



*An overview of our solutions*

[www.domecsolutions.com](http://www.domecsolutions.com)

# About Domec

who



Domec is one of the Italian **Fast Growing FinTech Companies** active in the market of **innovative payments** and **digital loyalty**.



Headquarter in **Italy** (Milan, Rome, Potenza) with sales unit in **Spain** and **UK**.

what

Thanks to **Domec Tools™**, the proprietary SaaS cloud platform, we support our Partners in the process of **payment innovation** through a unique and comprehensive offer of **Value Added Services** related to transactions.

We also offer our Partners:

- **Legal Support**
- **Awards and Logistics**
- **Creativity and Media Planning**
- **Customer care**
- **Merchant affiliation to programs**

how



**CeTIF Partner 2019**  
**Università Cattolica**



**Gaetano Marzotto**  
**Award 2017**



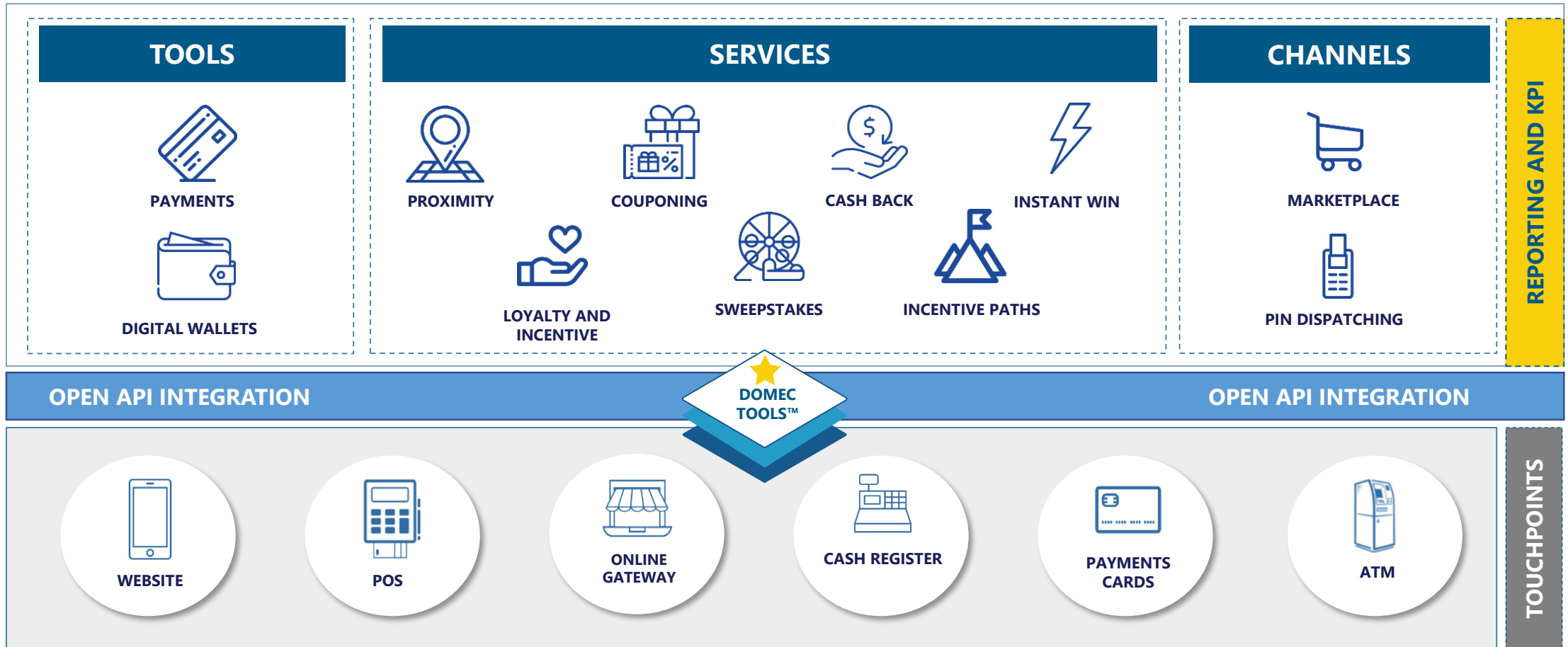
**Top 6% European Start**  
**Up by Early Metrics**



**Quality Certification**  
**ISO 27001:2017**

# Platform Domec Tools™

**Domec Tools™** through a **Rest API** system is able to deliver its services on different **touchpoints**.



# Flexibility in solutions

## Payment Tools

Branded payment cards (Gift Card, Closed or Open Loop) usable in commercial circuits defined by the Partner.



