



FLASHPOINT

*"The BMW Dixi Club is an established incentive program that has always been well regarded within our dealer network. However, we always felt we could progress and go to a new level. Through implementing the Flashpoint platform we now have a first class dealer incentive solution, elevating our wide range of highly specific incentive activities to a standard our dealers expect from BMW Group Australia."*

*– Daniel Odman, General Manager Sales,  
BMW Group Australia*

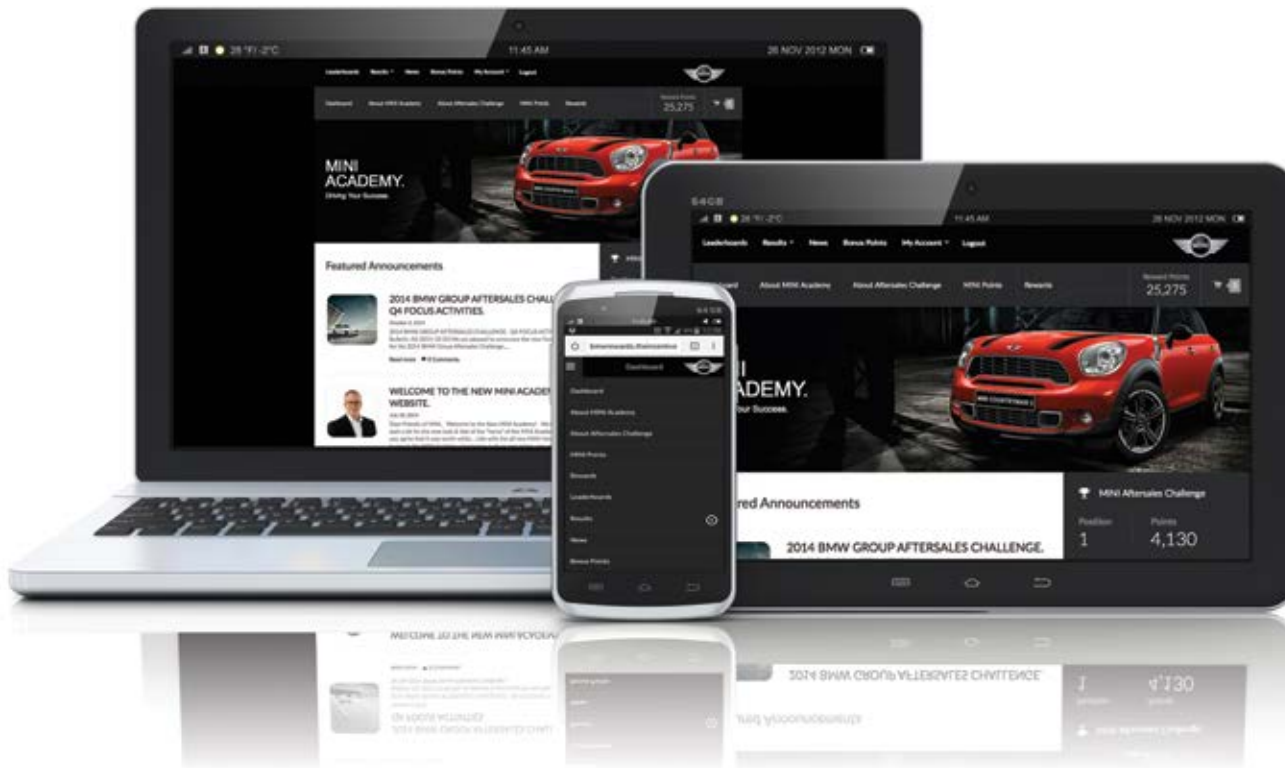
## Welcome to Flashpoint

Flashpoint makes it easy to create, manage and measure incentive marketing programs.

Flashpoint is a modular cloud based software solution designed to drive performance improvement by delivering smarter, more versatile incentive marketing programs.

