

hype+

# POWERING THE FUTURE OF LOYALTY & REWARDS

DIGITAL TRANSFORMATION FOR ENTERPRISE ENGAGEMENT



➤ Start Slide



# About Our Company

**Hype+** is technology solution company that aims to help businesses to accelerate digital transformation with reliable and relevant technology.

We have been faced with tremendous needs to adapt with change. Acceleration of change is happening everywhere and it induces people to participate in digital competition. To bear in mind, it's not about investing in the most expensive technology or the most sophisticated ones. Problem identification and understanding the objectives are keys to problem solving.

# Our Services

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## Technology Development



We provide end-to-end technology development services that turn your vision into powerful digital solutions — from custom software and mobile apps to enterprise systems. Our team combines deep technical expertise with agile methodologies to deliver scalable, secure, and future-ready products tailored to your business needs.



## Loyalty System

Our loyalty system services are fully modular and tailored to meet your unique business needs. We offer a flexible platform with customizable modules —such as points programs, tiered rewards, digital vouchers, referral incentives, and more—designed to adapt to your specific goals, customer base, and operational structure.

## Cyber Security



Our cybersecurity services are designed to protect your digital assets, ensure business continuity, and maintain compliance in an increasingly complex threat landscape. With a team of certified security experts and advanced tools, we help you stay ahead of cyber threats, reduce risk, and build trust in your technology ecosystem.



## Rewards Management

We provide a centralized platform for creating, managing, and optimizing reward programs across multiple channels. Whether you're offering points, discounts, cashback, gift cards, or experiential rewards, we offer flexible tools and integrations that allow you to fully customize the reward logic, user journey, and redemption process.

# Our Values

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Tailored & Practical  
Solution



Secure &  
Dependable



Agile &  
Experienced Team



Cost Effective &  
Time Efficient



Customer-Centric  
Approach



Innovative & Forward  
Thinking



Scalable &  
Future Proof



Holistic Support &  
Maintenance



Transparent &  
Collaborative

# Our Happy Clients

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**Hype+ Ecosystem:**  
**Seamlessly Connected for Enterprise Growth**

# Hype+ Ecosystem

One ecosystem powering loyalty, rewards, technology, and security – seamlessly connected for enterprise growth.

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## Reward Experiences

End-user loyalty and reward platforms.

- RAYA
- SPARK
- WILO

4

## Communication & Automation

Campaign automation and engagement tools.

- BEAM

5

## Reward Channels

Reward fulfillment and distribution layer.

- eVoucher
- Direct Transfer and Top Up
- Physical Goods

2

## Operational Control

Administrative and program execution layer.

- COMA

1

## Core Infrastructure

System core powering all Hype+ products.

