RELEASE NOTES

September 2019|Sprints 55-59

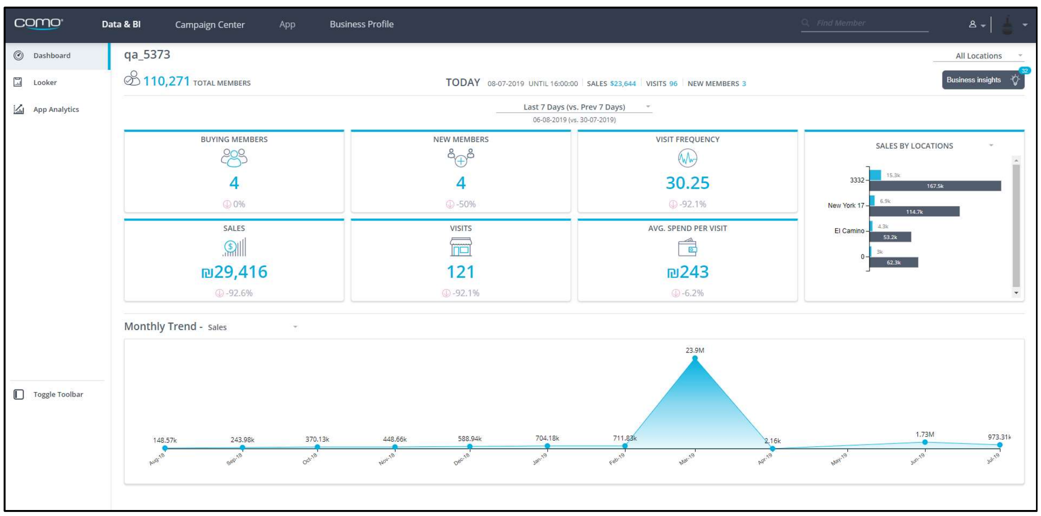
Version Content

Hub Platform Usability

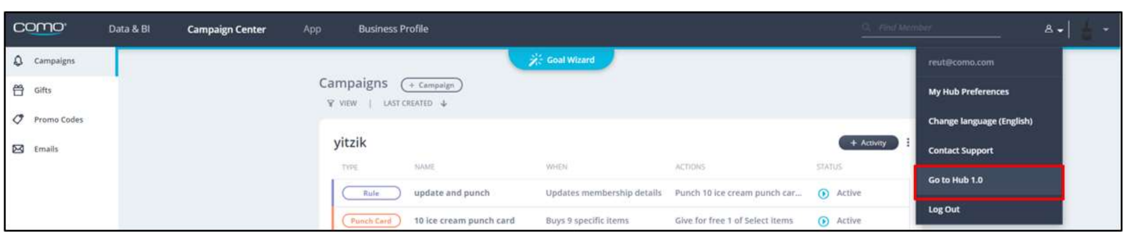
New Hub Header

Hub 2.0 new platform is now the main management console for business. It was upgraded with a new and modern header and a new navigation scheme, that allow smooth and easy navigation between four main domains:

- Data and BI – contains the business dashboard, reports and analytics.
- Campaign Center - allows to build and manage all your business activities.
- App *[coming soon]* - app builder.
- Business Profile – business info, settings and preferences.



It is possible to switch to the old Hub platform to use features that not available yet in the new platform:

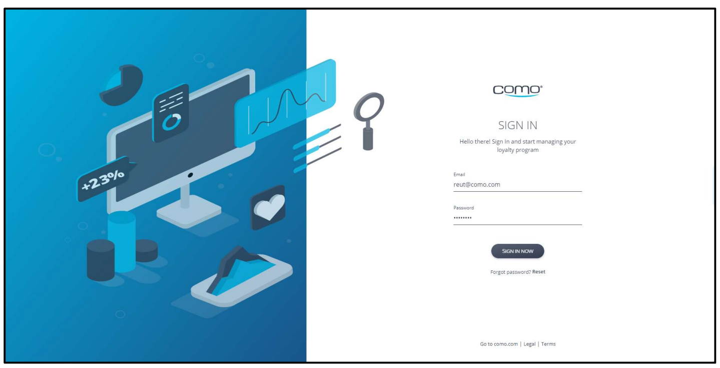


Below is a list of functionalities that not supported yet on Hub 2.0, and available only from Hub 1:

Hub 1 Tab	Functionality that not yet in Hub 2.0
Data & BI	Filter Members
	Verification Code
	Feedback
	ID Codes
Content	All tab is not in Hub 2.0
Gifts	3rd party gifts
	Point Shop
	Coupon Codes
Operation	Create New Member
	Override App Text
	Settings (partially available on Hub 2.0)
ACP	All tab

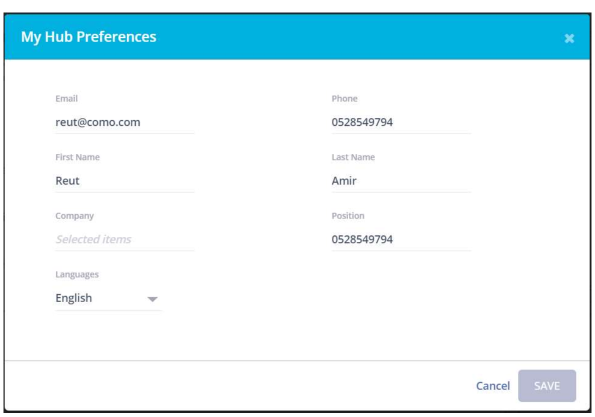
New Login Page

The login page was renewed with a modern design. Your username and password stays the same.



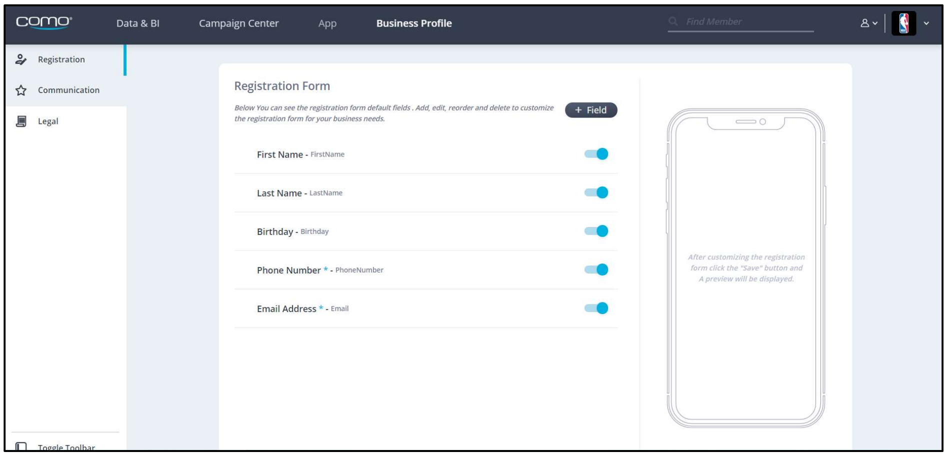
My Hub Preferences (Edit Account)

Changing your Hub user details is now available from Hub 2.0 new platform, from the 'User Menu" that on the header. This is also the place where you can change your Hub language.



Business Profile – One place for business info, settings, preferences and more

As part of the process of transforming our interface to be more user-friendly and business-oriented, ‘Business Profile’ domain is added to Como Hub. This new tab contains general information and details of your business, settings and business preferences. All this in a more intuitive structure and a modern UI that corresponded to Hub 2.0 new platform.



The following sections are now available:

REGISTRATION	define and customize membership fields that are collecting on members. it is also possible to see a preview of the registration form.
LEGAL	legal links, consent SMS/ e-mail set-up and content

<u>Note:</u> settings that related to the old Zapp app will not be available on ‘Business Profile’.