## Incentive Paths

Activities through which customers are encouraged to take specific actions to receive one or more prizes.



## Smart Couponing

Discounts in percentage or fixed value, issued after purchases or other virtuous behavior.



## Private Cash Back

Money returned to the customer, after purchases made in certain merchants, to be spent in those merchants.



## Digital Wallets

Private wallets incorporating currencies and values of different types (points, credits, vouchers, etc.).



## Instant Win

Instant draw sweepstake, which take place automatically after an enabling action by the user (e.g. transaction).



## Loyalty and Incentive

Innovative all inclusive loyalty systems: digital platform, legal and creative support as well as prize catalogs to be won.



## Pin Dispatching

Systems for the distribution and widespread of digital vouchers and gift cards in the territory (e.g. through Sisal and Mondadori points).



## Proximity Marketing

Tools able to engage customers around specific points of interest (eg sales points) with ad hoc messages.



## Marketplace

Full service e-commerce platforms that can be integrated on partner systems via API. Declinable for welfare and / or incentive projects.

# Numbers

## +100%

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Net growth %  
2019 vs 2018

## ITA, ESP, FRA, UK

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Current business  
Active markets

## 100k

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Integrated Point of sale  
50K ready for Dispatching  
Pin

## +5M

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Number of cards managed  
Last year

## +20M

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Number of managed transactions  
Last year

## +20M€

---

Volume of managed transactions  
Last year

# Best Practices

# Bloyalty4u - BPER



## BLOYALTY4U



## Aim

Implement a **geolocalized loyalty program**, to strengthen the relationship between the Bank and the Le Vie del Commercio consortium of Lanciano (BPER account holders) and between merchants and their final consumers.

## Solution

- Development and installation of the **Bloyalty4u app on the POS** terminals of the interested shops, able to provide cash back (vertical on the consortium) and instant win to every transaction made by the customers.
- Development of the **bloyalty4u.com** portal on which customers, merchants and the Bank can monitor their activities.



# Sconti BancoPosta – Poste Italiane



## Aim

Increase the number of merchants (of different sectors) affiliated to the **largest cash back program** in Europe and manage their correct reporting and billing.

## Solution

Development of an **automatic system** capable of activating new merchants and managing weekly billing related to transactions. An automation system was also implemented for guaranteeing the **automatic on-boarding of merchants** in order to stimulate the continuous growth of the program.



# Eataly Card - Eataly



## Aim

Stimulate customer loyalty (number of average receipts) and positive cash flow for the company through a **new payment instrument**.

## Solution

- This payment mean can be bought and topped up **online and offline** with different payment methods;
- **Cash back credit** (gained with purchases) that can be spent in the Eataly physical or digital circuit;
- **Extension of benefits** to other customer base of interest (e.g. Enel Mia).

# Italo Più – Italo Treno



## Aim

- **Engage customers** enrolled in the Italo Più program
- **Increase the value of the relationship** with the customers
- Support **up-selling and cross-selling** actions

## Solution

Domec supported NTV in the construction of the new **Loyalty platform** dedicated to Italo travelers, designed to encourage loyalty and to offer assistance to customers based on their habits, with offers tailored to the purchasing behavior even on platforms of external partners.

