







Appriss® Engage
Appriss Retail gives retailers a variety of integration options for Appriss Engage to ensure the method that best fits their needs.

Integration Options for Appriss Engage

Appriss Engage provides real-time recommendations for returns, claims, and incentives in-store, online, and at the customer service desk. All of these recommendations are all delivered via web service interfaces.

The recommended integration approach for Engage is to have direct integration with the systems that are processing the retail transaction. For store environments this is typically the Point-of-Sale (POS) system, for online environments this is typically the Order Management System (OMS), and for customer service desks this is typically the Customer Relationship Management (CRM) or Customer Service Ticket system. These are not the only integration points from which a retailer may choose to call the Engage services. The Engage web services can be called from any line of business application a retailer chooses.

DIRECT INTEGRATION		
 100% Retailer Development/ Rollout	 Vendor Pre-Built Integrations	 Third-party Development Assistance/ Retailer Rollout
INDIRECT INTEGRATION		
 Engage Android Terminals	 Engage Website	 Device Specific App

In principle, Engage expects every web service call to be passed two things:

1. The retail transaction being attempted
2. The context (reference) of the consumer participating in the transaction




Engage will then provide a unique recommendation response based on the type of response requested.

- Engage Dynamic Policies: A custom response policy message for those purchase or return transactions seeking an authorization recommendation
- Engage Incentive Optimization: A response for those transactions seeking a recommendation for a different option for a consumer journey, such as an incentive for that individual consumer

This document will aid you in identifying implementations for Engage, including common direct and indirect real-time integration options, with their relative benefits and concerns from a business and technical perspective.



Direct Integration Options for Engage

The recommended approach to integrate with Engage is to make real-time calls from the native line of business application which owns the retail transaction being curated. There are multiple ways of achieving this, as well as options for solutions which require limited or zero code level integration.


Method	Description	Benefits	Considerations	Retail IT Implementation Effort	Suitability for Online or Store-Based Transactions
 100% Retailer	<p>This option relies on the retailer's IT department to extend their core system capabilities to integrate with the Engage web service.</p> <p>Appriss Retail has worked with many retailers to attain this style of integration and can provide technical documentation and assistance in the design and development of the integration.</p>	<ul style="list-style-type: none"> Total development and deployment flexibility of the Engage solution allows for existing systems development and rollout procedures to be utilized. Appriss Retail's experience will reduce design timeline by providing integration template scenarios. 	<ul style="list-style-type: none"> Resource workload from the retailer. 	High	Online and store-based transactions.
 Vendor Pre-Built Integrations	<p>Application vendor supported extensions to call Engage capabilities.</p> <p>Several retail application vendors provide out-of-the-box capabilities to integrate natively with Engage.</p> <p>Presently supported native integrations are:</p> <ul style="list-style-type: none"> NCR Advanced Store Oracle X-Store 	<ul style="list-style-type: none"> Native capabilities are available and have been extensively tested to require little/no development configuration. 	<ul style="list-style-type: none"> Resource workload from the retailer to deploy and configure. Extensions are typically tied to specific versions of the vendor's product. 	Low	Online and store-based transactions. Goal is to continue to build native integration solutions for both.
 Third-party Development Assistance/ Retailer Rollout	<p>Appriss Retail works with multiple vendors who specialize in extending the capability of line of business (commercial) systems. Via these third parties, Appriss Retail can provide code extensions to a retailer's application platform to integrate with Engage. These third-party vendors will deliver programming code to the retailer's IT group to be used as a template for developments or can be used to deliver a full integrated working application release.</p> <p>Following the successful development and testing of the code, the retailer or the third party would control the rollout of the solution as needed.</p> <p>Options exist to for Appriss Retail or the retailer to recommend, contract, and/or pay for these services as required.</p>	<ul style="list-style-type: none"> Enables integration with Engage without taking additional development cycles from the retailer's IT group. Integration designs and code are built by specialists of that line of business application or system. Solutions can be built quickly for a variety of platforms without the need for high levels of input from the retailer's development team. 	<ul style="list-style-type: none"> Availability of third-party resources. Requires retailer approval of third-party vendors to develop code. Fit into existing IT rollout cycle. Availability of additional resources from third party contractors. 	Medium	Online and store-based transactions.