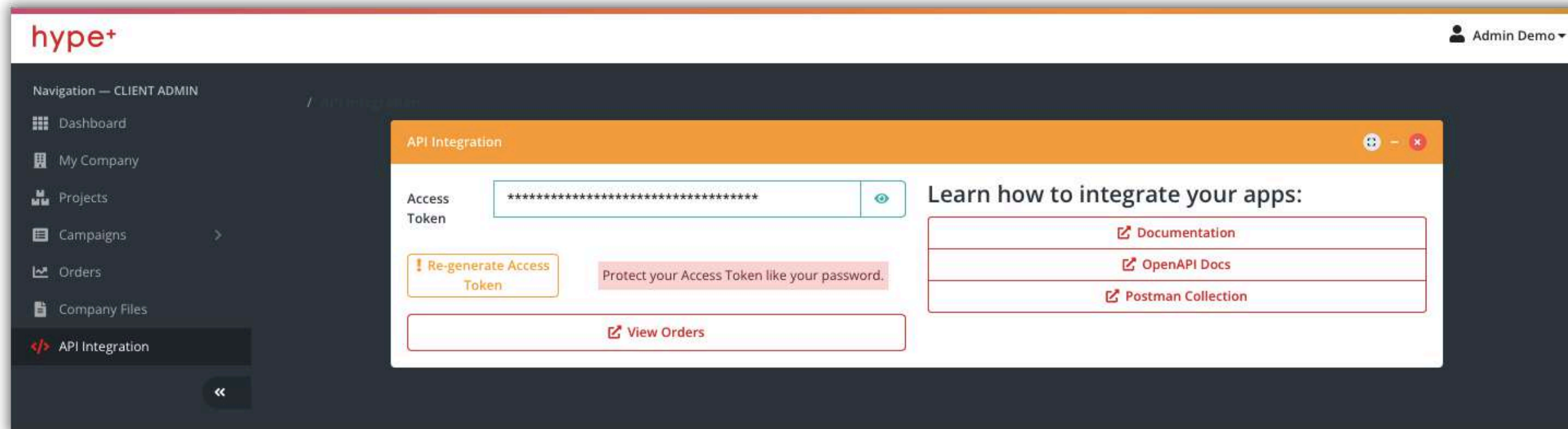
- H+
- H+ Connect



# Hype+ Ecosystem

## Core Infrastructure

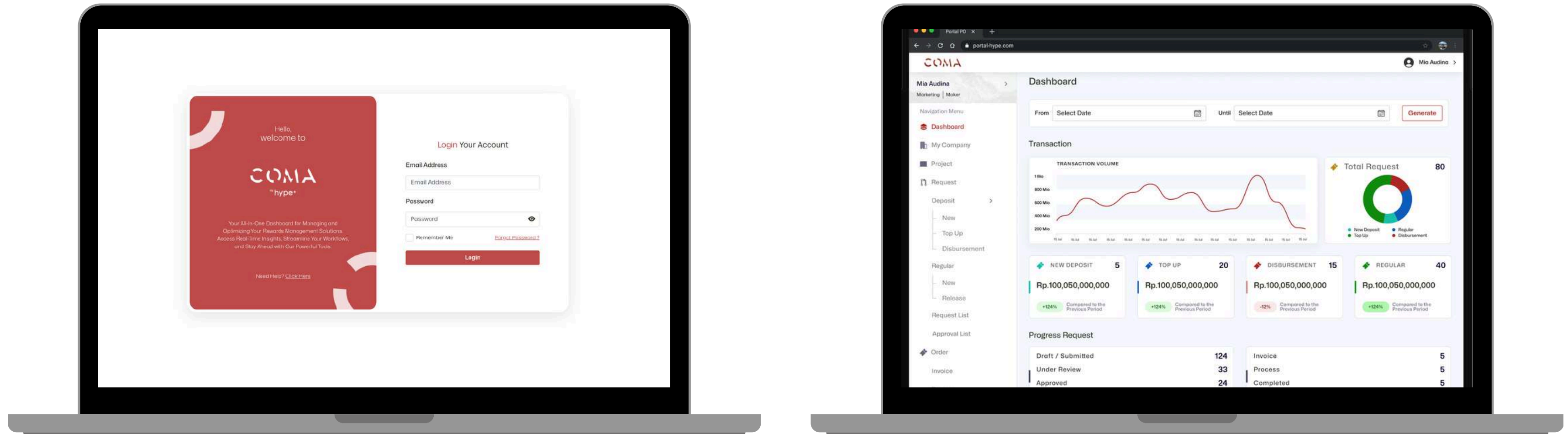
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## H+ CONNECT

Can be integrated into any app or website to enhance and maximize the benefits of your loyalty or incentive programs with wide array of merchants option





