



FORWARD - THINKERS
with **tech @ heart**



CASE STUDY: Loyalty Republic

LOYALTY REPUBLIC

CHALLENGE

Loyalty Republic is a loyalty rewards start-up. They began with a idea - Reward people on everyday spending using their debit cards directly from their bank accounts no matter which bank or retailer. This was a bold direction as most loyalty programs were focused on credit card spend or linked reward cards. After over a year of multiple prototypes and failed engagements with other technical consultancies and software companies, Z Ware was engaged.

The goal was simple - get us to market in 3 months. Z Ware was engaged to not only build a cost-effective an Android/iOS App but also build, manage and support a cloud-based ecosystem that tailored for multiple live integrations with vendors, AI/Machine Learning driven pipelines, a robust analytical platform, allowed for future growth and enabled innovation.



APPROACH

As with other projects, we started with a clean slate. We utilised SCRUM Methodology and began by initiating an envisioning session. We openly discussed what they want to see and more importantly where they wanted to go with their product offering.

We established two teams - a SCRUM team which began the design and Proof of Concept work and a project management team which worked with the founders on a roadmap and future state plan. The SCRUM team established the protocols and integration pipelines with key vendor API's.

Once we had established a baseline and a target state, we then moved into full implementation and allocated additional resources to ensure we met the required deadline.



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SOLUTION

The result of our efforts was the produced a highly available, scalable and robust platform incorporating enterprise grade cloud-based technologies. The most highly praised feature of the solution was the ability to pivot. Being a start-up environment and culture, we needed to dynamic to keep the product “ahead of the game”. So we ensured that we delivered a solution that, in most cases once QA checks have completed, we are able to deploy new features to customers within a matter of minutes.

The Loyalty Republic app was delivered using a combinations of Responsive Design, Angular, Capacitor and the Ionic Framework. This enabled delivery of the app across multiple platforms and reduced build time and effort. In addition, the Android/iOS being an Angular App is currently slated to be released as a desktop browser web app within the coming months without the need for much additional development.

The micro-service “backend” of the application was delivered with Azure cloud technologies. The ecosystem, in the initial stages, was released with redundancy-enabled integrations with five key vendors. This included the initial release of the in-house built an AI/Machine Learning pipeline for image processing of customer receipts and invoices. Utilising modern technology such as docker containers, various SaSS technologies (e.g. Service Bus, Data Warehouse, API Management) and a completely automated and gated CI/CD pipeline, we have been able to enable a truly scalable and robust architecture.

OUTCOME

This was far the most ambitious project we had taken on in recent times. Loyalty Republic continues to grow, and thousands of people have already joined. The app continues to create immense value for everyone, everywhere by acting as a single unified platform for customer engagement.

Due to the success of the engagement, Loyalty Republic have engaged our Founder as their Chief Technology Officer and Z Ware continues to support the Loyalty Republic team in delivering their vision for their product.

The logo for Zware, featuring a stylized red 'Z' followed by the word 'ware' in a white, lowercase, sans-serif font.

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