



Enhanced Security and Performance

Titanium Gray

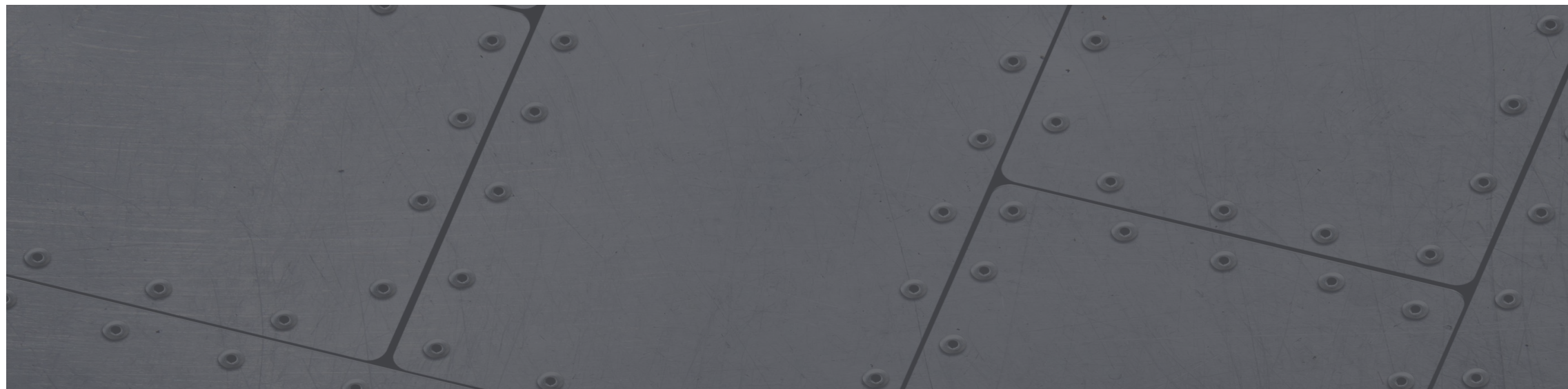
PRODUCT RELEASE BROCHURE

Executive Summary



The ability to protect the data you've been entrusted with plays an important role in maintaining trust, in both the B2C and B2B worlds.

However, to maintain a good relationship with clients and customers, you need to ensure that the experience is smooth as well.



As a company specializing in loyalty,

Antavo has dedicated its resources to cybersecurity and performance enhancement to ensure that our clients have a safe and streamlined experience working with us.

This has resulted in a series of improvements and features cataloged in this report.

Antavo's Titanium Gray Product Release

has three major focuses, all of which contribute to making clients feel at ease using our platform: security, performance and compliance.



Security:

Enhanced authorization options, session handling, and secret storage for APIs



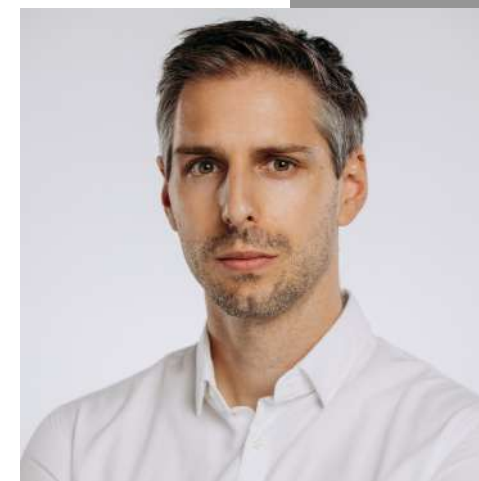
Performance:

Pagination, filtering, and the ability to optimize the number of API calls



Compliance:

Enhanced GDPR compliant logging, improved audit logs and liability reports



Viktor Fasi

Head of Product at Antavo
Loyalty Management Platform

You can never take data security too seriously. Running a loyalty management program means that we're processing our clients' customer data, which is why we're dedicated not only to meeting regional and international security standards, but also to putting our clients' minds at ease by giving them all the tools and measures they need to handle security.

