



# Comarch Loyalty Management

**Dear Sirs or Madam,**

We warmly invite you to participate in the Synergon and Comarch Loyalty Conference entitled "Loyalty and Beyond", which will provide participants with insights into the area of loyalty management solutions and supporting tools. This conference will provide basic information about the state of the European Loyalty programs, and highlight the advantages of using the Comarch Loyalty system – now also available in Hungary through Synergon.

Comarch S.A. (located in Poland), is one of the most dynamically developing IT company in Central and Eastern Europe and is a strategic partner of Synergon in Hungary. Both companies operate in similar capacity (systems integration and as an IT solutions provider) and have gained significant and outstanding experiences in this market. The internationally acknowledged, next generation Comarch Loyalty Management system has been introduced to the local market using the best common practices. It is developed by Comarch and represented and operated by Synergon in Hungary.

The agenda will include a series of case studies, analyst presentations as well as Comarch product demonstrations to help you learn how to align your employees, business processes and customer technologies in order to successfully build meaningful relationships with your customers. The focus will be on integrating loyalty principles into your organization's culture, strategy and day-to-day practices.

If you wish to attend the conference, please send an e-mail to [vaghy.laszlo@synergon.hu](mailto:vaghy.laszlo@synergon.hu) by noon of the 22nd of January.

**Title of the Conference:** Synergon and Comarch "Loyalty and Beyond" – introduction to the seamless Loyalty programs implementation in Hungary  
**Date:** **10th of February, 2010.**  
**Time:** **8:30-14:30**  
**Address:** NH Hotel Budapest, 1137 Budapest, Vígsház u. 3.  
There are free parking opportunities in the garage of the hotels for the conference attendants.

**Program:**

**08:30 - 09:00**

Check in, Coffee, Buffet breakfast

**09:00 - 09:15**

Opening speeches, Introductions – (*Steinbinder Romulus (Synergon Retail Systems), hungarian language; Katarzyna Lach (Comarch), english language*)

**09:15 - 10:30**

Where the market is going to evolve?  
Current situation in Hungarian retail market  
Market expectations and loyalty trends  
(*Paulina Polok, Business Solution Manager, Comarch, English language*)

How Comarch Customers became successful?

Case study - X5 – Building competitive advantage through loyalty platform

Case study - Lotos –standing out among others

(*Bartosz Demczuk, Consulting Director, Loyalty & Marketing Solutions, Comarch, English language*)

**10:30 - 10:45**

# Comarch Loyalty Management

Coffee break

**10:45 - 11:45**

Success tools

CLM – business benefits and models

CM – effective marketing management

BI – data analyses as a key to success

*(Paulina Polok, Business Solution Manager, Comarch; Bartosz Demczuk, Consulting Director, Loyalty & Marketing Solutions, Comarch , english language)*

**11:45 - 12:00**

Coffee break

**12:00 – 13:30**

Synergon involvement in the loyalty project

1st line support

project management

*(Horváth Péter, Senior Projekt Manager, Synergon Retail Systems Kft, hungarian language)*

Demo presentation:

Comarch Loyalty Management

Comarch Campaign Management

Comarch Smart Analytics

**13:15 –**

Lunch time and Q&A