# Italo Business Pass – Italo Treno



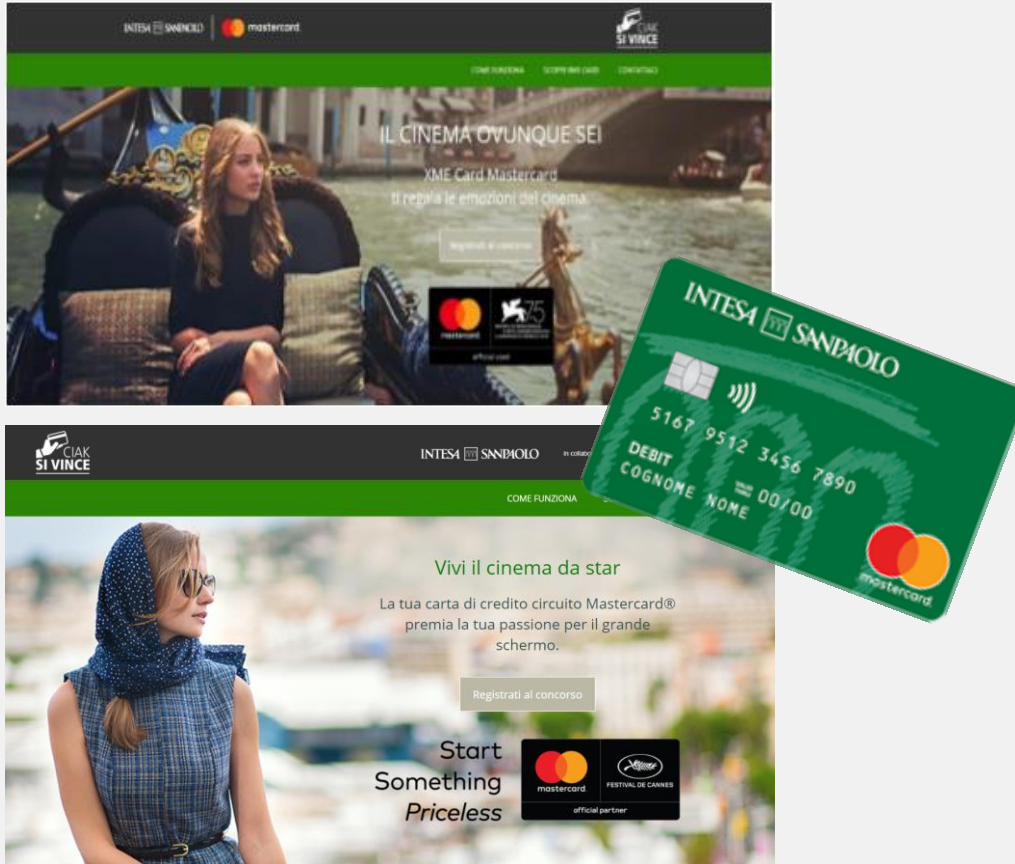
## Aim

Launch a new product dedicated to the Business target, with the possibility of **managing end to end** (from the provision to the credit movement up to the recharge), and in complete autonomy, all the phases of the use of the instrument.

## Solution

Development of a new prepaid **privative payment mean** that allows companies or VAT holders to purchase travel for their employees in a flexible way (and at discounted prices).

# Ciak si Vince – Intesa Sanpaolo



## Aim

Ciak Si Vince is a sweepstake competition proposed by Intesa Sanpaolo in collaboration with Mastercard aimed at encouraging owners of the **XME Prepaid Card** to use in different areas.

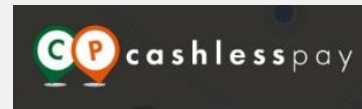
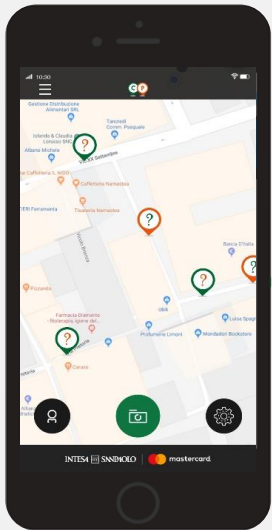
## Solution

The solution designed for Ciak si Vince provides a **platform** that allows XME Card holders (appropriately subdivided into clusters) to register in a simplified way and to participate in **missions**, for the overcoming of which they can obtain prizes.

There is also a super final drawing for the most virtuous and active cardholders.



# Cashless District – Intesa Sanpaolo



## Aim

- Engage users through geolocalized advantages
- Retaining merchants (clients of the Bank) with innovative tools suitable for promoting their business

## Solution

Only one loyalty and geofencing program, with two different apps:

- **My Smart Promo**, dedicated to merchants, to create promotional campaigns to be sent to customers
- **Cashless Pay**, dedicated to end customers, to allow them to capture (and then redeem) augmented reality vouchers in the vicinity of authorized stores that issued them.

