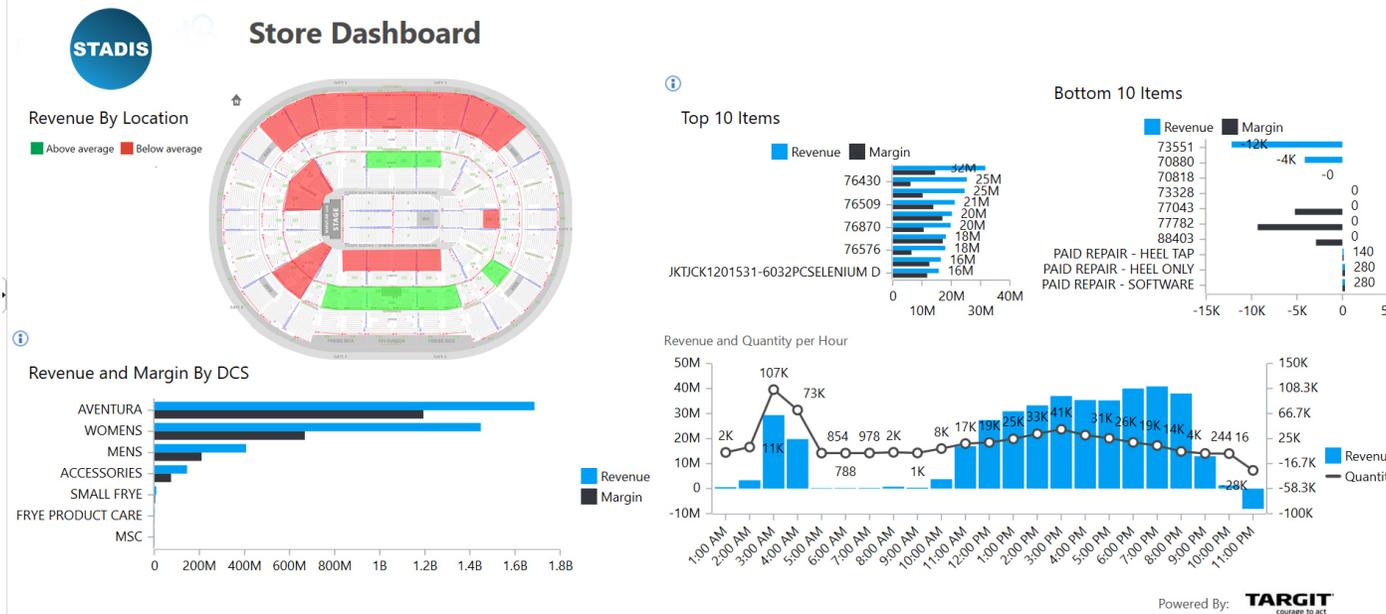
All Transaction Data Access – Consumer Receipts & POS Receipts

STADIS customer and item-level data plus traditional POS data can be sent to your data warehouse solution in near real-time. Our warehousing solution takes in raw data and pushes it back out to STADIS BI Insights, business intelligence tools, CRM or any other systems you have in real-time.



STADIS Insights, All Transactions in One Place

Managers can take advantage of STADIS Insights to uncover patterns in their business line and customer sales, inventory, and margins – and take steps to optimize their processes and operations. Analyze and compare to tease out strengths and signals to drive faster decisions and value.



One unified view to manage critical areas of your business, such as:

- Bundling & Rewards redemption
- Customer Transaction history
- Promotion & Product performance
- Benchmarking
- Venue Mapping & Performance
- Systems



Return on Investment



- STADIS Insights takes you from observation to action faster than any other tool on the market. Captures both non-customer transaction data and customer specific transaction data as an essential component of business intelligence.
- Identify sales patterns, predict, and act on growth opportunities as they happen.

Contact IMS for a Free Demonstration



About International Micro Systems

Established in 1994, International Micro Systems (IMS) is the leading Venue management, Data Integration, Point-of-Sale, Technology and Business Services Company for the sports, leisure, entertainment, specialty retail, and hospitality industries. IMS is also the developer of STADIS®, the industry's leading rewards and data warehouse platform.

Through our Vision of democratizing and transforming data, IMS is forging new ground by partnering with our clients to achieve accountable, organization-wide ROI and business transformation.

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