

Empower your digital wallet

Do away with paper coupons

Make loyalty digital with BlueCats Secure Data Transfer



Do you know how many customers redeem your coupons?

Can your customers redeem offers without manual input or scanning?

Can you identify which offers are most popular for each demographic?

Is your loyalty program expensive to implement and run?

Are you fed up managing POS integrations?

Meet **ATMO®**, the convergence of the digital and physical at your Point of Sale.

ATMO® uses Bluetooth Low Energy(BLE) to present your offers in store in real time to your customers' smart device.

Data is securely transferred between your physical POS infrastructure and your customer's own smart device; removing the need for outdated QR codes and eliminating NFC compatibility issues with iPhones.

Importantly, **ATMO®** is POS agnostic, removing costly POS upgrades required to deploy seamless loyalty programs.

ATMO® delivers real time transparency for your loyalty program expenditure.

Key Features

Digital gift voucher/cards



Earn & redeem loyalty points



Digital discount offer/redemption



Hassle free installation



Enhanced analytics



Real time offer conversion analysis





Allow customer mobile to securely communicate with your POS



1. Your user's app is aware of retailer offers



2. Your app discovers Atmo® and tells the customer about the offer



3. Customer decides to redeem



4. Customer redeems when in range of Atmo® e.g. tap



5. Code passed via Atmo® directly to POS e.g. 10% discount

Gift voucher and discount presentment

- Deliver a voucher program suitable for your business at points in time

Promote your points program for payment in more retail outlets

- Settle with merchants on your term cycle
- Earning and consuming points

Visitor analytics

- Determine how often customers enter, re-enter and how long they dwell

Real-time offers & conversion analytics

- Offer sales opportunities on customer entry, and then measure offer conversion at point of sale

Bi-directional transmission to your customer's device

- E.G. real time e-receipts (no more emails)

Proof of presence to reduce your chargeback risk

- Uses secure frameworks to prove a customer made payment from their mobile
- Reduce your chargeback risk from the most common cause: no proof of purchase for online transactions or mobile transactions

Driverless integration – plug it in, and start converting sales now

- We offer other host connected beacons that can offer this functionality through integration
- Ask about our USB or breakout board
- Change behaviour from using phone for price checking to payment and discount processing

Why use ATMO and Bluetooth?

- ✓ Greater consumer analytics
- ✓ No POS update costs
- ✓ Relieve counter space
- ✓ Clear ROI on each coupon
- ✓ No NFC compatibility issues
- ✓ High NFC/QR integration costs