# Pin Dispatching - DAZN



**DAZN**

**SisalPay**

Codice: **domec1m**

Importo: **€ 9,99 \***  
\* IVA 22% inclusa

Nr. serie: 13282137  
Scadenza: 31/07/20

TID: 000005549423851  
DATA: 02/08/19 12:43:46 RM4817A

NON APPLICABILI LE CONDIZIONI RIPORTATE SUL RETRO  
Modalità di pagamento: in contanti  
Per attivare il tuo codice DAZN

1. Vai su [www.dazn.com/redeem](http://www.dazn.com/redeem)
2. Inserisci il codice stampato sulla ricevuta Sisalpay nell'apposito spazio e clicca su "APPLICA"
3. Segui le istruzioni sullo schermo per ricaricare il tuo account o crearne uno nuovo
4. Scarica la nuova App DAZN da qualsiasi App Store e accedi usando i tuoi dati per guardare gli eventi sportivi che preferisci su dispositivi mobili, console di gioco o TV connessa ad Internet

Per fruire del servizio è necessario avere un account DAZN o crearne uno nuovo, avere uno dei dispositivi abilitati e un accesso a Internet. Termini e condizioni del servizio DAZN su [www.dazn.com](http://www.dazn.com). Questo codice prepagato è stato emesso da Perform Investment Ltd ed è attivabile entro un anno dalla data acquisto. Termini e condizioni di utilizzo di questo codice prepagato su <https://my.dazn.com/help/where-to-buy-a-gift-code>

Grazie per aver acquistato un codice DAZN.  
Scegliendo il codice da 12 mesi pagherai 99,99€ anziché 119,99€ (equivalente a 12 mesi con rinnovo mensile).  
Vivi un anno di sport con DAZN

*dal 1 agosto 2019*

**Domec e DAZN:  
arriva il fischio  
d'inizio su SisalPay.**

Powered by  
**domec**

## Aim

Open new distribution channels for their digital products through **pin distribution** on proximity channels that could allow customers to pay in cash.

## Solution

DAZN chose Domec as its technological and commercial partner in order to manage and distribute the **pre-paid codes** of 1,3,6 and 12 months in Italy (through the 40,000 SisalPay points).

# Pin Dispatching - Flixbus



## Aim

Open new distribution channels for their digital products through **pin distribution** on proximity channels that could allow customers to pay in cash.

## Solution

Flixbus chose Domec as its technological and commercial partner in order to manage and distribute **Flixbus Vouchers** and **Gift cards in Italy** (through SisalPay points and Mondadori Stores) and **in France** (through Logista network).

Domec is also in charge for the **digital distribution** of the vouchers via DomecGO.com and Sixthcontinent.it.



# Cuore Rossonero card - AC Milan



## Aim

Support the issuing of **Cuore Rossonero cards** as well as the extension of benefits dedicated to their holders, for example:

- Purchase the subscription
- Change the name of the season ticket holders
- Enjoy a special price list during the season
- Take advantage of pre-sales
- 10% discount on merchandising

## Solution

Domec with its technical skills allows A.C. Milan to **automatize the KYC process** with a deeply interaction with the loyalty.

# First Card - Casareale



## Aim

Build an innovative path oriented to the customer loyalty.

## Solution

First Card is a **loyalty program based on cash back**: for every single refueling a driver earns points that can be converted into liters of petrol.

Domec has developed the **Casareale First Card** app, dedicated to end users, the **First Card Merchant** app, dedicated to program management, and **Firstcard.it** the showcase site to allow customer registration, card balance display and list of transactions.

# Instant Win - ACI



## Aim

ACI, as part of the development of its customer loyalty program, turned to Domec to strengthen the **network of partner agencies** and to give greater boost to the purchases of members with the use of the ACI card with both local and national partners.

## Solution

Domec has developed an **instant win program** (connected to the ACI Vinci Subito competition) integrated on all the individual terminals present in the ACI delegations of Italy, from which **two automatic extractions** were delivered: one dedicated to final consumers and one dedicated to the agency itself.

# 100% Mutualità – CAMA Sodel



## Aim

CAMA, a mutual aid company, was looking for a technological and financial partner for the creation of a payment card, through which to offer a series of advantages to the cardholders.