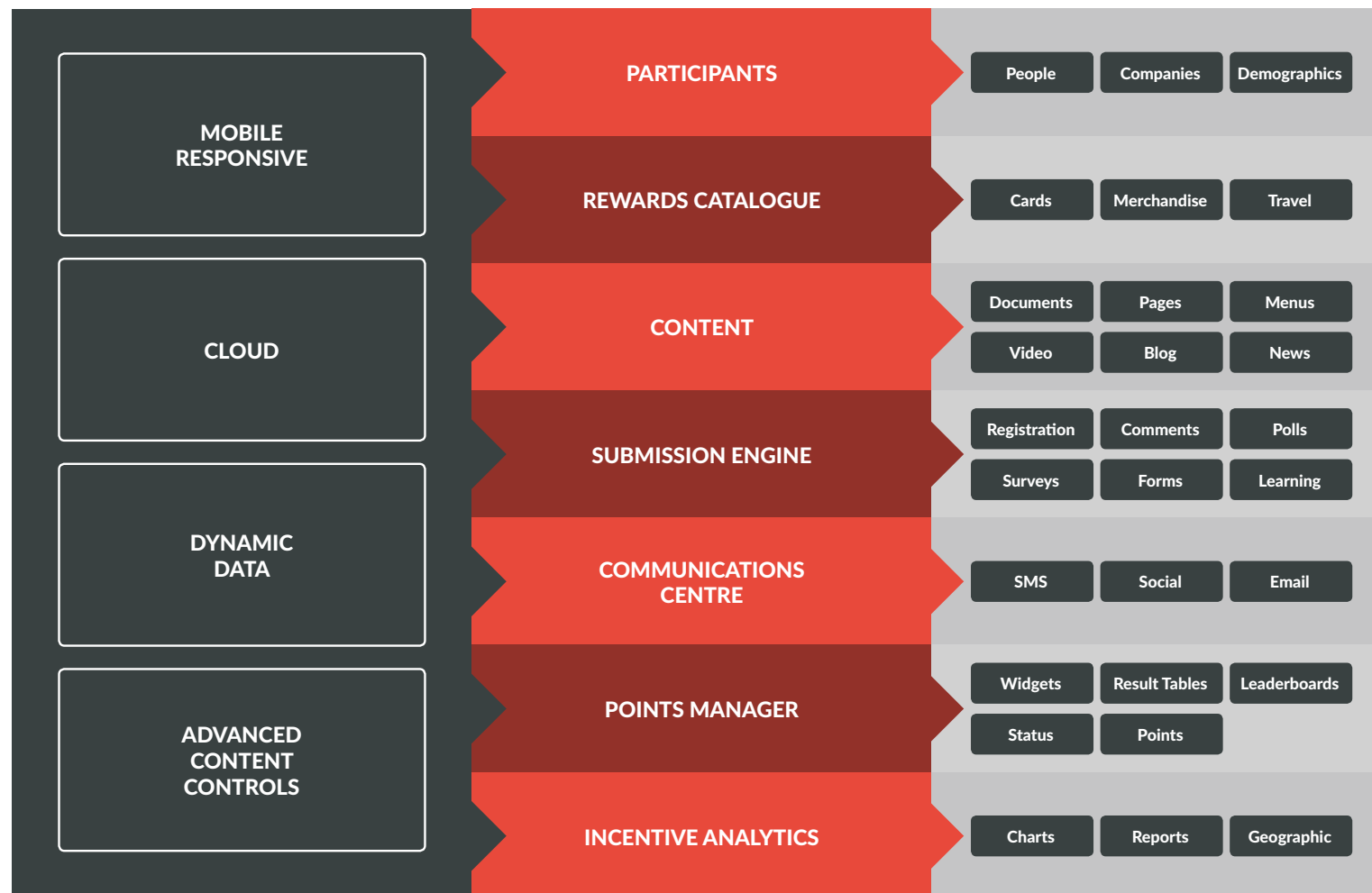
A value for money, fully customisable incentive marketing platform, Flashpoint ensures your programs are constantly motivating your participants and rewarding your business with a great return on investment.

Flashpoint is powered by our unique dynamic data and advanced content management technology, enabling businesses to launch incentive programs faster and more efficiently than ever before.



# Inspire, motivate, achieve

FLASHPOINT'S POWERFUL SOFTWARE FRAMEWORK DRIVES ACCESSIBLE, INSIGHTFUL AND FULLY CUSTOMISABLE INCENTIVE PROGRAMS WITH A UNIQUE FUNCTIONALITY CONSOLE. HERE'S HOW FLASHPOINT SOFTWARE DELIVERS.



# More rewards for less

FLASHPOINT DELIVERS FLEXIBILITY AND SCALABILITY, ENABLING YOU TO HOST ANY NUMBER OF INCENTIVE ACTIVITIES WITHIN A SINGLE PROGRAM.

