



Loyalty | Prepaid | Gift Card

**BENEFIT BEYOND - A MARKET PLACE SOLUTION**



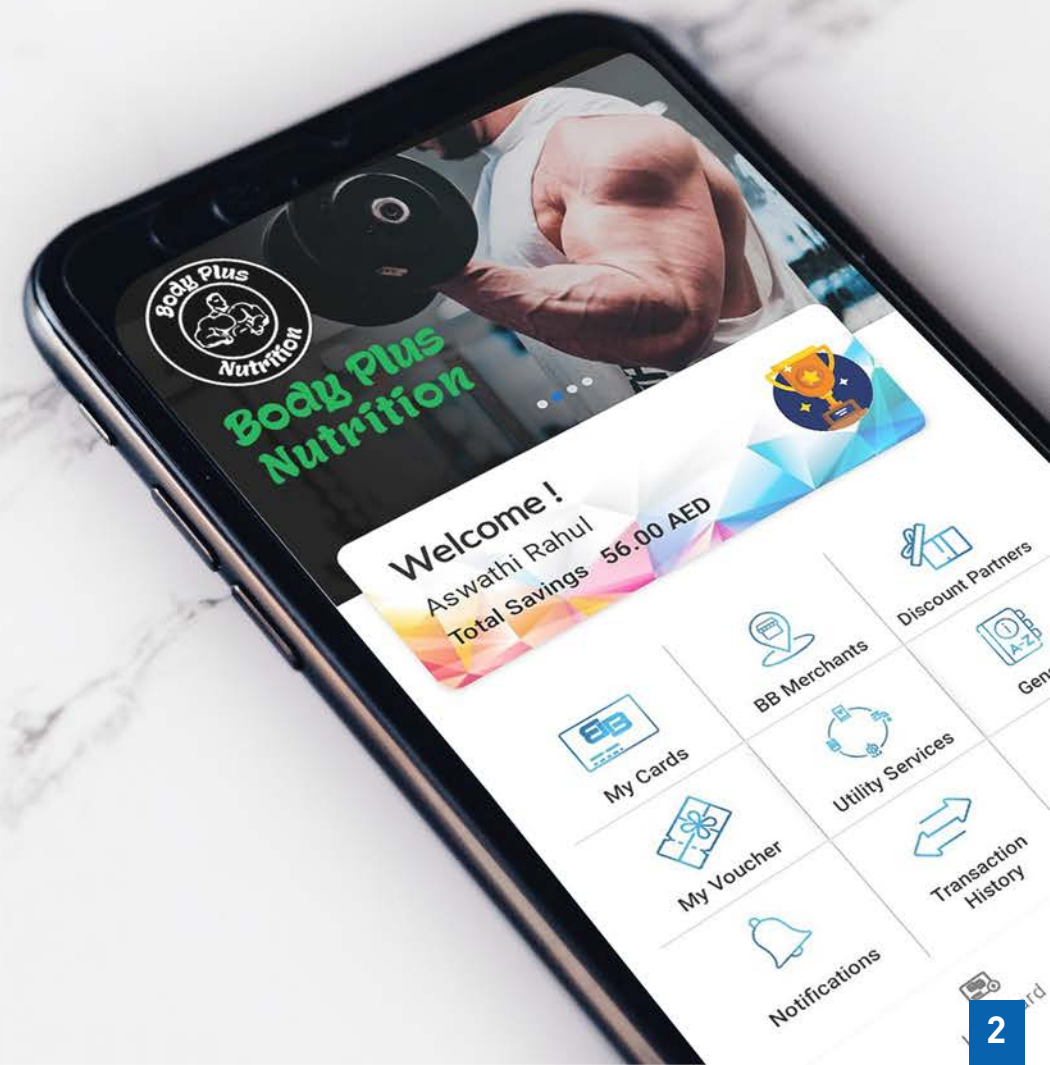


## ABOUT BENEFIT BEYOND

OMA Emirates has launched Benefit Beyond – A Market Place Solution ‘Bazaar’ with an integrated platform that provides multi-beneficial services.

In its initial avatar, the program was focused on providing brand loyalty solutions, however, with the growing demand for add on solutions across the market, the company has now incorporated several other aspects which work on a common platform.

The most critical feature of the program will allow customers to use the card across multi-stores to accumulate as well as redeem points.



