**Appsuite**

Base Cloud Framework : *OVERVIEW*

INCLUDED IN PARTS
3249199 • 3266160
2757874 • 3289063
2819981 • 3298315

The Base Cloud Framework is the foundation of Appsuite software solutions — Suites M (Marketing), G (Gift Card) and O (Ordering). The framework includes integration to a supported POS system, support for location and customer data storage, security infrastructure, administrative access to the Customer Care Portal, data conversion of legacy programs, payment processing and progressive web app and web plug-in support. The Framework is deployed on the Appsuite world-class cloud infrastructure managed by industry leader Microsoft Azure and is secure, scalable and highly available. Key features include the following:

- Plug and play, real-time REST API "Application Programming Interface" connectivity for all key Appsuite services
- Rapid deployment for new locations and services
- iOS/Android apps and web plug-ins that support all Appsuite services, including campaigns, rewards, surveys, profile, credit card support, gift cards, ordering, reservations, social media, push messaging and other third-party applications
- End-to-end encrypted communications to ensure network security
- State-of-the-art security technology and processes for regulation compliance including:
  GDPR • General Data Protection Regulation
  https://gdpr.eu/
  PCI SSC • Payment Card Industry Security Standards Council
  https://www.pcisecuritystandards.org/
  CCPA • California Consumer Privacy Act
  https://www.oag.ca.gov/sites/all/files/agweb/pdfs/privacy/ccpa-proposed-regs.pdf

Key Features & Capabilities

- **POS INTEGRATION**
- **LOCATION & CUSTOMER DATA STORAGE**
- **SSL SECURITY INFRASTRUCTURE**
- **ACCESS TO CUSTOMER CARE PORTAL**
- **DATA CONVERSION**
- **PAYMENT PROCESSING**
- **PROGRESSIVE WEB APP & PLUG-IN SUPPORT**
- **REST API CONNECTIVITY**
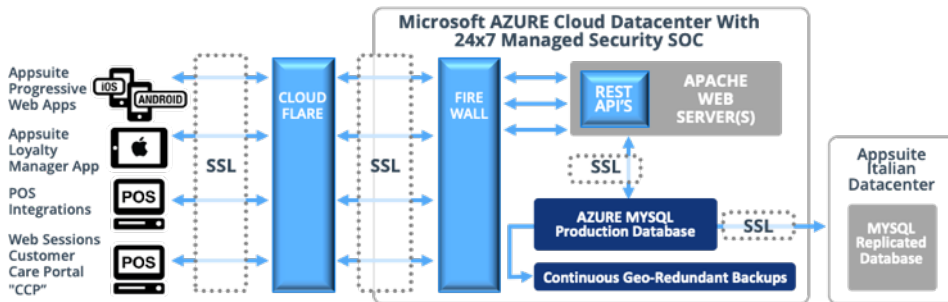- **GDPR, PCI, CCPA COMPLIANCE**

Appsuite
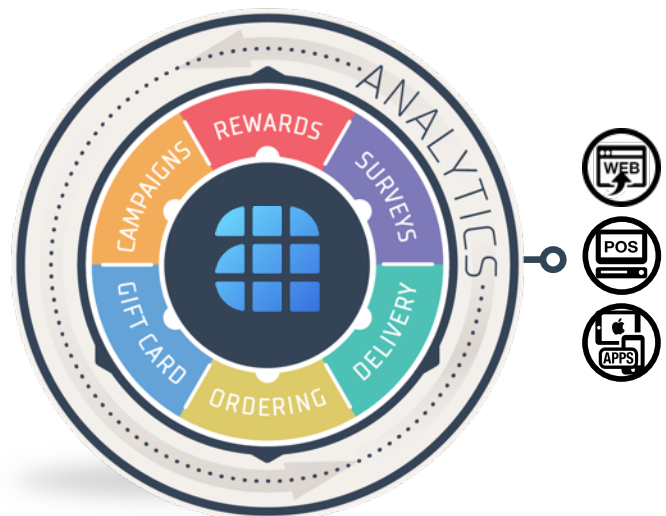
Base Cloud Framework: *ARCHITECTURE*

