



AT-A-GLANCE

OVERVIEW

Reward Paths is a full service Marketing firm specializing in helping companies design, enable and operate reward, loyalty and incentive programs for their customers and associates. Reward Paths offers affordable, best of breed technology especially well suited to the business-to-business marketplace. The company also provides reward program services to mid-market clients serving consumer markets. Reward Paths LLC is majority owned by Incentive Solutions Limited (ISL) of Auckland, New Zealand. For more information visit www.rewardpaths.com.

The company was formed in 2008 to specifically fill the void created by the lack of a disciplined, data-driven approach to rewards programs in the midsize B-to-B and consumer sectors. Reward Paths offers clients proven program design, operations and rewards expertise, enabled by affordable, best-in-class technology that has been previously unavailable to



mid-market clients.

While large US corporations serving consumer markets have been able to establish and afford substantial investments in rewards, miles and points programs for their best customers, the mid size US corporation has often been unable to secure the same capabilities and expertise at affordable costs. As such, they have relied upon undifferentiated

discount programs or undisciplined and under-analyzed incentive campaigns to implement similar strategies for their best customers. Reward Paths changes that by bringing a compelling, turn key, and affordable presence to the US loyalty and rewards industry for the mid-market client. We are the right choice, first time!

Solutions Provided

Our expertise, technology and processes are most evident within the following applications:

- Business to Business loyalty and incentive programs which seek to maximize share of customer and retention, specifically in the small to medium enterprise (SME) or small office/home office (SOHO) markets.
- Consumer Loyalty programs utilizing points, auctions, communications and other relationship marketing tactics to increase and maintain purchase behavior from your best customers.
- Rebate processing solutions for the manufacturer seeking tighter controls and lower costs of processing.
- Sales Incentive programs to motivate your inside or direct sales team, and your distributors or channel partners, to meet your annual sales goals.
- Employee Incentive programs which reward and recognize specific behaviors to ensure the consistent delivery of exceptional customer experiences.
- School programmes which tie parental purchase and retention behaviour to benefits for their children's school.

BUSINESS MARKETS SERVED

We specialize in serving clients in the following industries:

- Industrial Trades, especially sellers of finished goods, component parts and raw materials in the electrical, construction, plastics, landscaping sectors
- Maintenance, Repair and Operations sellers of replacement parts or services
- Technology markets, especially technology consumables in the computer equipment and supplies arena
- Consumer products companies selling to small businesses, convenience store channels, gasoline retailers or institutional/food service markets
- Distribution and Supply companies in the freight, packaging, printing, mailing and fulfillment industries
- Business-to-professional marketers whose customers include lawyers, accountants, consultants, teachers, beauty professionals/salon operators, architects, dentists and other highly specialized, professional services firms
- Telecommunications industry serving schools, small businesses and institutional customers

CONSUMER MARKETS SERVED

We specialize in serving clients in the following industries:

- Specialty Retail, including multi-channel merchants
- Entertainment, recreation and hospitality markets
- Casino Gaming, especially riverboat and native-American operators
- Financial markets, especially community banking and credit union organizations
- Restaurants
- Consumer products companies, especially packaged goods marketers.

PRODUCTS AND SERVICES

Reward Paths provides a comprehensive suite of products and services to optimize the on-going management of your rewards program. We have designed this suite to operate in an integrated, technology-enabled format with minimal impact on your staff. Many clients require all modules within the suite; others choose only those aspects of our service which fit their outsourced needs.

- Design Paths™ offer tangible consulting services on program strategy and design for new programs or evaluation and recommendations for change on existing programs.
- Analytical Paths™ executes measurement plans, key metrics reporting and will design, develop and execute behavioral predictive modeling.
- Technology Paths™ offers a complete software platform for rewards program implementation and management to support every database, operational and fulfillment function associated with your program.
- Incentives and Rewards is a team of specialists with expertise in designing the optimal rewards mix and sourcing the procurement and delivery of rewards to your best customers or employees.
- Creative Communications Paths™ is our staff of art directors, graphic designers, web designers and copy writers to assist you in the development and execution of your creative and communications needs across multiple channels of delivery.

Executive Team

David Harwood, President and CEO

David Higgs, Chief Technology Officer

Contact Us

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