Flashpoint supports the following rewards programs:

## INCENTIVE

Dealer Channel Programs  
Sales Team Incentives  
Reseller Programs  
B2B Programs  
Sales Guilds

## REWARD

Employee Reward and Recognition Programs  
Learning Reward and Recognition Programs  
Travel Rewards  
Merchandise Rewards  
Cash Based Rewards

## LOYALTY

Customer Retention Initiatives  
Coalition Programs  
Status Programs  
Points Programs  
B2C Programs

## PROMOTIONS

Unique Code Promotions  
Prize Draw Promotions  
Gift with Purchase  
Competitions  
Cash Backs

# Framework



## MOBILE RESPONSIVE

Flashpoint is fully mobile responsive which means your participants will always be fully connected, engaged and motivated. Our unique mobile responsive design delivers all of Flashpoint's features and content to participants anywhere, any time, on any device.

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## CLOUD

Flashpoint offers the reliability, flexibility and efficiency of a true cloud solution without the price tag of a bespoke development. No more software to install, no more updates or lost files and participants can access programs whenever and wherever they are connected.

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## DYNAMIC DATA

Flashpoint's dynamic data technology makes it easy to create incentives that promote desired behaviours and drive performance improvement. This technology delivers infinite possibilities when designing reward and incentive mechanisms.



## ADVANCED CONTENT CONTROLS

Take the hassle and cost out of complex incentive programs with Flashpoint's advanced content controls. Combine any type of incentive results information, such as points balance or leadership rank, with custom menus, pages and participant tagging functionality to create exceptional levels of customisation and engagement.

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## MULTI PROGRAM

Now you can run multiple incentive programs from one web address using Flashpoint. This means that all your incentive programs can be uniquely customised with ease, and delivered for less.

# Features



## POINTS MANAGER

Flashpoint can deliver points and scoring options to suit any need. Options include automated bonus awarding, prize code validation and learning points management plus many more. Flashpoint's points manager is versatile, allowing points to be awarded for just about anything.

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## LEADERBOARDS

Flashpoint provides the ultimate solution for leaderboard creation and management. Competitive sales incentives and reward programs powered by Flashpoint leaderboards are now more comprehensive than ever thanks to dynamic data technology. Manage as many leaderboards for as many users as you like and publish and update them in real time.

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## RESULT TABLES

Managing sales targets, assessing KPI's and communicating progressive results is fast and easy with Flashpoint's result tables.



## REWARDS CATALOGUE

Endless reward options can be managed through the rewards catalogue and shopping cart system. All reward types are supported, including merchandise, digital downloads, retail gift cards and stored value cards.

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## INCENTIVE ANALYTICS

Real-time analytics deliver greater insights, enabling better informed decisions to refine your programs. Discover what truly motivates your participants and achieve optimal results for your business. Real-time dashboards containing interactive charts and highly specified data provide unparalleled insights to the most essential information.

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## TAGS

Tags organise, filter and relate content so users engage optimally with leaderboards, results tables and other key features. Targeted communication and content delivery has never been easier or faster.



## WIDGETS

Customisation is easy with Flashpoint widgets. Communicate the most important information concisely and quickly. Mix and match widgets for a powerful and engaging user experience. Adding point balances, scores, rankings and targets as well as text, images or video content is simple and instantaneous.



## SUBMISSION ENGINE

Flashpoint's submission engine makes running any incentive program easy. Online learning, surveys, polls and prize code promotions are simple and quick using this powerful tool. It's also never been easier to integrate offline activities into your incentive programs with Flashpoint.



## CUSTOM THEMES

From custom banners and fonts to full redesigns, Flashpoint caters for simple or complex web design requirements, ensuring your incentive program reflects your theme or corporate branding perfectly.



## COMMUNICATIONS CENTRE

Whether you need to communicate via email or SMS, Flashpoint has you covered. The communications centre facilitates instant email and SMS campaigns, with optional segmenting and targeting. Custom email templates ensure your communications look as good as your program website.



*“For us, the Flashpoint program is user friendly and gives us great flexibility if we want to upload new programs or content. If I want to send messages to the sales team or update our targets for the next quarter, the system is totally adaptable. The turn around is quick, and for our sales consultants, the biggest advantage is that Flashpoint is actually mobile responsive. Wherever they are, they can check their rankings within their peers and that’s a great motivation for them and is a great driver for our business.”*  
– Kai Bruesewitz, General Manager, MINI Australia



Get started now.

+61 (0) 3 9079 0900

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