## COMA

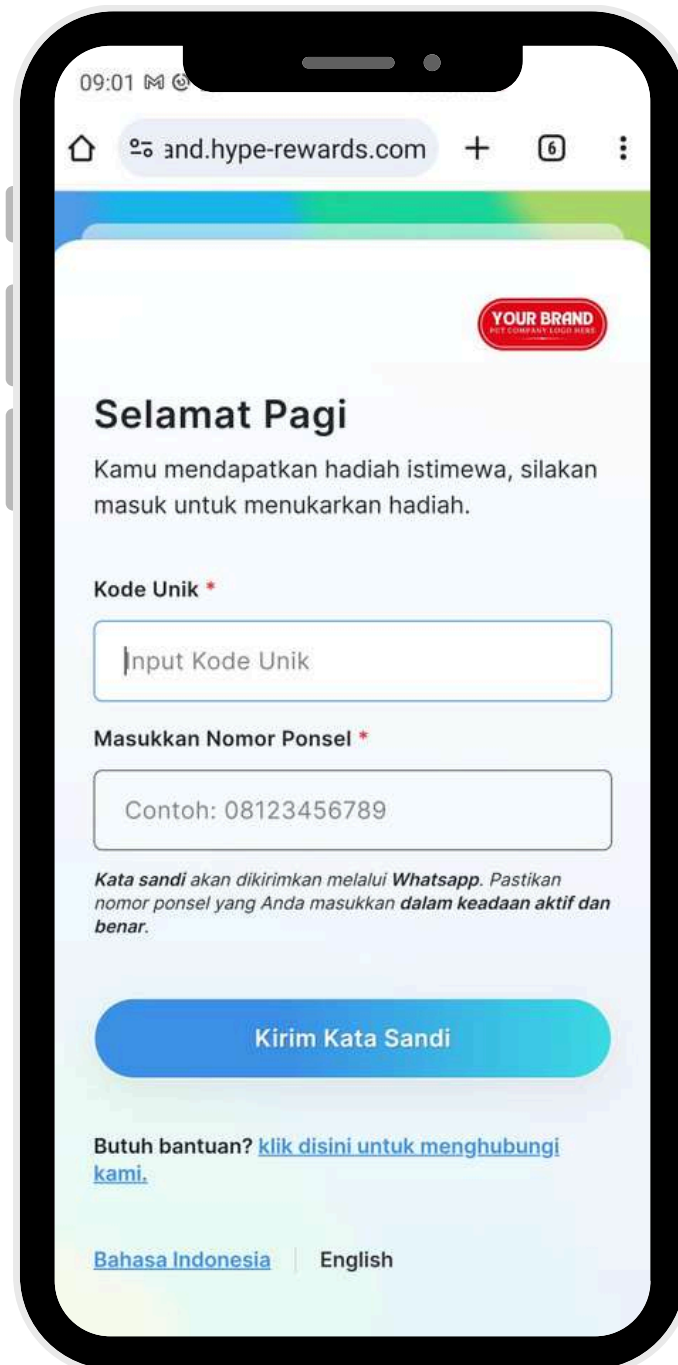
### Client Operations Management

**Centralize rewards management operations, enabling enterprises to run programs efficiently with real-time visibility.  
Managing every aspect of loyalty and reward: transfer, vouchers, top-ups, and analytics.**