Indirect Integration Options for Engage

In addition to direct application integration, Appriss Retail also has less technically invasive options to utilize Engage. The following are further deployment options if it is not possible to implement a direct application integration:

Method	Description	Benefits	Considerations	Retail IT Implementation Effort	Suitability for Online or Store-Based Transactions
 <p>Engage Android Terminals Development/Rollout</p>	<p>Appriss Retail can help you source handheld, Android-based terminals, pre-loaded with the Engage application, which provides a user interface for in-store associates to be able to use the Engage functionality. The device captures information related to a consumer and transaction via an inbuilt barcode scanner and connects to the Engage web services via Wi-Fi (preferred) or cellular service (if needed). Responses received from the Engage web service are rendered to the screen and are also printed using the inbuilt device printer.</p>	<ul style="list-style-type: none"> Terminals can be rolled out rapidly and easily to store locations. Deployment of Engage to stores using these Android terminals reduces the real-time IT integration effort of the solution to almost zero. 	<ul style="list-style-type: none"> Duplication of transaction processing. For example, return transactions will need to be executed on the Android terminal to receive an "Approve" message before the transaction is entered on the retailer's POS system. It is possible for associates in-store to process returns through the POS register without gaining authorization from Engage. Compliance reporting is available to monitor this behavior. 	Medium	Store-based transactions only.
 <p>Vendor Pre-Built Integrations</p>	<p>Appriss Retail can provide access to a website which presents a user interface to the Engage web service.</p>	<ul style="list-style-type: none"> Providing associates have access to a supported web browser, the Engage capability can be utilized with zero real time integration requirements. Deployment of Engage to stores using these Android terminals reduces the real-time IT integration effort of the solution to almost zero. Engage capabilities can be linked to/from consumer facing websites if required. 	<ul style="list-style-type: none"> Associates must have access to a supported web browser. From some capabilities, duplication of transaction processing. For example, when executing an in-store return transaction, the transaction will need to be executed on the website to receive an "Approve" message before the transaction is entered on the retailer's POS system. It is possible for associates in store to process returns through the POS register without gaining authorization from Engage. Compliance reporting is available to monitor this behavior. 	Low / Medium	Online and store-based transactions.

Indirect Integration Options for Engage (cont.)

Method	Description	Benefits	Considerations	Retail IT Implementation Effort	Suitability for Online or Store-Based Transactions
 Device Specific App	<p>Appriss Retail can provide an Engage app for deployment onto existing Android or iOS terminals that retailers may have deployed in store locations.</p> <p>The application can make use of third-party drivers to drive barcode scanners or printers if they exist on those devices.</p>	<ul style="list-style-type: none"> The Engage app can be deployed to a device which is already rolled out to stores using existing rollout methodologies and procedures. 	<ul style="list-style-type: none"> Duplication of transaction processing. For example, return transactions will need to be executed on the Engage App to receive an "Approve" message before the transaction is entered on the retailer's POS system. It is possible for associates in store to process returns through the POS register without gaining authorization from Engage. Compliance reporting is available to monitor this behavior. This behavior can be avoided if the retailer allows integration between its POS app and the Engage app. If deployed devices do not have access to a printer, then options will need to be explored to notify consumers of warning/denial or incentive messages, options include text messages, email, etc. 	Medium	Store-based transactions only.

This document addresses real-time integrations. Engage also requires a trickle feed or nightly data feed of all retail transactions and relevant consumer information that is separate from this real-time process.



Leveraging more than 20 years of data science expertise, Appriss Retail transforms ecommerce and omnichannel consumer interactions by providing real-time, actionable recommendations that reduce fraud, drive efficiency, and maximize profitability. The company's AI-driven, SaaS platform generates analytical insights and recommendations at more than 150,000 physical and online retail locations in 45 countries across six continents.

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