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Security Enhancements

Data protection and cybersecurity play an important role in every company's online conduct, especially when organizations deal with sensitive information such as loyalty programs. In order to ensure the highest possible security for both clients and their customers, **Antavo takes an active approach to continuously enhance its Loyalty Management Platform.**

In the past few months, in particular, we have achieved enhanced authentication, as well as ensuring that our technology meets the security standards of a variety of organizations.

*As a sign of confidence in its product, Antavo also launched a **Bug Bounty Program**, inviting independent security professionals to provide feedback.*



**Bug
Bounty
Program**

In terms of authentication, platform users can now choose from two options: using Google-supported MFA (Multi-Factor Authentication), or using SSO (Single Sign-On) with a custom service provider.

Opting for Multi-Factor Authentication means that after providing the name and the password during login, users now also receive a secondary time-sensitive entry code generated by the **Google Authenticator**.

Now administrators can also adjust the complexity and expiration of the primary password. This feature is optional but can help to avoid security breaches.

The second method for ensuring safe access to the platform is the enhanced SSO.

Single Sign-on is a truly enterprise-ready solution, allowing companies to connect Antavo to a third-party authentication service (Okta, Azure ID, Microsoft Azure Directory, etc.) and rely on it for accessing the platform according to the service's corresponding security standards.



On top of authentication, Antavo has improved security in other areas as well, including in session handling.

For instance, different kinds of access levels can be assigned to **Points Economy Accounts**, giving admins a better overview of who can perform significant changes. Also, account disable now terminates active sessions.

Additional security improvements:

- API credential storage enhanced to meet multiple country-level security standards
- Antavo's Loyalty Management Platform now meets all the requirements for the **Ukatemi Pentest Certificate**
- Ongoing security-related updates to meet the **ISO-27001** standards



Performance Enhancements

Running an API-centric (or headless) system means that overall performance depends on the optimization of APIs. If communication is properly streamlined, it helps organizations **save money, time and bandwidth**. Moreover, well-defined API systems help developers handle integration more easily.

Antavo has made significant improvements to how API responses are managed through enhanced pagination capabilities, thus ensuring that users have access only to relevant sections. **This applies to APIs all across the board, boosting the performance of various actions.**



In order to help development teams work more efficiently, we now provide a paginated set of results from the Display / Customer APIs defined by custom limit and offset parameters.

Pagination has been introduced as a generic API capability that's unified Across Antavo's API ecosystem.



Additional performance improvements:

- To complement the pagination functionality, it is now possible to filter API responses, which helps to better structure the results
- Multiple coupon fields have been added to the API Response to help optimize the number of calls needed by clients to get the information required

Compliance Enhancements

In order to help our clients protect their business resources and maintain customer trust, we've dedicated a significant amount of development time to compliance-related features:

- As an advanced GDPR compliance measure, we've further improved our GDPR compliant logging.
- Enhanced audit logs keep track of user activity so authorized users can see who has made changes to the system. This feature has been greatly improved upon, and has had reporting and exporting capabilities added to it.
- We expanded the liability reporting capabilities by including the coupon age in the aggregated report. Doing so helps clients estimate how much liability they have directly through Antavo, without the need for third-party aggregation.



Additional Improvements

Although they have kept their main focus on security, performance and compliance, Antavo's engineering team also released several improvements that impact the use of the Loyalty Management Platform:



Users now have the ability to group different data types by tier, so that they can see the breakdown of different events per tier, gaining additional insight regarding customer engagement and program performance.



A new Reward Bidding API lets organizations introduce 'bidding' to their loyalty programs, where members can use their points to bid on specified rewards.



Added fields for coupon metrics, so users can see quick statistics on how many coupons/vouchers have been issued to the customer, as well as how many were claimed or have expired throughout the customer's time as a member or in the last 12/24 months.

