



ALP SaaS Release Highlights for 2018

In 2018, we launched seven iterations of ALP SaaS. Each brought along changes to enhance platform functionality, add new features, add new integrations, improve stability and increase overall speed.

Below, you will find the highlighted features for each release. These highlights do not explore all facets of each release. To learn more about each release, visit [the release notes section of the ALP SaaS Wiki](#).

2018.1 – Launched on March 6th and 7th, 2018

Single Sign-On (SSO) rolled out in its first stage. The first step made it so that users could log into multiple databases within the same datacenter using a single email address as their login. That login can be bound to multiple users on the instance-level. This also brought the system new user and login practices. A login lets a person get into a database, while their user credentials gets them into a specific instance.

The Segment feature was also expanded with 10 new member group rules.

- Did Not Receive Bonus From Transaction Bonus Promotion
- Did Not Receive Bonus From Transaction Product Bonus Promotion
- Did Not Receive Reward From Batch Reward Promotion
- Has Not Redeemed Choice Reward Of Type (Issue Date)
- Has Not Redeemed Forced Reward Of Type (Issue Date)
- Has Not Redeemed Gift Card Reward Of Type (Issue Date)
- Has Not Redeemed Internal Reward Of Type (Issue Date)
- Has Not Redeemed Recurring Reward Of Type (Issue Date)
- Received Bonus From Transaction Product Quantity Bonus Promotion
- Received Reward from Batch Reward Promotion

Multiple new WS Calls were added.

- FetchMemberCaseHistory - Returns the case history for a single member.
- FetchMemberChoiceRewardList - Returns a current list of active choice reward types with reward custom field information.
- IssueChoiceRewardExtended - Issues a choice reward to a member with the option to set delivery/redemption status.
- IssueMultipleChoiceRewardsExtended - Issues multiple choice rewards of a single type to a member while also setting the delivered/redemption status.
- MemberEligibleChoiceRewardsExtended - Returns eligible choice rewards with reward type custom field info for a single member.
- RecurringProductPromotionTracker - Returns a member's progress for a specific recurring product promotion.

- FetchMemberRankingSetStatus - Returns ranking set status and qualification information for a single member and member ranking set.

2018.2 – Launched on May 22nd, 2018

Phase two of SSO launched to support ALP SaaS authentication through external identity providers. With this inclusion, local logins can be bound to accounts managed by external systems.

Messaging improved to allow multiple Email Service Providers (ESP) per database in on-demand messaging. Scheduling options were added to Recurring Campaigns.

13 new member group rules were added to Segments.

- (Dynamic) Member Custom Field (Equals) for six custom field datatypes (Checkbox, Date, Drop Down, Integer, Multi-Checkbox, Money)
- Enrolled at Location With Location Custom Field for five custom field datatypes (Checkbox, Date, Drop Down, Integer, Money)
- Member Has Twitter Username
- Retail Earned for Transaction Type Descriptor For Date Range

Multiple new WS Calls were added.

- SaveMemberTwitterUsername - Saves member's Twitter username.
- ScoreTransactionMultipleProductBasket - Provides projected scoring for a transaction with product-level detail without storing the transaction in the database.
- CreateUserExt, SetLoginForIdentity - Manage platform login and user functionality to support external identity providers as part of SSO.

Additionally, search-related enhancements were made to the WS Log page to support better log viewing and filter functionality. A page export option was added to extract search result data.

2018.3 – Launched on July 17th, 2018

As part of our ongoing effort to integrate with third-party communication platforms, Salesforce Marketing Cloud's API support was developed as an ESP in on-demand messaging.

The ability to issue multiple choice rewards in a single action within the Clienteling Services portion of ALP SaaS was added. Also, the member ranking levels extended module was configured to display detailed information about members' progress within their ranking set.

