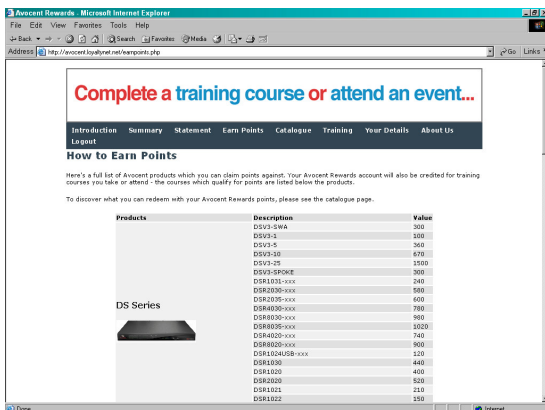
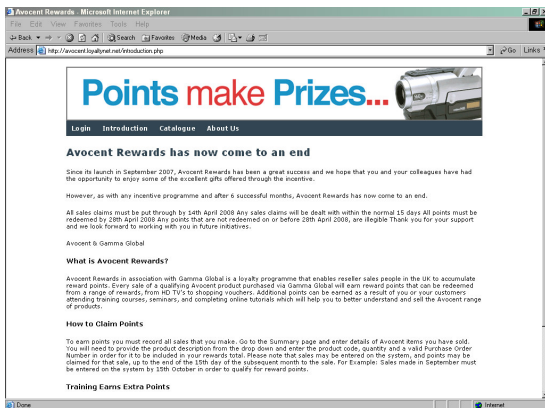


# LOYALTYNET

## User Story



### Loyaltynet help Avocent's partner staff to become more effective in how they sell products and services.



Avocent is a leading global provider of IT infrastructure management solutions for enterprise data centres and the SME market.

Launched in association with Avocent's award winning distributor, Gamma Global, the Avocent Rewards programme uses Loyaltynet's Learn to Earn incentivised online training to help make resellers become more effective at selling Avocent products, as well as rewarding sales.

Members are also rewarded for attending classroom sales training, exhibitions and partner events.

In addition to rewards such as experience days and high street vouchers, members are encouraged to aim for The Avocent Dream Reward. If a member earns over 5,000 points they can tell Loyaltynet the sort of reward they would like. Loyaltynet then calculates the value of the total points earned by that member and lets them know what can be offered.

*"We recognise that the nature of incentives has changed significantly over the past few years. The Learn to Earn programme will enable us to attract and engage with best fit partners, and provide a compelling proposition to the end user."*

UK and Ireland Country Manager  
Avocent