What’s next?
The following sections will be added in the coming releases to complete the “Business Info” domain:

- Business Info
- Locations
- Communication
- POS and connectivity
- Features and Add-ons

Once this process will be completed, then “Settings” section in the old Hub platform will be deprecated.

Hub Roles and Permissions

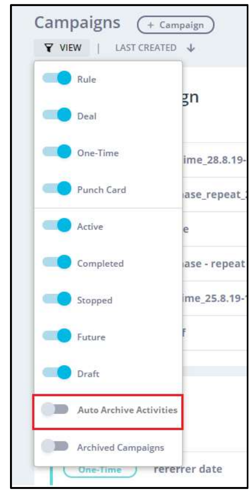
A new infrastructure for Roles and Permissions was implemented for Hub 2.0 new platform. All Hub users were classified according to new roles, where every role define set of permissions that available to these users.
Hub users who use features that currently available only in Hub 1.0 old platform, will automatically have the minimum permission level in Hub 2.0 new platform (role 0, see specification below) and should move to Hub 1.0

The following Roles are currently available:

Role	Permissions
Role 0	The minimum permission level. Allowed to find a specific member, without performing any action on member.
Single Member Action	Allowed to find a specific member and performing actions on a single member.
Data Consumer	Allowed to consume "Data and BI" content without performing any actions.
Single Member Action + Data	*Allowed to find a specific member and performing actions on it. * Allowed to consume "Data and BI" content.
Bulk Actions + Data + Create New Member	*Allowed to find a specific member and performing actions on it. * Allowed to consume "Data and BI" content and perform action on bulk of members (i.e. One- time activity). * Allowed to create a new member.
Campaign Center + Data	* Allowed to create and update Campaigns and Activities on Campaign Center. *Allowed to find a specific member and performing actions on it. * Allowed to consume "Data and BI" content and perform action on bulk of members (i.e. One- time activity). * Allowed to create a new member.
Hub Super User	* Allowed to create and update Campaigns and Activities on Campaign Center. *Allowed to find a specific member and performing actions on it. * Allowed to consume "Data and BI" content and perform action on bulk of members (i.e. One- time activity). * Allowed to create a new member. * Allowed to view and edit settings and preferences on "Business Profile".

<u>*Note:*</u> permissions to "Looker" BI tool are not granted to a specific role, but to a specific Hub user/s according to the commercial agreement with Como.

Automatic archive of activities in Campaign Center



Old and useless campaigns and activities will be automatically removed/ archived from the Campaign Center to keep your Campaign Center "fresh", clear and easy to use.

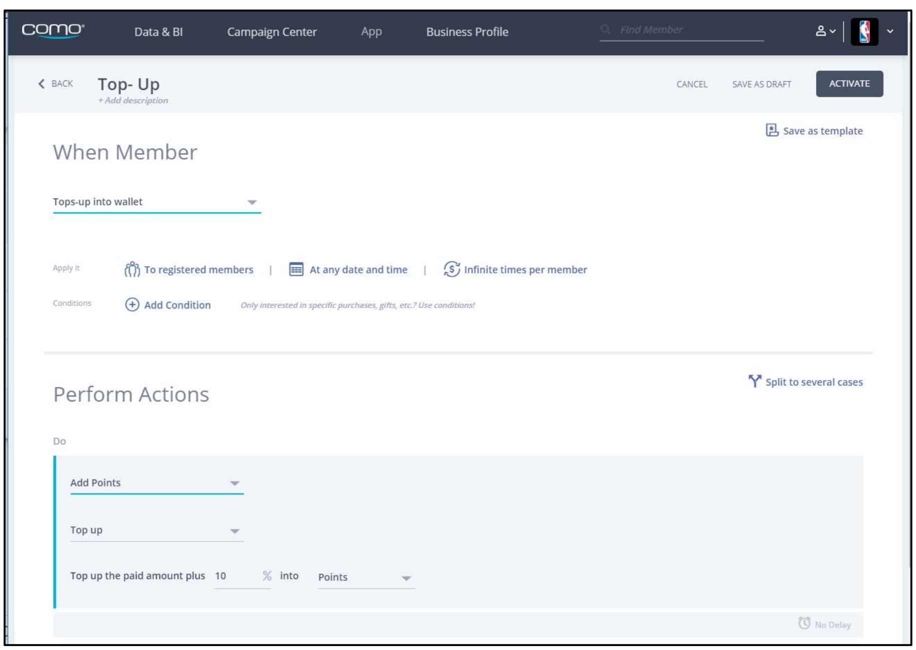
- One Time activity that was completed 2 days ago will be automatically archived.
- Rule/ Deal/ Punch Card that was stopped or completed a month ago will be automatically archived.

