



## **Innoviti Launches LIME, a Loyalty Management Tool for Brand Loyalty**

**Bangalore, Feb 2008:** Innoviti Embedded Solutions, a leading provider of transaction processing solutions today launched LIME, a loyalty management tool for customer loyalty for brands, at the Customer Loyalty conference in Mumbai.

LIME is a real-time tool for managing customer purchase data, providing analysis of customer purchase trends and then managing customer communication campaigns through email, SMS and mailers. A key feature of the tool is its Return-On-Investment (ROI) monitoring feature, that allows for the brand to monitor the effectiveness of campaigns through a closed-loop technology.

LIME uses a store level device, called LIME terminal, to capture the customer purchase data, and a backend server, called LIME server, that is seamlessly interfaced to the mobile and Internet networks for managing customer communication campaigns. The entire system works on real-time and can provide customized communication to a customer at the instance of purchase, based on customer purchase profile and personal information, such as birthdays and anniversaries.

### **About Innoviti**

Innoviti Embedded Solutions is a leading provider of transaction processing solutions for various verticals such as financial inclusion, payment, presence monitoring and loyalty. It has won several awards for its products, including the Best Consumer Electronics Product Award, Red Herring 100 Asia Award and Wireless Innovation Contest Award.

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