# Hype+ Ecosystem

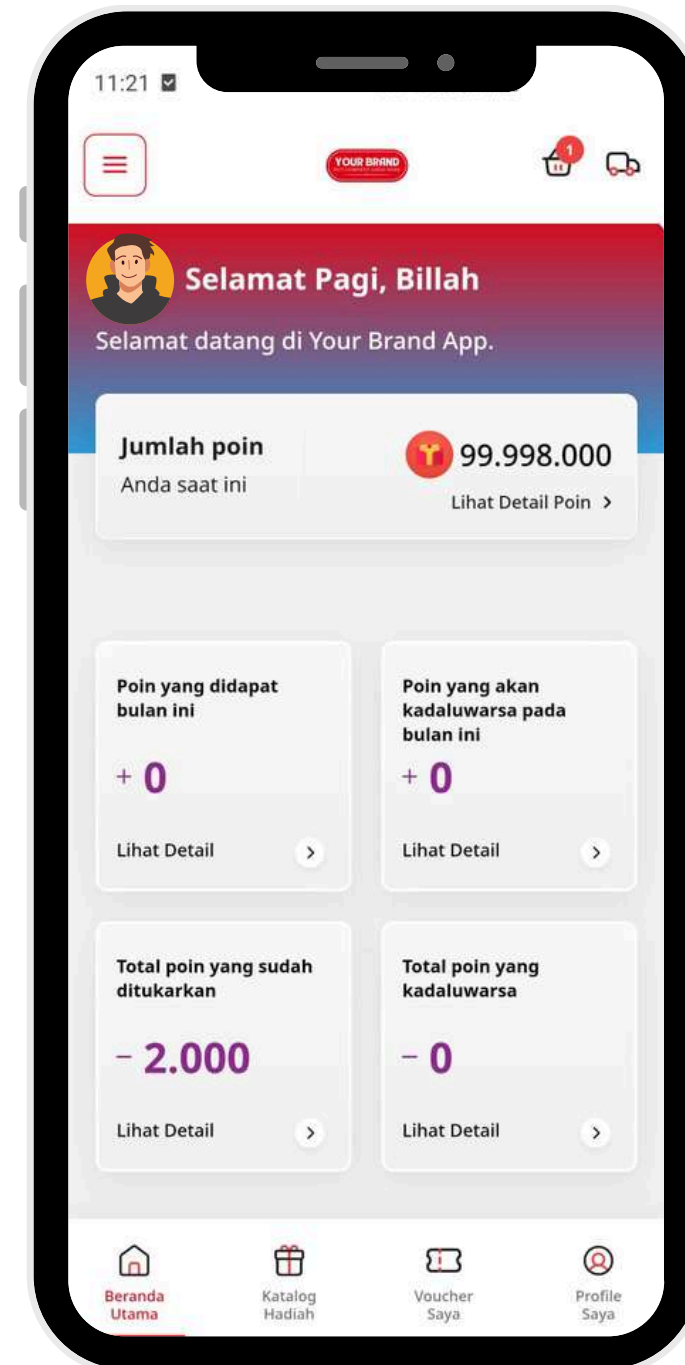
## Rewards Experience

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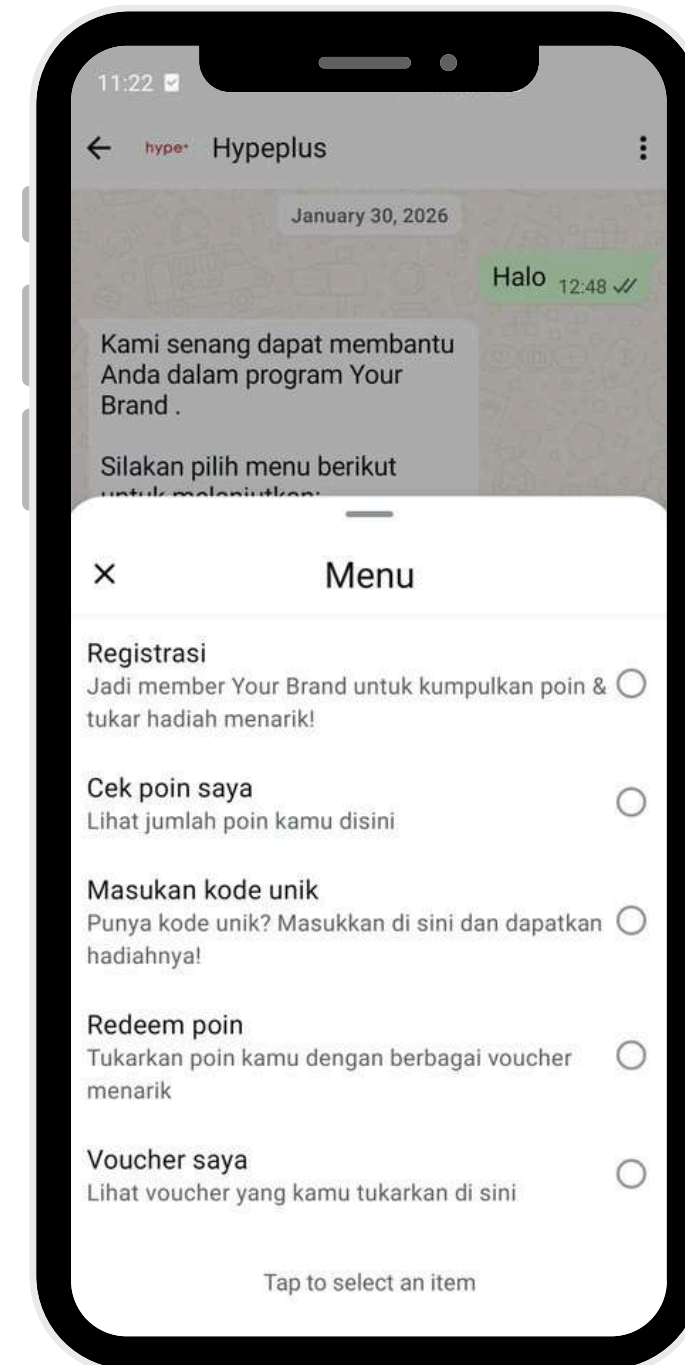
**RAYA**