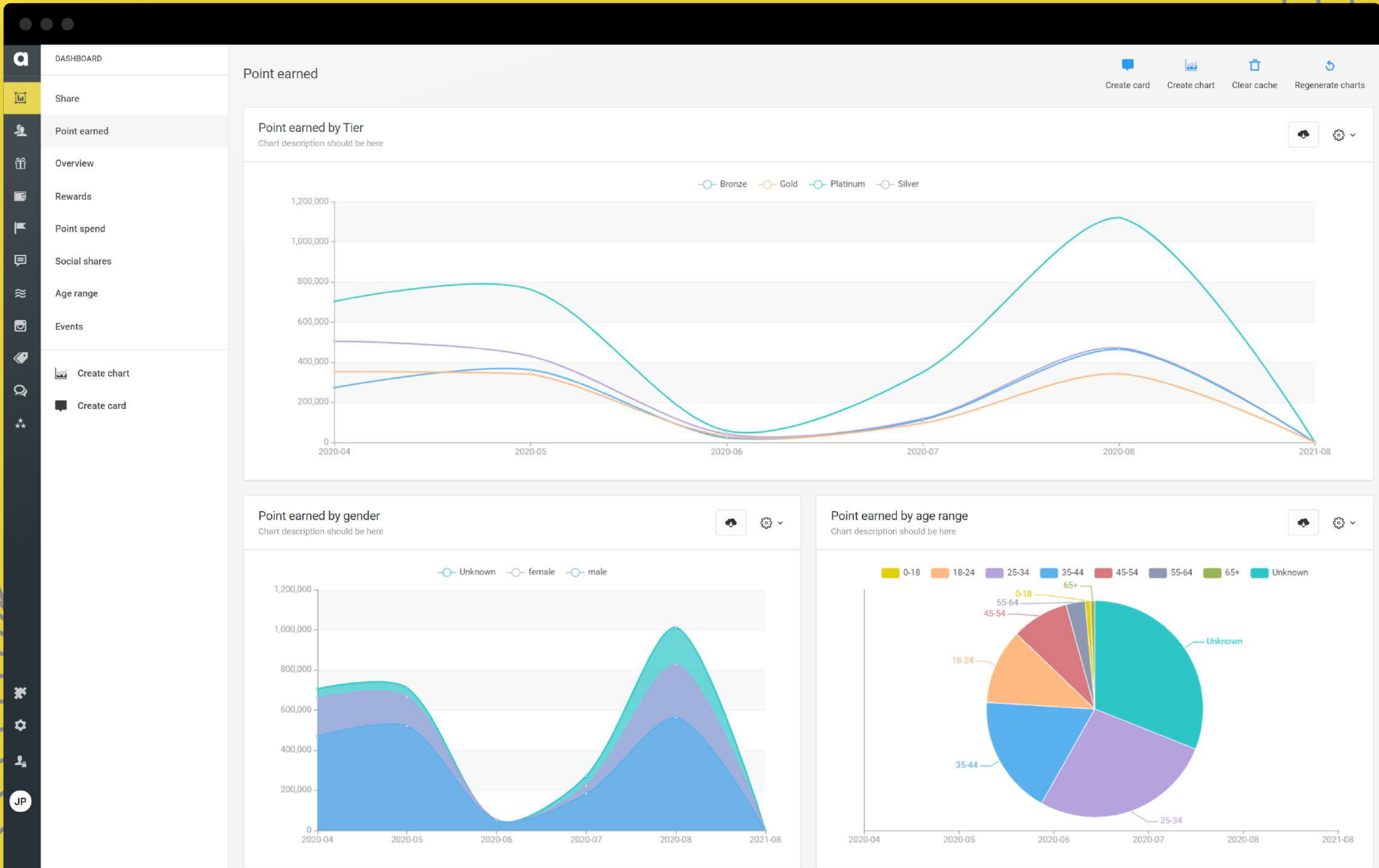


Users can now define the exact minute when coupons expire in addition to setting expiration on an hourly or daily basis.



Users are now able to filter out offers that customers are not eligible for. There's also a similar customer-centric option to display the offer and offer card only to customers who are in an eligible segment.

Antavo's dashboard now provides more detailed information about the overall performance of the loyalty program, as well as insights regarding individual members' progress and history.



Enter the Next Era of Customer Loyalty

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customer retention technologies

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and get in touch with our experts!

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