# OUR PRODUCTS



Digital Wallet



BB Pay  
Middleware



QR Code  
Payment



Gift Card



Utility  
Payment



Cashless  
Campus



Digital Store  
Platform



Brand Loyalty  
Program



QR Based  
Loyalty



e-KYC



Prepaid Card



Club (BB Club)



# OUR PRODUCTS



**M-Banking App**



**E-Voucher App**



**SMS & E-mail  
Campaign  
Management**



**Parking App**



**Property  
Management  
App**



**International  
Remittance**

**ΩMEGA  
Closed Loop  
Payment  
Scheme**



**QR Code  
Merchant  
Acquiring  
App**



**School Fee  
Payment App**



**Virtual POS**



**F&B App**



**Integration  
with Payment  
Schemes  
& Banks**

# BB APPLICATION KEY FEATURES

Loyalty Accumulation & Redemption

Branded Loyalty Program

Club Loyalty Program

Discount Vouchers

Utility Bill Payments

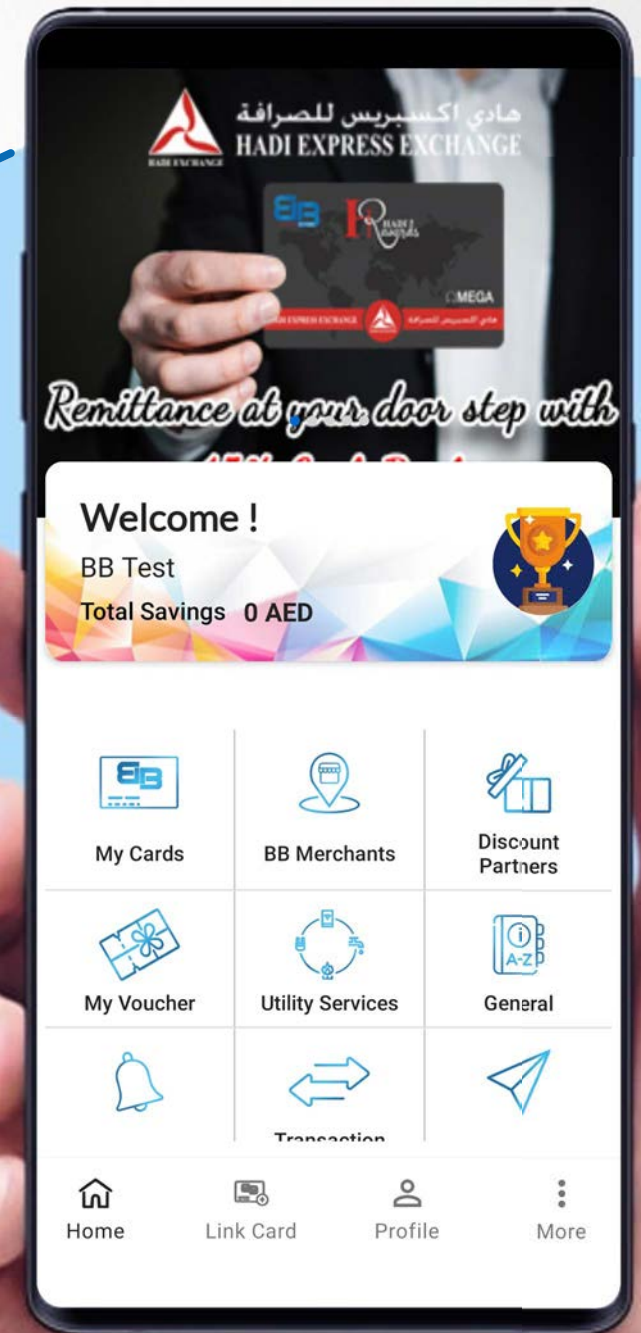
Digital Wallet

Payment Interphase  
(Static/Dynamic QR Code, NFC)