Reward Access for Your Audience



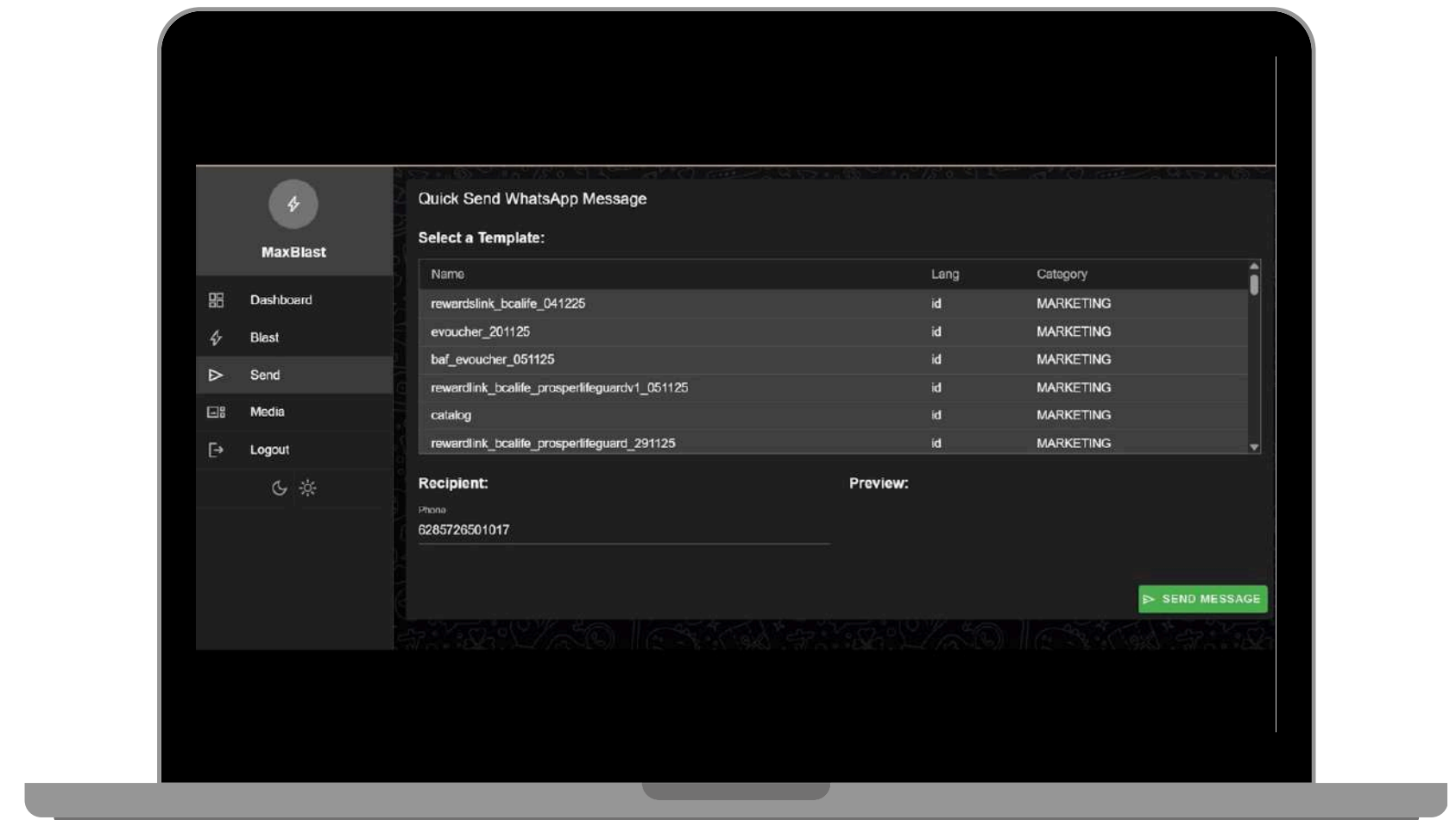
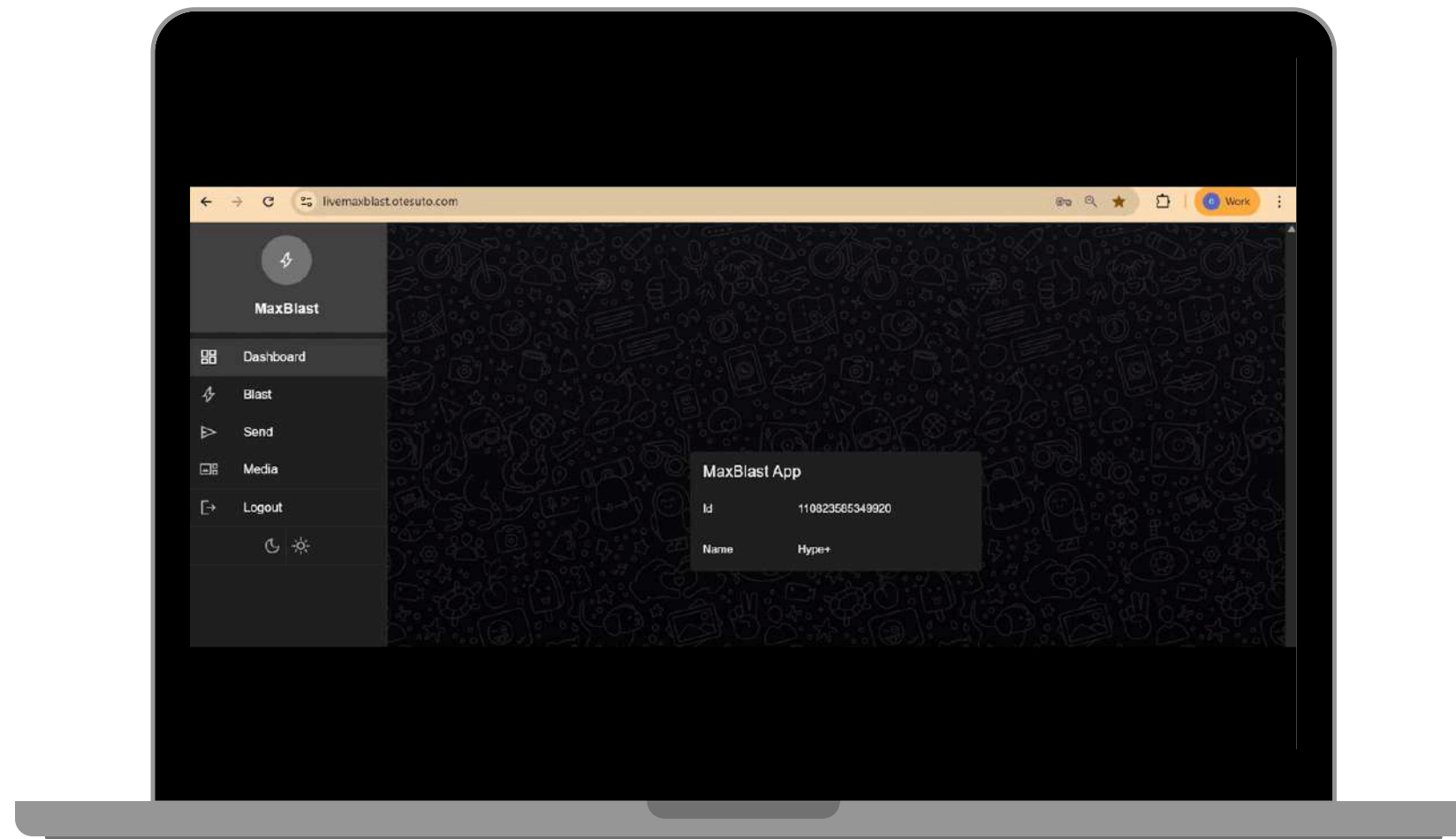
**SPARK**

Smart Points and Rewards Kit



**WILO**

WhatsApp Interactive Loyalty



## BEAM

Broadcast Engagement and Automation Manager

Campaign automation tool for omni-channel communication via WhatsApp, SMS, and Email.