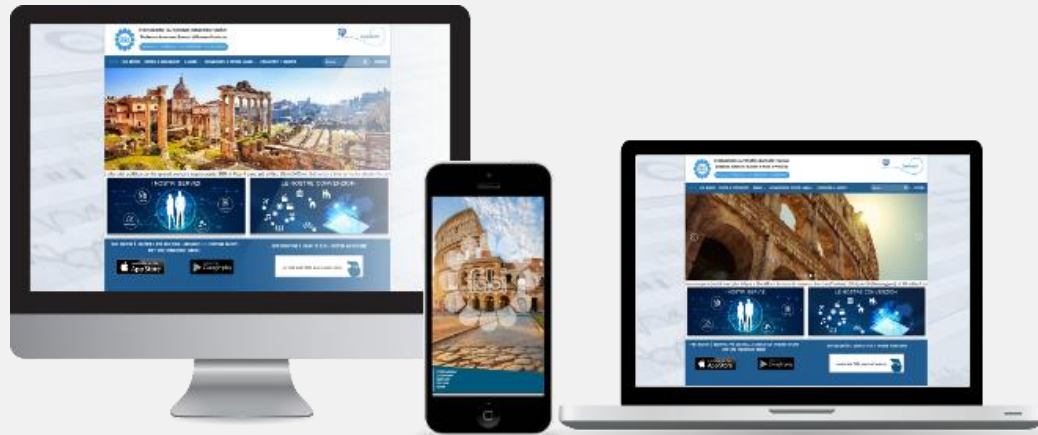
## Solution

**100% Mutualità** is the account card dedicated to CAMA members, which allows them to benefit from specific financial services for them.

Domec supported CAMA in:

- **Development of the digital platform** dedicated to the owners
- **Materials creativity** (platforms and cards)
- Development of additional **card-related financial services**.

# App Mobile and Web Portal - FABl



## Aim

FABl Rome, regional delegation of the Italian Autonomous Banking Federation, was looking for a partner for the creation of technological platforms capable of communicating and delivering a series of **benefits for members**.

## Solution

Domec for FABl Rome has developed website + mobile app that allow members to:

- **be updated** on the news on the reference banks
- **download** exclusive materials and benefits for them
- **extend** the benefits through member get member activities.

# FICO Prepagata - Eatalyworld



## Aim

Create and manage for Italy's largest food park:

- **The private rechargeable cards**
- **Gift cards**
- **Employee cards**

## Solution

Fico Eataly World has digitized its cash points and decided to rely on Domec technology to improve the purchasing experience of its customers thanks to the creation of the **PREPAID FICO CARD**: a payment card with a prepaid balance that can be spent inside of the mall itself.



# Again Cafè - Autogrill



## Aim

- Support **up-selling and cross-selling** actions
- **Engage customers** and increase the value of the relationship
- **Enrich the proprietary database** with behavioral information useful for subsequent marketing activities.

## Solution

**Again Cafè** is a prepaid subscription card which allowed the advance purchase of 10 coffees at a discounted price.

In less than 2 years Autogrill has generated over **900,000 transactions** and the anticipated sale of around **1,000,000 coffee**.