You can always choose to see the auto- archived activities by switch- on the relevant view.

In addition, a campaign that has no related activities and created more than a week ago, will not be displayed in the Campaign Center.

Top- Up Rule

Allow members to load (top-up) credit directly through the app— which they can use to pay for purchases at the POS. Using this trigger, you can create a rule to add credit to their balance when the payment succeeds. You can encourage members to buy credit in advance by offering it at a discount. For example, let members buy $60 worth of credit for only $50.



Campaign Center Improvements

- "Opens the App" trigger was adjusted to capture properly all relevant flows.
  Up until now, when a member login from app (sign in), "Opened the app" log user action was not written properly on the member and "App User" flag was not updated. These two was fixed.
- "Installs the app" trigger is deprecated as it's not function properly. It was removed from Campaign Center.
- The actual execution time of One – time Activity will be displayed on Campaign Center (on "WHEN" column).

Member Profile Improvements

- Deactivated gifts were added to "Benefits" section on Member Profile.
- When a member made a purchase, only one unified log will be shown, with all relevant details (date, time, location, items, etc.). This to replace the two logs that were shown up until now, "Purchase Analyzed" and "Made a Purchase".
- A dedicated member activity log was added for "External event".

Data

Looker Integration - A New and Advanced BI Tool Embedded in Hub

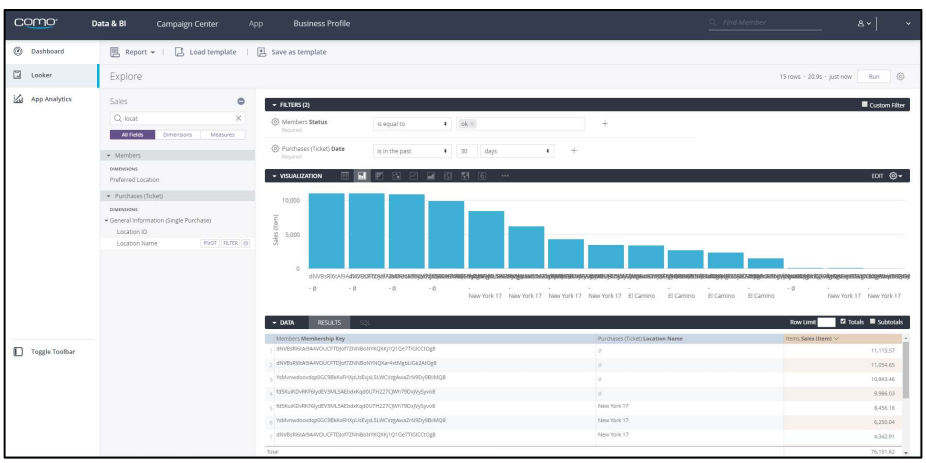
We upgraded our dynamic report tool to Looker, an industry leading business intelligence & visualization tool. The new tool, now embedded in Como Hub, introduces improve performances and will replace the existing Data Explorer (Qlik).
Using Looker Data Explorer, Hub users will be able to generate reports in various domains: sales, members, points, benefits, deals, and more.

One Time Activity- when you are filtering members from the Looker, you can perform one-time activity on them from your Campaign Center.

Templates - you can define your own reports and save them as a template for later use (on business level). In addition, Como set- up some out- of- the- box reports.

