



ALP SaaS Release Highlights for 2019

In 2019, we launched six iterations of ALP SaaS. Each release brought along a plethora of changes to improve stability and optimizations, increase platform functionality, and to enhance overall user experience.

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

2018.6 – Launched on February 12th, 2019

The final release in the 2018 cycle was released in 2019 and 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.

2019.1 – Launched on May 21st, 2019

ALP SaaS 2019.1 included user experience improvements, system optimizations, increased support for sports betting, stronger platform security, a new composite export, and improved system notifications.

- Platform-wide member eligibility checks were improved for speed and pending rewards pseudo-real-time processes were optimized.
- Improved capabilities were implemented to allow users to be notified if an External Campaign encounters an external FTP server failure. Also, external campaigns can now be systematically disabled in the event of an FTP connection failure.
- SSL/TLS is now supported for case-related emails.
- New Auditor Export added to Composite Exports to allow users to export point totals for a date range using the activity date.
- The Point Expiration Auto Settings and Expiration Batch pages were combined into a single page. Any existing settings before this release were migrated to the new process and can be found/managed on the new Point Expiration page.
- Increased support for sports betting data from William Hill.

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- Optional fields were added to the Location Sync file and can be enabled by selecting the new “Sync Location Details” options within the Sync Settings page.
 - The Reward Sync now includes an updated expiration date record.
 - Users can now be notified when a Member Descriptor Sync file fails.

2019.2 – Launched on June 12th, 2019

ALP SaaS 2019.2 brought new settings to FTP configurations, messaging optimizations, and more. Most of the engineering effort for this release was focused on the daily calculation of member point expirations on the next automatic expiration date and where their calculated Point Change trigger data can be accessed through web services and additional sync fields.

- Added ability to specify the port number in FTP settings for External Campaigns and Syncs.
- Real-time reward messages were optimized.
- Users can now specify an annual Point Expiration Auto-Expiry date. For example, if a user wants points for a specific selection of members to expire every June 1st, they can now select that annual expiration date in the Execute Frequency section of the Points Expiration Batch page.
- Near real-time Reward Sync and services available to activate gift cards through InComm now completed.
- New fields were added to Points Change Triggers in the Member Sync Extended for points to expire.
- New WS call [FetchMemberNextPointsToExpire](#) was added to retrieve point expiration data for a specific member.

2019.3 – Launched on July 31st, 2019

ALP SaaS now supports international phone numbers when configured to operate in International Mode. The feature needs to be enabled by ALP SaaS support. If left disabled, current platform users will operate in legacy mode. In legacy mode, none of the following changes will apply to ALP SaaS. For international users with loyalty members from around the world, once International Mode is turned on by support and the data conversion is complete, ALP SaaS will offer improved recognition, processing, display and reporting of international phone numbers. As loyalty member phone numbers are involved in platform-wide functionality, the changes made in International Mode span nearly all of ALP SaaS including:

- [Interface Changes](#) - International Mode users will see a full list of countries when added and editing member phone numbers.
- [Input Requirements](#) - For users in International Mode, all file imports and web services that use member phone numbers now require the numbers to be preceded by a + symbol. Users can learn more about this requirement in the Phone Number formatting article.
- [Output Changes](#) - For users in International Mode, the way phone number data is displayed in ALP SaaS (for instance, on the Clienteling pages) is the way it will be formatted in exports and syncs.
- [Account Ids](#) - When using phone numbers for Account Ids in International Mode, Phone number Account Ids will include the country calling code.
- [Phone Number Extension Support](#) - Phone Number Extension Support: Will not be supported for users in International Mode.

2019.4 – Launched on August 28th, 2019

With 2019.4, ALP SaaS received a CSS upgrade across the full span of the application. The platform features a cleaner, modern design complete with new colors, fonts, spacing and more.





Remember, ALP SaaS has been designed and tested to work well with Microsoft Internet Explorer 11.x and the most recent, stable versions of Microsoft Edge, Apple Safari, Mozilla Firefox and Google Chrome web browsers. Be sure to keep your browser up-to-date to experience ALP SaaS at its highest quality.

2019.5 – Launched on November 20th, 2019

2019.5 introduced the Promotion Activation “Opt-In” functionalities for three real-time transaction promotions and corresponding REST APIs, extended views within Clienteling and Standard Member Sync optimizations related to point expiration, Reward Dashboard conversions, increased support for sports betting, and Promotional Member Group rebuild optimizations for enhanced performance.

- “Opt-In” promotion activation functionality now supported in three real-time transaction promotions. This option allows for permanent opt-in by members rather than having an ongoing dependency on the eligibility tree to qualify.
- Age and Gender and six offer type Dashboards converted/moved to Snapshots sub-menu.
- Custom port numbers are now supported for SMTP servers used for outgoing case messages.
- A new ‘points to expire’ CSR view within Clienteling Services that displays projected future points to expire for programs that utilize monthly or yearly automated point expiration.
- Additional support added for importing sports betting data provided by William Hill.
- File compression and encryption methods now supported for transferred External Campaign data files.
- Promotional member group rebuild process optimized for enhanced performance.
- Standard Member Sync target optimization made to increase performance in cases where Auto Point Expiration details are included in data output.
- New Member Future Point Expiration Sync now available. New sync target provides the ability to externally sync projected member-level point expiry data.
- New REST API resources available for supporting promotion activation functionality.

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