

# POWER 2<sup>®</sup> MOTIVATE



## STAPLES - PROMOTIONAL PRODUCTS DIVISION

# STAPLES<sup>®</sup>

## CASE STUDY

Carlton Group | Power 2 Motivate | Reward Cloud



## INDUSTRY LEADER SELECTS

### Carlton Group | Power2Motivate | Reward Cloud

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#### SITUATION

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Staples Promotional Products Division, an industry leader in Engagement, Recognition, Incentives and Loyalty were in need of a complete solutions to solidify their place in the market, as well as expand their footprint and services within the Global community.

Staples have always been committed to excellence, and that means staying up to date with what products are changing and the marketplace. By seeking new ideas and ways to make them work for their global client base, they have discovered ways to be more relevant, more efficient, better.

#### CHALLENGES

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Staples faced Three (3) specific challenges:

- ✓ UPGRADE THEIR TECHNOLOGY TO BE TURNKEY AND REMAIN AHEAD OF INDUSTRY CURVES AND BEST PRACTICES.
- ✓ INCREASE GLOBAL CAPABILITIES WITH SELECTION, COUNTRY COVERAGE AND PREFERRED PRICING.
- ✓ DRIVE OVERALL COST AND RESOURCE EFFICIENCIES ACROSS THEIR BUSINESS.

#### SOLUTIONS

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Staples underwent a vigorous RFP process looking for multiple providers/partners that could assist in solving their challenges. What they found shocked them, and led them to their final decision to partner globally with The Carlton Group.

Carlton Group solved all of their problems and offered many other benefits that will grow their business through channels they had not previously pursued.



## POWER 2 MOTIVATE

P2M's breakthrough On-Demand technology, based on a unique "Software as a Service" design, delivers one universal solution with infinite flexibility to drive results. For ease of use, unsurpassed technical leadership and value, and a simple pricing structure, nothing is more powerful than Power2Motivate.

From a partner's virtualized server P2M allows Staples to configure new client programs in Minutes.

POWER<sup>2</sup>  
MOTIVATE®



### CORE FEATURES INCLUDE :

- ✓ SEPARATE PARTNER VM WITH A DEMO AND LIVE DATA CLIENT PORTAL
- ✓ SILO AND VM ENABLES PARTNER TO ADD UNLIMITED NUMBER OF CLIENTS WITH LITTLE TO NO IT INVOLVEMENT
- ✓ FULL SILO (VIRTUALIZED SERVER SET UP) AND CLIENT ADMIN CENTRES
- ✓ ENGAGEMENT, PERFORMANCE, LOYALTY AND TRAINING MODULES
- ✓ MULTI-LINGUAL - 17 LANGUAGES + MORE BEING ADDED
- ✓ MULTI-CURRENCY - SYSTEM IS DESIGNED TO WORK IN ANY CURRENCY
- ✓ REAL TIME CONNECTION TO REWARD CLOUD MANAGING PROCUREMENT AND FULFILMENT IN OVER 200 COUNTRIES



## REWARD CLOUD

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Reward Cloud is the world's leading cloud-based reward management platform addressing the local and global needs of point-based and e-commerce solution providers. Storefront is a fast-connect API for end-to-end local and global reward management. Companies can now connect to the Reward Cloud platform within days, while eliminating the costs associated with managing reward data across all major reward categories.



Organizations can save hundreds of thousands of dollars annually by consolidating their sourcing and data management through Reward Cloud on a local or global basis.



### CORE FEATURES INCLUDE :

- ✓ CENTRALIZED GLOBAL PROCUREMENT AND FULFILMENT IN OVER 200 COUNTRIES DELIVERED SEAMLESSLY THROUGH OUR INTEGRATED REWARDS PLATFORM
- ✓ MANAGES ALL PRODUCT CATALOGUES, CREATE AND FILTER UNIQUE REWARD CATALOGUES BY CLIENT OR CLIENT GROUPS, AUTOMATES ALL SUPPLIER PRODUCT UPDATES ON A DAILY BASIS AS WELL AS ORDER PROCESSING, TRACKING AND REPORTING
- ✓ GLOBAL PROCUREMENT TEAM CONTINUOUSLY ADDS AND UPDATES SUPPLIERS
- ✓ COMPREHENSIVE NETWORK OF FULLY VETTED, GLOBAL SUPPLIERS ACROSS ALL MAJOR REWARD CATEGORIES
- ✓ GLOBAL, MULTI-LINGUAL TIER 2 CUSTOMER SUPPORT TEAM
- ✓ REAL-TIME REPORTING AND ORDER TRACKING
- ✓ 24/6 GLOBAL TIER 2 SUPPORT TEAM CONNECTED VIA INTEGRATED TICKETING SYSTEM
- ✓ AUTOMATED DAILY GLOBAL CURRENCY CONVERSIONS TO ENSURE FINANCIAL INTEGRITY
- ✓ COMPANIES CAN CUSTOMIZE THE LOOK AND FEEL OF THEIR REWARD GALLERIES BY CLIENT
- ✓ REWARD CLOUD POINT BANK TRACKS ALL MEMBER POINT BALANCES
- ✓ INTEGRATED WITH PAYPAL TO ENABLE MEMBERS TO SECURELY ACQUIRE POINTS

## GCODES

GCodes are global virtual gift codes redeemable in 85+ countries for Merchandise, Hotel & Travel, Experiences, Retail Gift cards, Digital Rewards, Mobile Top-up and more!

They are the simplest form for reward delivery on a local or global scale, and require no other platform of connectivity.



INSTANT REWARDS, EVERYWHERE.®



### CORE FEATURES INCLUDE :

- ✓ THE WORLD'S MOST COMPREHENSIVE GLOBAL SHOPPING MALL
- ✓ SECURE, ENCRYPTED API CODE DELIVERY SYSTEM
- ✓ ISSUE IN MULTIPLE CURRENCIES: CAD, EUR, GBP, USD
- ✓ LOCALLY SOURCED AND DELIVERED REWARDS
- ✓ SECURE MOBILE WALLET WITH CREDIT CARD TOP-UP
- ✓ INSTANTLY SHOP IN 85 COUNTRIES



## THE RESULTS

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Through the partnership with The Carlton Group, Staples was able to migrate all existing clients over to P2M in a few short months with assistance from their dedicated CG support team, a feat that took them almost 2 years to do previously on with their previous vendor.

They have seen growth from each client, and added new features and benefits to client programs deepening their offering and services provided.

The addition of Storefront and GCodes has again increased their global offering and they are actively selling and implementing these solutions with new and existing clients across Engagement, Incentive Performance, and Loyalty programs.

## ADDITIONAL RESULTS

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- ✓ NEARLY 20 PROGRAMS LIVE WITH CARLTON GROUP
- ✓ OVER 300,000 ACTIVE MEMBERS AND GROWING
- ✓ OVER 70% PARTICIPATION RATE AMONGST MEMBERS
- ✓ OVER 7 BILLION POINTS ISSUED
- ✓ 95% OF SOURCED REWARDS ARE THROUGH THE REWARD CLOUD OFFERING
- ✓ ACHIEVED DESIRED SAVINGS AND EFFICIENCIES IN TECHNOLOGY FEES, RESOURCE REQUIREMENTS AND REWARD PROCUREMENT