AZURE STATS
95% *Of Fortune® 500 Use Azure*

LEADER In All 4
Key Cloud Gartner Magic Quadrants^TM

**99.9979% RELIABILITY**
Global Compute Availability

TECHNICAL & OTHER CONSIDERATIONS

- **CCP "Customer Care Portal"** access is role-based and can limit access to certain modules based upon permissions. HTTPS access is available via the following browsers: Safari, Chrome, Firefox.
- **Web plug-ins** (for sign-up, sign-in, points check, gift card balance check, E-Gift Card, Ordering) can be installed as an embedded iframe or as a new web page.
- **PWA "Progressive Web App"** – The Appsuite PWA provides mobile user access to e-wallet, reward functions, member functions and online ordering. The PWA is not a native app in the AppStore or Google Play, however our PWA is fully branded and supports native phone functions for push messaging, location services, bio metrics and payments. The PWA can be installed on a mobile phone via a URL short cut, which provides the same one-touch access for launch as a native app. Custom IOS and Android apps are available via our professional services team and are quoted based upon actual scope of project specifications.
- **24X7 Security Monitoring** – To protect customer data the Appsuite security operations center "SOC" performs continuous monitoring of our application architecture using state-of-the-art tools including vulnerability, malware and intrusion prevention/detection systems.
- **Data backups** are run regularly on the cloud database. The database is also continuously replicated in real time to multiple geographic areas, ensuring high availability and quick recoverability.
- **Cloudflare** is a premier content delivery network providing global application acceleration and security — protecting application communications and data from threats while ensuring quick response time.
    - Advanced DDoS protection, provisioned as a service at the network edge, matches the sophistication and scale of such threats and can be used to mitigate attacks of all forms and sizes, including those that target the UDP and ICMP protocols, as well as SYN/ACK, DNS amplification and Layer 7 attacks.
    - Web Application Firewall – Cloudflare's enterprise-class web application firewall (WAF) protects from common vulnerabilities like SQL injection attacks, cross-site scripting and cross-site forgery requests.
- **Scalability** – The Appsuite Cloud Framework at Microsoft Azure is built to scale with the ability to seamlessly expand the architecture for addition of distributed web requests over multiple web and database servers.
- **See Appsuite Software Product Datasheet: Technical Specifications for POS requirements.**

With REST APIs that support nearly every major function, it is easy to integrate the Appsuite cloud CRM program.

Base Cloud Framework: *REST APIs*

Appsuite uses REST or RESTful web services as a way of providing interoperability between our cloud infrastructure and many customer, partner and OEM components utilized to create the most complete cloud CRM and ordering solution available. REST-compliant web services allow requesting systems to access and manipulate textual representations of web resources using a uniform and predefined set of stateless operations. Appsuite's REST architecture allows the company to be nimble — integrating rapidly to new systems, have real-time communication, security via SSL encryption and scalability via a distributed web architecture. Currently Appsuite supports over 15 REST integrations. See Appsuite API documentation at apidoc.mobileappsuite.com.
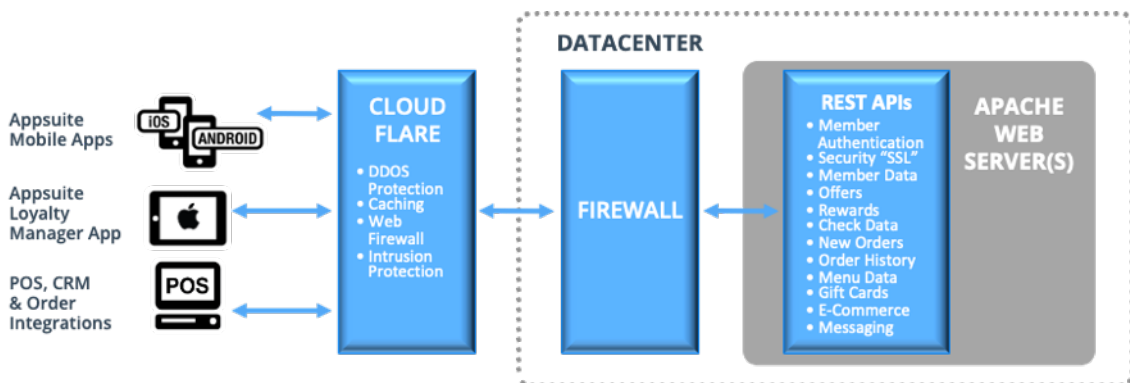
PLATFORM INTEGRATION APPROACHES

- **Embeddable Plug-Ins** – Pre-built applications that allow Appsuite functionality to be embedded on any website or application. Most of these applications are responsive web apps, optimized for both web and mobile web pages.
- **Public APIs** – Appsuite publishes many collections of REST APIs, allowing partners and customers to integrate to virtually any feature Appsuite enables, including POS, gift card and online ordering features.
- **Enterprise Applications** – This type of integration typically occurs when a company needs to integrate directly into Appsuite solutions (Point-to-Point Integration) where specific data is passed in ways that are not "out-of-the-box." Examples could be routines which import member lists from one system to another, sharing reporting metrics, the synchronization of menu data, etc. This requires both parties to discuss, plan and implement the intended integration and generally takes longer to complete.

Base Cloud Framework: *CUSTOMER CARE PORTAL*

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The Customer Care Portal (CCP) has a simple and easy to use browser-based interface. CCP is secure, reliable and provides complete control and access to create and manage member accounts and Appsuite's cloud CRM program settings. Appsuite makes the process of growing your member database simple — a solution catered to your customer needs!

MAIN FUNCTIONS

CRM • Customer Relationship Management — Create, modify and access all customer data and services, including create/edit/delete members and the following information per member: surveys, gift cards, logged purchases, campaign offers, rewards and the ability to log additional purchases, add points or view member activity history.

Marketing — Create targeted offers, campaigns, rewards, emails, push messages, texted messages and much more.

Menu — Mapping of POS items to published items, menu scheduling, item availability and cloud printing

Program Administration — Location data, reporting and administration of the following modules:
- Loyalty Manager
- SMS Surveys
- Web Portal Access
- Printers

Gift Cards — Setup and management of groups, virtual cards and magnetic cards

Activity Monitor — This module has access to survey results, takeout/delivery orders and the actions log, which tracks all activity in the CCP by authorized users.