



# TeamCard - Full Solution



**TeamCard** offers a value-added membership solution which, in its basic form, costs no more than current membership schemes whereby registration data is extracted to enable a card to be personalised and issued.

In its more comprehensive form, the system encompasses features such as loyalty, ticketing, and access control. The product has been modularly designed so that it can be tailored to suit specific client requirements and features can be extended in line with a client's development strategy.

TeamCard was Europe's first multifunction smart card when deployed at Bolton Wanderers in 2000. Since then it has grown to become an industry standard with clients such as Chelsea FC, now in their seventh season. Other clients include the FA, the LTA, Ipswich Town, Celtic, Crystal Palace, Millwall and Wycombe Wanderers.



The solution continues to evolve innovatively. Recent enhancements include the complete re-design of the online loyalty partner network, the inclusion of barcodes across all card types to simplify card reading and the introduction of key fobs to extend loyalty participation.



For the 2008 season we have launched a brand-new access solution that preserves and exceeds the functionality of smart card-based systems but fundamentally will be less than 50% of their cost.

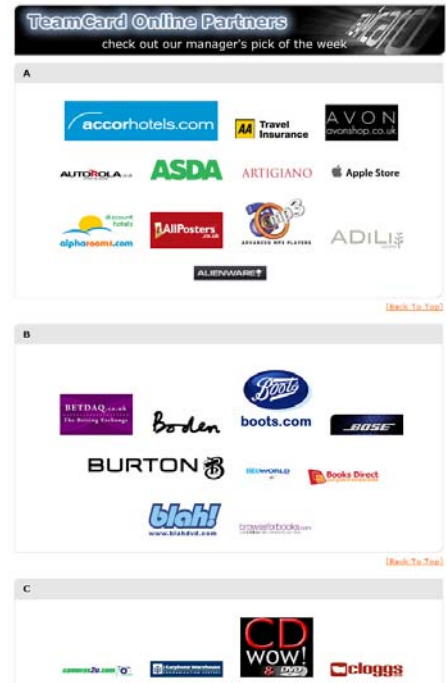
Membership is addressed with a range of media options - from contactless smart cards, to bar-coded cards, to key fobs. Scotcomms can provide a full range of services including data extraction, fulfilment, personalisation and systems integration to ensure seamless operation with retail, ticketing and other club systems.





Loyalty is addressed both internally and externally. There is a well-established partner network online, which can be accessed immediately, as well as national and local retail partners. Within the client organisation, discounts are replaced with a points system to protect margins but maintain members' value. All points, regardless of where they were earned, can only be redeemed at the client organisation, thereby creating a marketing funnel to drive transactions and sales volumes.

Each stakeholder (the client, its members and retail partners) has secure and instant web-access to view their related activity. There is a comprehensive range of reports available to the client which can be further enhanced when integrated with CRM systems to strategically react and encourage members' activity.



The benefits for the member include acknowledgement of their support and tangible rewards for membership activity. The retail partners have a perceived positive relationship with the individual client organisations which, allied to marketing initiatives, increases trade by members at the partners who also have access to a full audit on activity. For the client, it's a membership solution that can be strategically built upon over time to achieve key objectives in terms of growth, brand awareness and revenue.

***TeamCard is a unique blend of passion, commerce and technology – the business case for which is simply compelling.***