# Again Ciao - Autogrill



## Aim

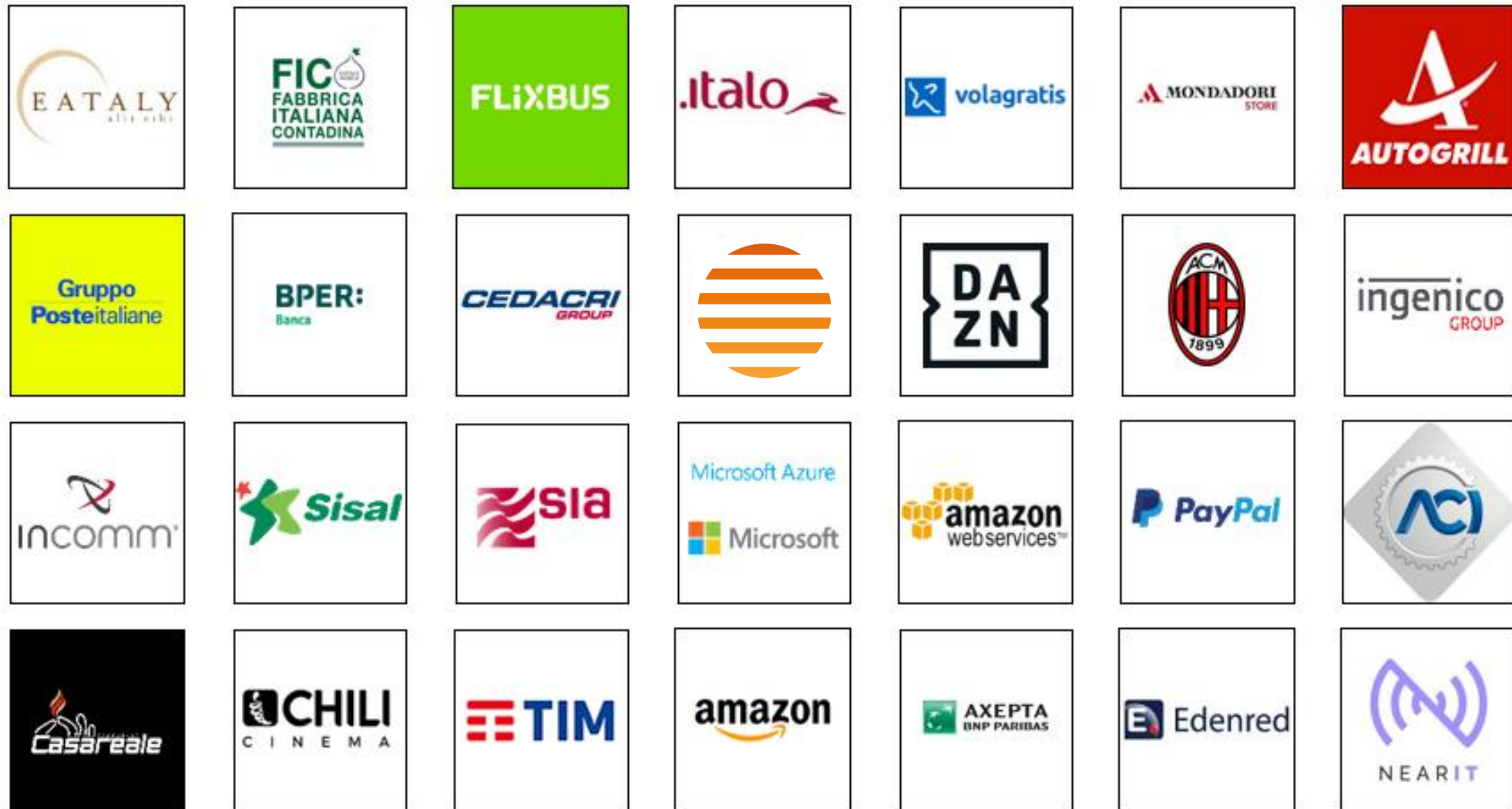
- Increase the **value of relationships** with its customers
- **Enrich the database** with useful info for CRM activities.

## Solution

**Again Ciao** is a free card that allows you to accumulate points for every purchase you make and to receive a bonus in € to be used on future drinks. With the help of Domec, Autogrill has:

- developed a **loyalty program** consistent with its commercial and strategic vision
- improved **customer loyalty**
- **acquired data and strategic information** about customer base.

# Our partnerships



# Why Domec

# Ancillary services

## Software & Hosting

Our technological infrastructure allows to better manage operations required by each individual event in a **safe and independent environment** and to provide timely reports.

## Legal

From our experience in the field of prize events we have developed partnerships with **legal agencies** that allows to cover with all potential customer needs.

## Customer care

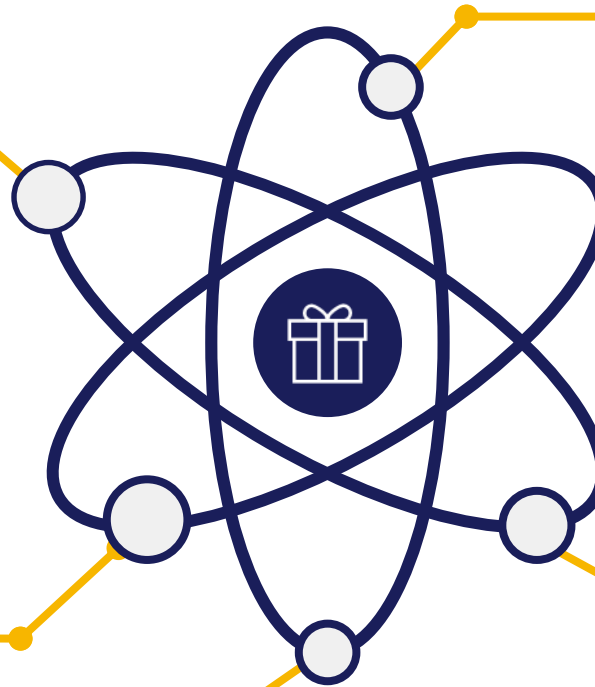
We offer support 5/7 to partners and 7/7, if needed.

## Prize & Logistic

Thanks to the partnerships already active and to our proprietary marketplace ([www.domecgo.com](http://www.domecgo.com)), we are able to provide a **full range of digital items**.

## Creativity & Planning

Thanks to our creative team we can create all artworks and copy related to the program as well as media planning.



# Thank you.



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