# Hype+ Ecosystem

## Reward Channels (Fulfillment)

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Direct Transfer




eVoucher



Physical Goods

# Merchants Options

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Bank Transfer	e-Wallet	e-Voucher	Telco Credits	Games Online	Others
					
					
					
				<i>and many more...</i>	
					
					
					

# Support Schemes

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## Operational Hour

09.00 WIB – 18.00 WIB

Monday to Friday (Not Included Public Holidays)

## Correspondence

Email: [hypereward@hype-plus.com](mailto:hypereward@hype-plus.com)

WhatsApp: +62-8111-360-800

## Priority Level

Severity	Service Restoration Time	Workaround Solution Time	Problem Resolution Time
Critical	< 30 Mins	< 15 Mins	12 hours
High	< 120 Mins	< 60 Mins	1 Working Day
Medium	N/A	7 Working Days	15 Working Days
Low	N/A	10 Working Days	20 Working Days

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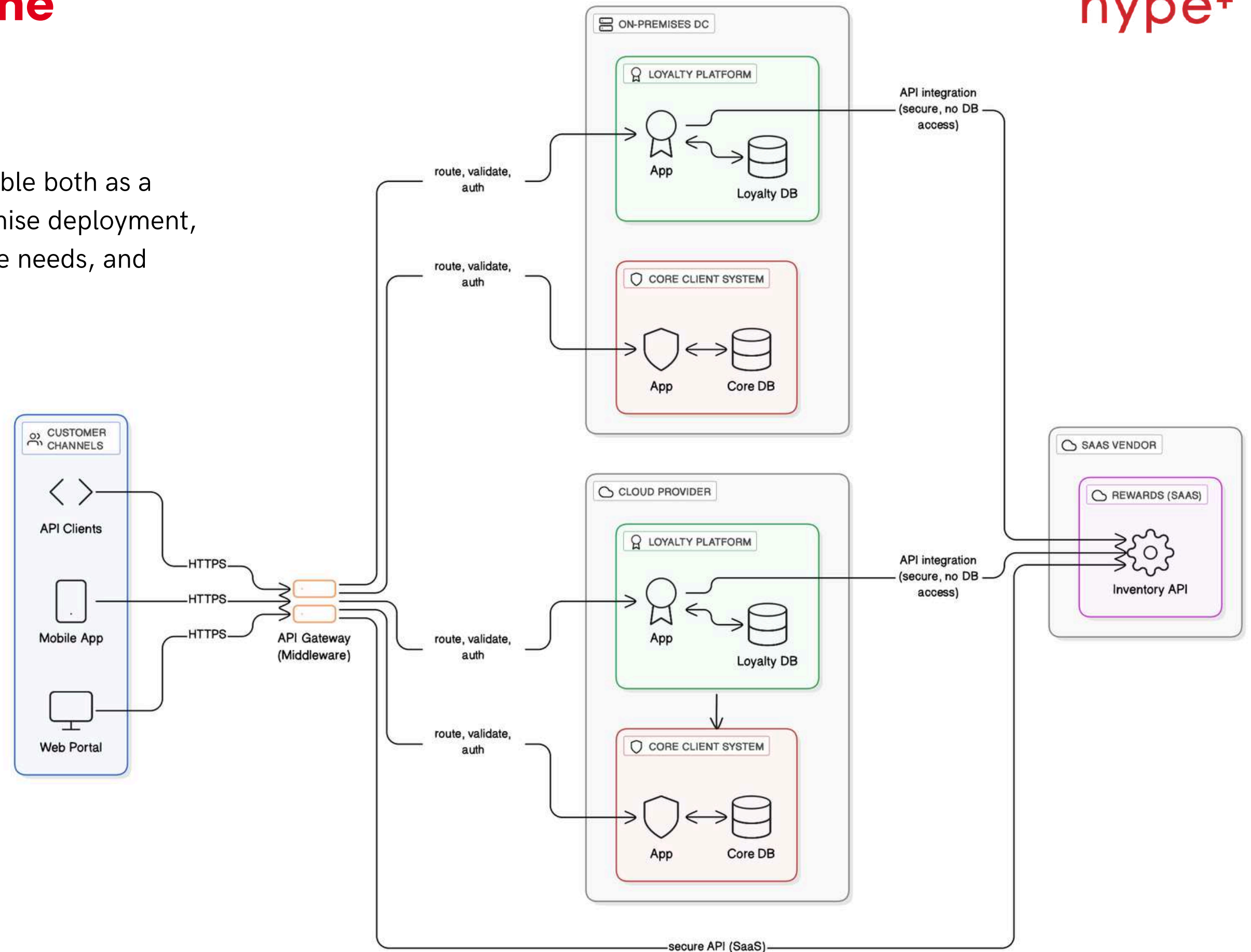
**From Concept to Code:**  
**Customized Loyalty Development**

