Epsilon's Customer Loyalty Platform and Rewards Program

Helping develop and customize the industry leading Loyalty Platform and Rewards Programs for Epsilon's customers in Hospitality, Retail, Financial Industries, Logistics and more

The Client: Epsilon (subsidiary of Alliance Data Systems, Inc.)- Recognized by Ad Age as the #1 U.S. Agency from All Disciplines, #1 World CRM/Direct Marketing Network.

Service Description: Epsilon provides Customer Loyalty and Rewards Program software solution to leading companies worldwide. Epsilon's customers are among the most recognized brands in world, belonging to the Retail, Financial, Hospitality, Oil and Gas, Airlines, Logistics, Non-Profits, and other industries. The base software solution provided by Epsilon is customized and tailored for the various programs in each industry and for each customer; a process that is technically complex, and challenging from a business perspective. Epsilon needs to implement this customization in a reliable, consistent and cost effective manner so as to attain greater margins for the solutions it sells. In addition, based on Epsilon's projected strong growth, it needs to rapidly add technical and business capacity in order to maintain the growth. Instead of only hiring new technical resources to address this growth, Epsilon looked at bringing in a highly capable, nimble and cost-effective software development firm to help them implement the new solutions.

Aprosoft's Role: Aprosoft has been retained by Epsilon since March 2011 to help build and maintain the customer loyalty and rewards programs for almost a dozen top global brands in a variety of industries. A team of over 35 software engineers from Aprosoft's offshore development center in Dhaka, Bangladesh, are currently engaged in providing this service to Epsilon. The offshore teams from Aprosoft work closely with the onshore Epsilon project managers, leads and business analysts to deliver the customized software solutions with consistency, reliability, and at highly competitive global rates. In addition, Aprosoft was also the first solution provider to successfully establish the practice of offshore based software development at Epsilon. Prior to Aprosoft, the only offshore based software services that Epsilon had relied upon was Quality Assurance and Testing.

Some of the direct tasks performed by the Aprosoft team include:

- Developing and maintaining software code (ASP.NET, Java, Web Services, Database procedures)
- Implementing new functionality for new customers of Epsilon and interacting with Business Analysts and Subject Matter Experts on these implementations.

- Research and Development of new technologies and implementation techniques for integration into the base level loyalty platform and rewards program software solutions
- Managing workflow and task assignment of all new functionality and legacy defects
- Working with Epsilon Business Sponsors regarding release schedule and product feature inclusions for all releases
- Working in close cooperation with Epsilon onshore team members using Agile software development methodologies

Technologies Used: ASP.NET, C#, VB.NET, Web Services, MSMQ, Java, J2EE, Oracle 11g, Oracle PL/SQL, Linux Shell scripting, XML, HTML5, CSS3

Key Outcomes:

Since March 2011, Aprosoft has been delivering customized software development services to Epsilon with dependability and timeliness. Over 35 software engineers are engaged across several teams to implement the customer loyalty and rewards program system for highly recognizable and industry leading brands. The names of some of these brands Aprosoft has worked with are directly available at http://www.epsilon.com/about/clients.

The cost savings realized by Epsilon upon partnering with Aprosoft has been significant, with Epsilon getting the same work done at 1/3 the cost of its internal resources. After developers are ramped up with the domain knowledge and technical environment, Aprosoft offshore productivity is measured at par with their US counterparts in Epsilon. The employee retention rate of Aprosoft team members on the Epsilon engagement over the past 3 years has been very high with a yearly employee turnover rate of less than 7% for Epsilon's projects.

As Epsilon's first offshore software development partner, Aprosoft has proven out the concept of cost effective and reliable offshore development specifically for Epsilon's complex software solutions in light of the high-profile brands that are serviced. In addition, Aprosoft has consistently provided a pool of highly talented technical resources to match the growth needs of Epsilon, and has done so with the responsiveness of a strong and effective partner of Epsilon. Going forward, a further strengthening and deepening of the Aprosoft-Epsilon partnership is projected, as Epsilon establishes it leadership further in the market-place.

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