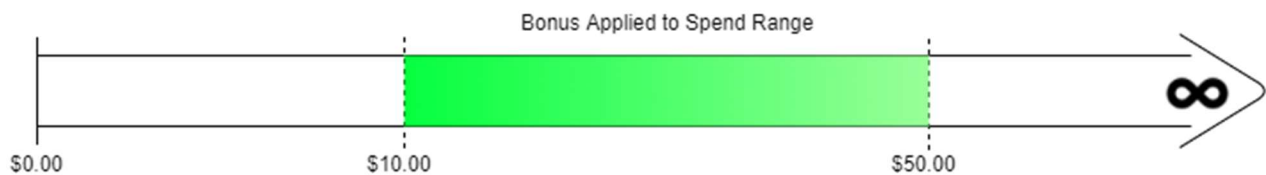
Much like 2018.2, more enhancements were made to the WS Log page to include details like the date and time (with millisecond precision), call duration and WS version used with each call. Deleted WS tokens can also be filtered within the WS Log page's token dropdown menu.

2018.4 – Launched on August 8th, 2018

With version 2018.4, ALP SaaS delivered more promotion functionality, new point expiration features, a host of web service changes and performance optimizations.

Spend Range-based bonus configurations were added to the Transaction Bonus Promotion. Users can now create a spend range (with a lower limit and optional upper limit) to activate point bonuses.

For example, if a user configures the Spend Range with *only* a \$10 lower limit, customers who spend \$10 or more will earn the Transaction Bonus Promotion. If users decide to configure an upper limit of \$50, customers will only earn the bonus on their purchase up to that \$50 limit. This ceiling will ensure customers cannot earn a number of points that could be considered excessive.



Tweaks to the platform that improved usability include support for the use of PNG file types on the Customer Web Portal and the ability to tie point age to activity date for expiration purposes.

Old web service calls were migrated to the new WS standard.

- ReturnCouponOffers - Fetches Point-Of-Sale coupon offers
- RedeemCouponOffer - Redeems Point-Of-Sale coupon offer
- RetImportFileErrors - Returns the Error Entries of the Import File Log for a given Import File Id
- RetImportFileLog - Returns the Complete Import File Log for a given Import File Id

2018.4.1 – Launched on September 11th, 2018

2018.4.1 addressed important but smaller needs for ALP SaaS in the WS Calls arena.

UploadFile was migrated to the new WS standard, and the ability to add the ImportFileNote parameter to the call was added. This made it so users can include a custom note with the file import during the call.

Four WS Calls were enhanced for reduced lag.

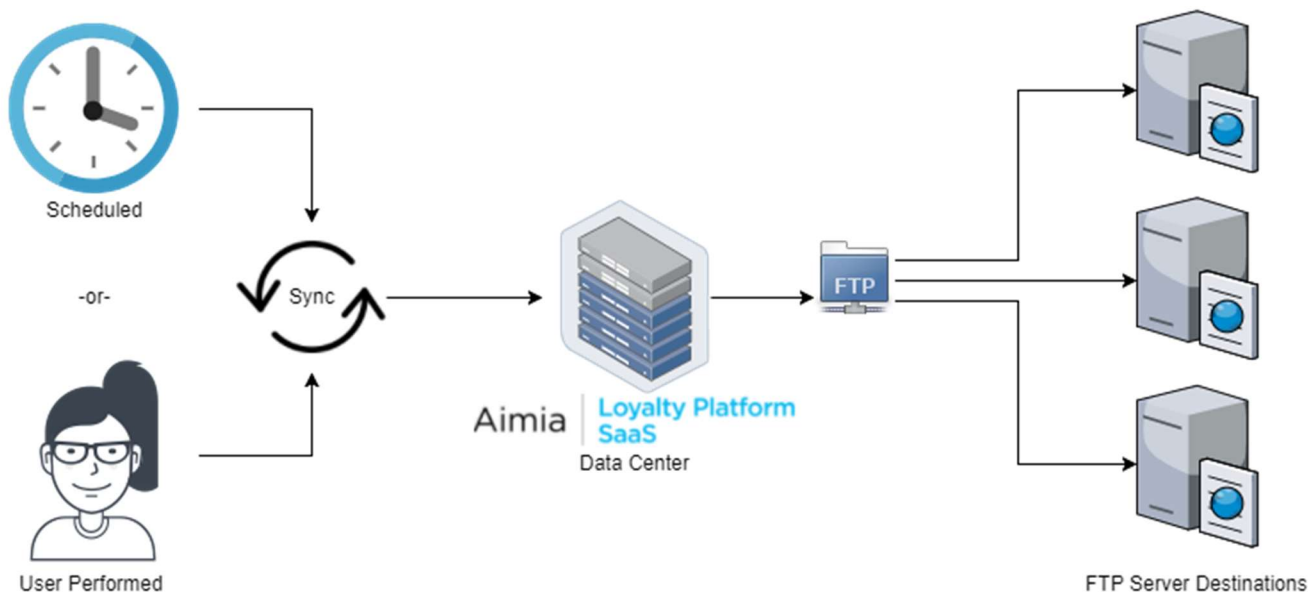
- IssueTransactionMultipleProductBasket
- IssueTransactionMultipleProductBasketWithCustomFields
- IssueTransactionMultipleProductBasketCustomFieldsBookingDate
- ScoreTransactionMultipleProductBasket