Notes:

1. Business data is available from the past two calendric years.
2. Each Como Sense Professional business get one Looker license free of charge (can be used only by one Hub user). Businesses can purchase more licenses through Como.



Looker New Reports

New reports were added to the new Data Explorer (these reports are not supported on Qlik):

DEALS	View measures of deals to analyze their success, such as how many times a deal was applied, for how many distinct members and the discount gave to members.
SMS	View measures of SMS sent to evaluate your usage, such as how many SMS were sent and how many SMS you were charged (applicable when the SMS is split to more than one).

FRIEND REFFERAL	View measures of your friend referral program to analyze its progress such as the members who refer (advocate) the members who join through the program and how much they spent.
COMILIA MEMBER INSIGHTS	Take your sales report to the next level by adding Member’s AI properties with one click, for example item that the member most likely to buy, Avg spend rank, and more.

Business Growth through Data

Comillia AI – help you grow using the power of Machine Learning and AI

Como introduce "Comillia AI" – a new theme in our Product for AI and machine learning algorithms, that enable our businesses to grow. It's not about Data. It's what you do with it that counts.

Comillia AI Campaigns *[beta]*

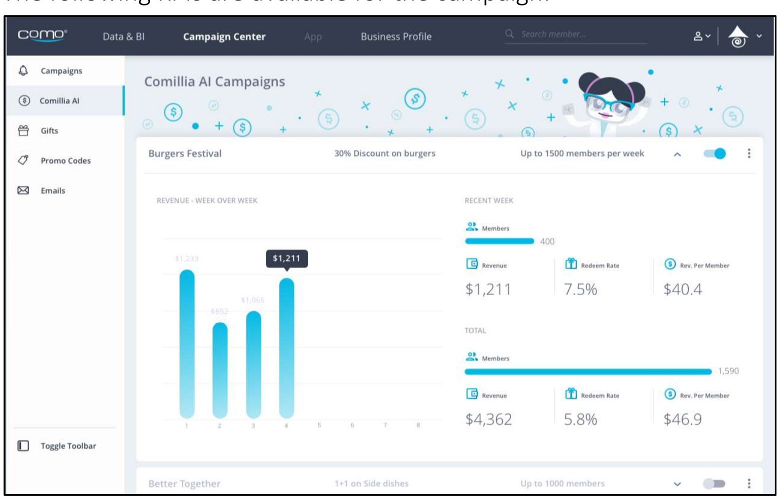
Comillia AI Campaign is an automatic campaign that based on self-learning algorithm and enable you to maximize your revenue. The model makes optimization based on past results. The longer the campaign is active and the more members it has to learn from, it can learn and optimize more efficiently.

How it works:

1. You need to select a gift that will be send automatically to specific members, along with a communication message (SMS/ push).
   <u>*Note:*</u> the gift must be valuable (30% off entire ticket or 1+1 on a valuable item) and should be configured as redeemable for 1 week from the moment the member receiving it.
2. Using a set of behind-the-scenes tools, the system classifying members based on their historical behavior, in a way that strive to a clear and positive ROI for the business, while avoiding from unnecessarily subsidizing visits for members that would have come anyway.
3. Once a member is selected by the model to be part of the campaign, then this member won't be selected again for at least 90 days.

Results and KPIs

The following KPIs are available for the campaign:



Revenue KPIs indicate the added value achieved by the campaign over similar members that didn't participate in the campaign (control group).

Comillia Member Insights Report (Looker)

Take your member report to the next level by adding their AI properties with one click, [read more on Looker section](#).

New Generation App

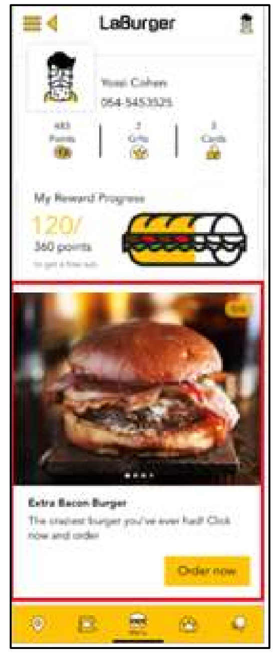
Catalog Widget

You can add a catalog widget to share your specials, news & updates, photo gallery, coupons, and more. You can fill them with items and add it to your home screen.
Note: It is recommended to use to for catalog with up to 7-8 items.

