

LOYALTY REWARDS SOLUTIONS COMPANY



Location

Canada

Industry

Loyalty and Rewards

Solutions

Hosting
Connectivity
Security

COMPANY OVERVIEW

This international technology solution provider has redefined loyalty and rewards programs to provide members with an improved experience through personalized interactions, ease of redemption and more transparent costing. The company's technology serves as a conduit between banks, retailers and their customers, who are enabled to make everyday purchases with loyalty points. This provides consumers with flexibility to buy what they want, when they want it.

The company's clients include four of the top six Canadian banks in Canada, leading U.S. financial institutions, and major credit card companies as well as travel, insurance and telecommunications companies. It has been ranked on Canada's Fastest-Growing Companies list by *Canadian Business* and *PROFIT*.



BUSINESS CHALLENGE

This technology solution provider needed a managed private cloud solution to support a loyalty and rewards program for a large Canadian financial institution. For compliance purposes, the client is not permitted to use public cloud infrastructure.

Requirements for the project included full Payment Card Industry (PCI) compliance, disaster recovery capabilities and data sovereignty for both the primary and disaster recovery sites located in Canada. This required customizing a managed Infrastructure-as-a-Service (IaaS) environment with always-on security to protect against constantly evolving cyber-threats.

SOLUTION

Aptum delivered a PCI-compliant virtualized private cloud hosting infrastructure with disaster recovery, with the data resident within Canada. To meet the disaster recovery requirements, Aptum built out a PCI zone for hosting in its Montreal data center, and added management servers, storage and networking.

The customized solution also includes managed servers with virtualization, Alert Logic Managed Detection and Response for always-on security, Distributed-Denial-of-Service (DDoS) attack protection, and high-speed network connectivity.

BUSINESS BENEFITS

Aptum's ability to provide an integrated, virtualized private cloud hosting solution was key to the success of this complex project. Aptum was able to meet the customer's objectives by tailoring solutions to fit the customer's specific requirements and achieve the anticipated business outcomes.

Trust, reliability and support expertise were also critical, and Aptum lived up to expectations as no major issues were encountered along the way. Based on their 10-year relationship with Aptum, the customer knew they were being supported by a company that provided them with true peace of mind.

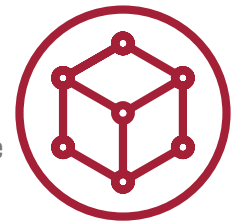
HOSTING

As fast as you want it to be. As reliable as you need it to be. A broad spectrum of managed services for servers, storage, databases, commerce and business applications. Backed by Aptum's 24/7 expert support.



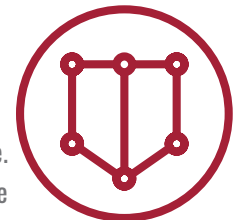
CONNECTIVITY

Deliver the application performance and user experience your business demands with high performing, secure connectivity solutions designed, built and operated by networking specialists.



SECURITY

Cybercrime operates 24/7, which means your efforts to protect data and mitigate risk need to do the same. Avoid the costs of a breach and create a more manageable path to security with Aptum with Log Management and Threat Management, Antivirus, Managed Firewalls, to DDoS Protection and more.



WHY NOT PUT APTUM TO WORK FOR YOU?

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SUCCESS STORY: LOYALTY REWARDS SOLUTIONS COMPANY

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