Transaction Tracker

Notifications

Alert Schedule Interphase





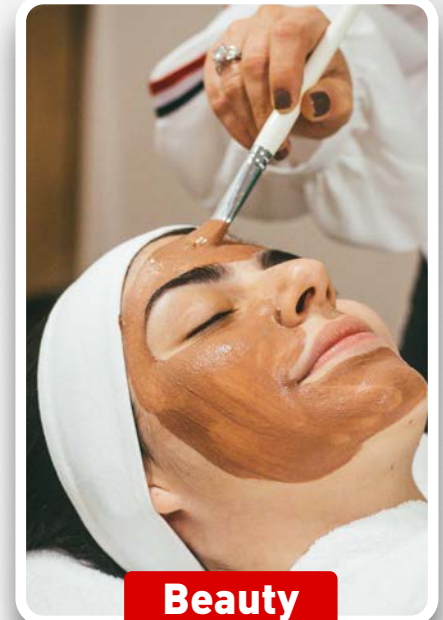
# INDUSTRY VERTICALS



**F & B**



**Wellness**



**Beauty**



**Retail**



**Service**



**Health Care**



**Entertainment**

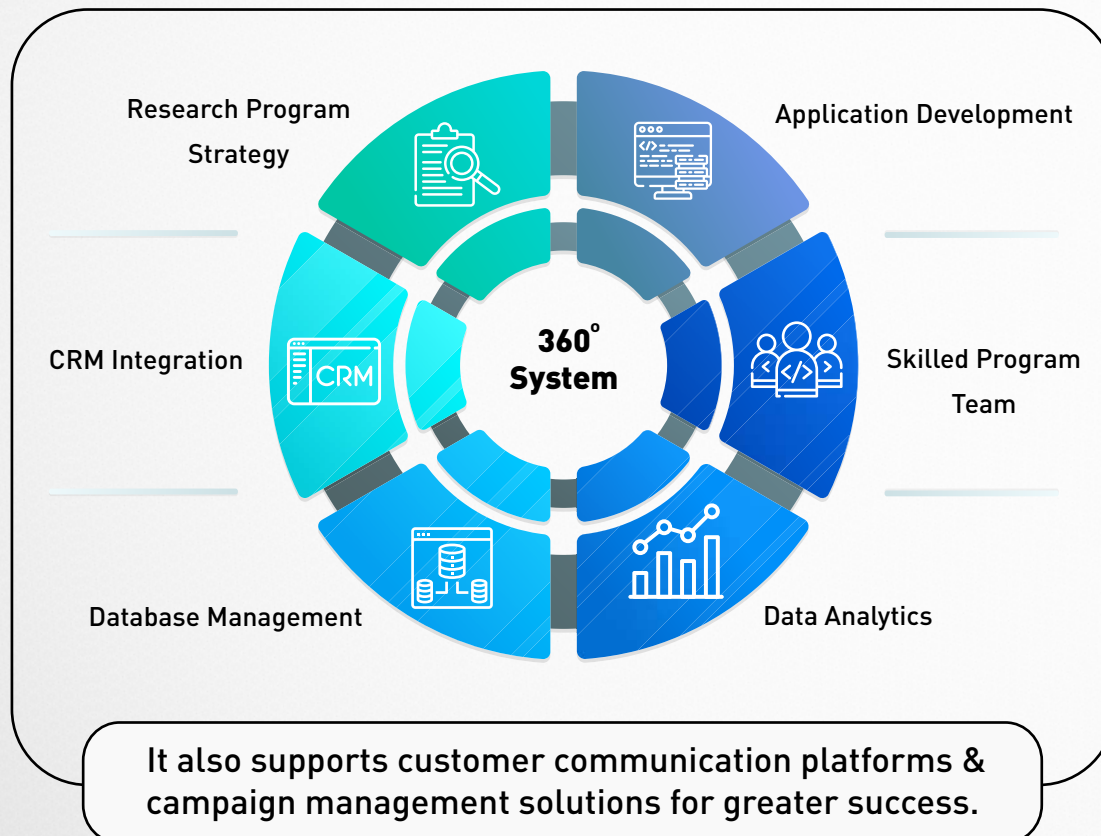


# BENEFIT BEYOND CLUB LOYALTY CARD HELPS CREATE YOUR CUSTOMERS

## OMA Emirates Introduces Benefit Beyond to Enhance Customer Loyalty

A common branded card, 'Benefit Beyond' also works as an e-wallet (prepaid) that allows consumers to add money to the wallet to use along with loyalty points in real time across the OMA Emirates network.

The greatest advantage is that customers can avail of their points across multiple outlets including supermarkets, F & B, entertainment, etc, and are not restricted to redeem their points within the same store or chain of stores.



- The Loyalty Application can manage a variety of gift cards and prepaid card offerings that can be used for promotions, rebates, refund and more.
- Program is based on the OMA Retail Suite which represents an ecosystem of web portals, Windows and Android application.
- Benefit Beyond is co-branded to provide customers the liberty to avail points across multiple outlets.

# CLIENTS







Tel : +971 6 573 0000

Fax : +971 6 573 6500

[sales@benefitbeyond.com](mailto:sales@benefitbeyond.com)

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

P.O.Box : 3314 Sharjah,  
United Arab Emirates