Here are the differences between the new catalog widget and the existing catalog layout:

Catalog layout	Catalog widget
Support items and categories	Displays only items
2 buttons are available	1 button action is available
The image is not actionable	The image is actionable
The image height is fix	The image height is configurable and allow to create diversity of widgets' sizes in home screen

Note: This feature requires resubmission.



Button Widget

It's now possible to add a button widget in app home screen. The button can serve as a generic solution when you want to add a button to your home screen that leads to any screen or action.
Note: This feature requires resubmission.

React new parameters

The following parameter are now supported for react app:

- Android push icon – when a push message is received on an Android device (when the app is hidden), an icon appears next to the app name in the notification center and at the top of the device in the status bar. The icon is configurable at "Push Notification Icon" filed.
- App language direction - it is possible to configure the app direction (Left-to-Right or Right-to-Left). This configuration does not affect on Customer Portal.
- Web view refresh button – it is possible to configure whether a web view can be refreshed or not.

Linkable "Success" Message for Consent Web Page

You can add a link to the "success" message of your consent web page. It can be used if you want to navigate the member to your website or to any other marketing destination when the member completes the update form on the consent web page.

Automatic Submission from Hub

The process of submitting an App to the stores is now semi- automated. The user should fill in all the required information and to upload the required icons and submit the form. The submission team review the form, approve the required conditions and submit the app to the stores.

Note: at this stage, the form is available only on Hub 1.0 platform.

Deprecated Features

From September 2019 we will not support any more Zapp applications.
Not support means: no re- submission to the stores, no bug fixes and potential deprecation of any those without any notice in advance.
In addition, and as previously communicated, all Non-POS capabilities are deprecated and also Facebook SDK.

Connectivity

Script engine *[Add-On]*

We introduce a new connectivity capability, which allow, with custom development (with certified developer), to run the different processes with the following functionalities:

- daily \ weekly \ monthly script.
- scan and query data from different domain (sales, members and actions on members).
- perform actions on members, according to a custom logic.
- enable export custom data.

This capability supports the f following business' use cases:

- Point expiration – it is possible to define that accumulated points will be expired and deduct from the member's balance after X months. In addition, it is possible to notify members one month in advance.
- Tiers – it is possible to classify members by a custom logic in a way that every member is related to a certain tier, for example: Platinum/ Gold/ Silver. Tiering logic can be based on the member' accumulated points in specific period, the member' purchases in specific period and more.
- Export members – to sync other systems, replacing the old "sync members" API.

Get User Token API

To allow connectivity for end-users (mobile or web), Get User Token API allow to get unique token to use for Como application internal APIs, for functionalities such as generate App Client Id and generate redeem code for a gift.

Bugs

The following bug fixes will be released:

CNP-16950	Campaign Center - Promo Codes - Cannot be saved
CNP-17036	Unable to redeem gifts with deal Code
CNP-17082	Phoenix Number not updating
CNP-17173	fields from the registration form not appearing within rule
CNP-17178	Discrepancies when filtering members b/w one-time and DE
CNP-16944	Splash Screen Distorted
CNP-17085	Differences of Credit points within Hub1 VS Hub 2&APP
CNP-17100	HUB 2 - error in updating user profile
CNP-17152	We can't see logs from the beginning of membership at HUB 2
CNP-17101	Gift in HUB 2 - showing incorrectly
CNP-17168	Bug when copying formatted text
CNP-17316	New Member Profile Shows Hebrew
CNP-17317	Member profile
CNP-17235	copy from popup - not possible, it's a must for budget transfer feature

App Infra bugs that deployed as hotfix are listed here - please refer to hotfix from July 22nd and August 21st.