

СЕКЦІЯ 1. ІНФОРМАЦІЙНІ ТА УПРАВЛЯЮЧІ СИСТЕМИ

SOLVING THE STORE INTEGRATION PROBLEM IN THE BONUS SHARING SYSTEM “BONUSHARING”

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The “BonuSharing” system is meant to be used worldwide. The whole idea of sharing virtual store bonuses will not work if there are not many stores participating and co-working with the service. For a store, co-working with the service basically means sharing the bonuses status with the user (store customer) and letting this user change his status in a controlled way, thus providing an interface between the user and his bonuses. Solving the business problem of getting stores to grant their customers distant access to their bonus accounts is challenging by itself. However, easier resolving of this problem can be stimulated by showing the advantages of the bonus sharing service:

- 1) Having the ability to buy or exchange bonuses for those in other stores attracts customers and leads them to shop and increase their spending amounts.
- 2) The service is ultimately a ready-to-go implementation of an automatic dynamic discount system, which attracts customers greatly.
- 3) The money which customers get for selling their bonuses to others can only be used by them within the service or by purchasing from the co-working stores. Therefore, the value of bonuses does not decrease overtime.

The next problem to solve is the technical integration. To make integrating of a new store technically easy, fast and painless, analytics can be used and API libraries developed. The solution to this technical problem splits into several tasks:

- organizing the store side of the integration;
- organizing the “BonuSharing” service side of the integration.

Having the store side of the integration in mind, the goal is to develop API libraries that are compatible with the most popular backend solutions. These libraries have to be easy to install and use. Ultimately, the only thing a store backend developer will need to do is install the latest library release and implement the library-to-store-database communication.

As to the service side of the integration, it can be done by hand at first, registering the stores, uploading their logos and registering their business rules. Later on however it is expected for the number of co-working stores to grow rapidly, therefore an automatic registration system will be required. Such system can be implemented as a website or even a smart phone app. It can also include a managing utility, which will give administrators control over the service business rules, display the bonus sharing statistics and the overall impact of the integration on the store popularity and income.

All in all, the “BonuSharing” system is being developed with ease of client integration in mind, which is key to the service success.