2018.5 – Launched on November 6th, 2018

This marquee release brought multiple changes to ALP SaaS, highlighted by the big changes surrounding Syncs and on-demand messaging interface (ODMI) work for Salesforce.

With 2018.5, we rolled out the ability to receive email statistics from Salesforce through ODMI. This win wrapped up our ODMI and Batch integration with the platform, and it helped lay the foundation for future work with other third-party communications providers.

Internal Rewards are now configurable to expire on a precise date as well as after a number of days have elapsed. This precision allows for more flexible configuration timelines for users.



Syncs have the ability to send to multiple FTP destinations. This is important for multiple reasons: the data is the same across locations and redundancy in the system is reduced.

Work was done to simplify the naming of Syncs themselves. No longer do clients run their “(Descriptor Sync) Standard Member Descriptor Sync Target” in order to retrieve Member Descriptors. Instead, they use the Member Descriptor Sync. This work spread to the Sync documentation on the ALP SaaS Wiki; documentation was rewritten and completely reorganized for ease of use.

Three Web Services were migrated to the new WS Calls standard.

- UpdateTransactionCustomFields - Updates Transaction Custom Field data for existing transactions
- DeleteMemberAccountId - Delete an Account Id from an existing member
- FetchMemberIssuedRewardsForDateRangeWithCustomFields - Retrieve all previously issued rewards with associated reward custom fields within a date range for a single member

2018.6 – Launched on February 12th, 2019

The final release in the 2018 cycle was more foundational in its nature. With each annual release cycle, our pool of clients and their needs dictate a reduced database emphasis during the holiday season. As such, the last release of each cycle, which launches towards the beginning of each year, includes a significant portion of database work. That holds true for 2018.6, a release grounded in stability and enhancements.

With 2018.6, we introduced new client-facing features, too. Those include a login screen built to share platform insight and direct users to how-to documentation, news, white papers, compliances and more. We also expanded our third-party messaging integrations to support outbound and inbound campaign and on-demand messaging with IBM Watson. On-demand messaging, for instance, includes password help requests, welcome messages and more customer-demanded messaging from the loyalty platform.

Finally, new group exports were added to the platform.

Group Member Transaction Totals w/Product Basket Counts - An enhanced version of the Group Member Transaction Totals export that includes Product Basket Count data.

This export now includes the average unique products per transaction.

Group Member Transaction Totals Date Range Comparison w/Product Basket Details - An enhanced version of the Group Member Transaction Totals Date Range Comparison export that includes Product Basket Details.

This export now includes the average unique products per transaction within a specified date ranges for comparison.

ALP SaaS is released in a 6-8-week cycle, year-round. Detailed release notes are publically available on our wiki at wiki.smartbutton.com.