

## ***News Release***

### **New one-stop service ranging from planning to implementation and operation for Digital Loyalty Marketing**

**—Service to facilitate speedy adoption of loyalty programs for E-Commerce—**

**Tokyo, November 18, 2016** - Brierley+Partners Japan, Inc. (Brierley Japan), one of group companies of Nomura Research Institute, Ltd. (NRI), a leading provider of consulting services and system solutions, has announced the launch of a one-stop service (the Service) as part of their consumer-oriented E-Commerce (EC) offering. Commenced on November 1<sup>st</sup>, the Service offers a wide range of solutions including the designing of loyalty programs for top customer retention as well as the implementation and operation of omnichannel<sup>\*1</sup> platforms for those programs.

The significance of the Service is its linkage of two industry-leading solutions- SAP® Hybris® Commerce, an omnichannel integrated solution suite provided by SAP Europe, with the marketing solution BRIERLEY LOYALTYWARE® developed by Brierley Japan's U.S. parent company Brierley+Partners, Inc. (B+P).

BRIERLEY LOYALTYWARE® is an integrated solution suite providing reliable CRM and loyalty solutions, and has received the highest accolades<sup>\*2</sup> for customer retention and effective marketing. It offers all the requisite functions for companies seeking to develop loyalty programs, from customer member registration, to capturing and tracking channel access, purchasing behavior and other customer activity, to allowing members to earn reward points and frequent flyer miles which can be redeemed for benefits.

Brierley Japan inherits thirty years' worth of experience and know-how from its U.S. parent company B+P, which has long assisted its corporate clients with running their CRM and loyalty marketing programs. In addition, its strength lies in its ability to comprehensively provide strategies and plans based on that substantial experience, as well as solutions through BRIERLEY LOYALTYWARE® and analytics services. This linkage of SAP® Hybris® Commerce<sup>\*3</sup> and BRIERLEY LOYALTYWARE® makes it possible to support the implementation of even more highly effective marketing programs.

The main features of the Service include:

**(1) One-stop solutions for highly effective marketing programs in the field of E-Commerce**

Companies that adopt the Service will be able to use an array of B+P loyalty marketing services on an EC website built using SAP® Hybris® Commerce. More specifically, the companies can receive systematic support for cultivating and retaining top customers, constructing omnichannel platforms and implementing programs, as well as analyzing the effectiveness of the programs. This will enable companies to implement highly effective marketing systems in a short time.

**(2) Effective programs with the latest industry insights and continuous evaluation**

The Service provides the latest data and analysis of customers' purchasing history and behavior gathered by B+P data scientists and analysts. The companies can utilize the data and verify the effects of its programs for retaining loyal customers while exploring various measures for improvement. Simply put, the Service will rapidly provide effective measures for enhancing sales and customer satisfaction which reflect the latest developments in the loyalty marketing industry

< Comment from SAP Japan Co., Ltd. >

We are very pleased that NRI and Brierley Japan have completed BRIERLY LOYALTYWARE® and SAP® Hybris® Commerce integration and strongly believe that NRI and Brierley Japan could accelerate digital transformation of customers with valuable and competitive solutions, said Yuki Takayama, SAP Hybris Japan Head.

Brierley Japan will actively provide strategic and practical digital marketing solutions from now on.

\*1: Fusion of real-world and online channels including brick-and-mortar stores as well as net-based and smartphone platforms

\*2: BRIERLY LOYALTYWARE® had been named a leading vendor in customer loyalty solution industry in an independent report by Forrester Research, Inc. entitled "The Forrester Wave™: Customer Loyalty Solutions For Large Organizations, Q1 2016". Please visit <http://www.brierley.com/report.aspx> for the report and downloading.

\*3: SAP Hybris had been named a leading vendor in commerce in an independent report by Forrester Research, Inc. entitled “The Forrester Wave™: B2C Commerce Suites, Q1 2015”.

<https://www.hybris.com/en/news-events/press-releases/150121-forrester-wave-b2c-commerce-suites-2015>

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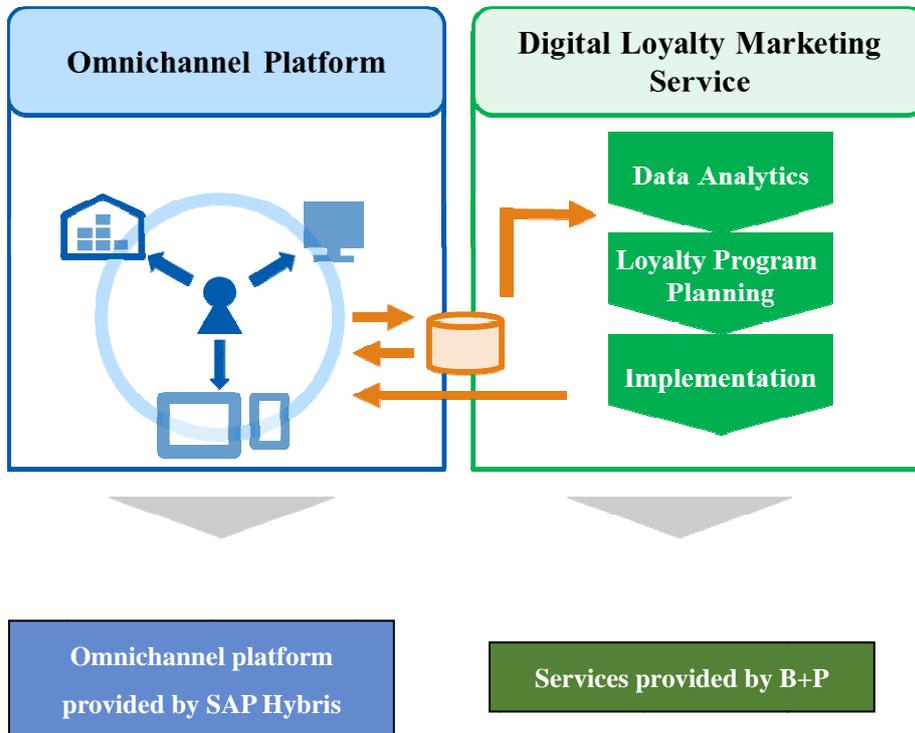
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## Reference

- The linkage between omnichannel platforms and digital loyalty marketing



- Overview of SAP® Hybris® Commerce and B+P Service Linkage