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# Point Calculation Engine

## Basic System Architecture

We build Point Calculation Engine that available both as a fully managed cloud service or as an on-premise deployment, depending on your infrastructure, compliance needs, and scalability goals.



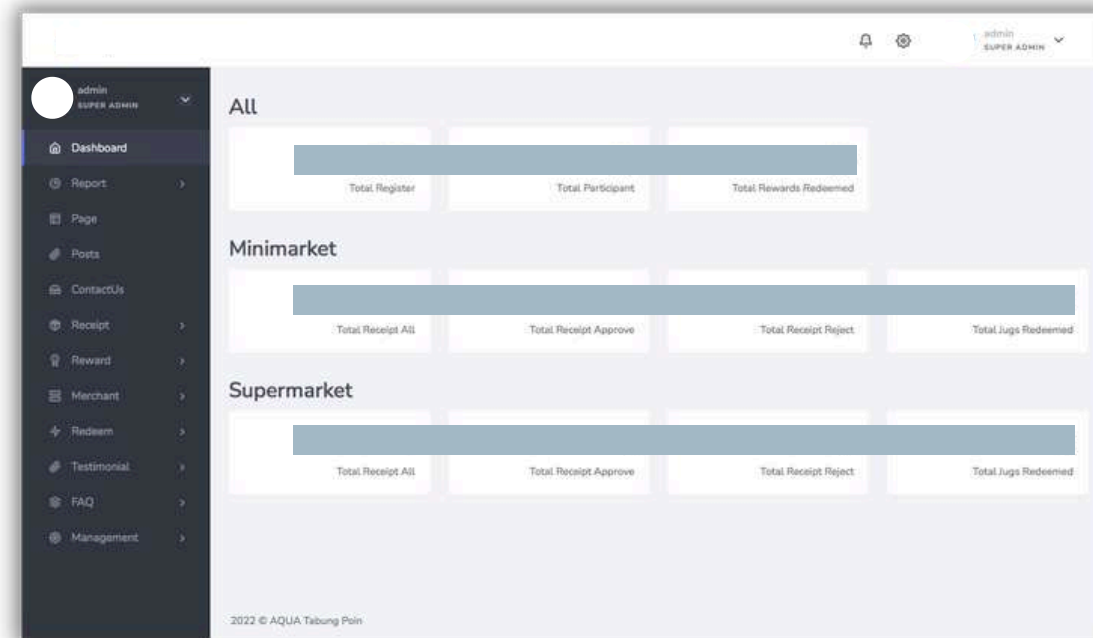
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Hosting can be managed service by Hype+ or self hosted by Client

# Point Calculation Engine

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## Dashboard Sample From Existing Project Reference



Dashboard Summary

The screenshot shows a 'User Management' page with a table of users. The table has columns for Full Name, Phone, Email, Role, Image, and Is Active. There are also buttons for 'Back to Homepage', '+ Tambah Data', and 'Filter'.

User Management

The screenshot shows a 'Receipt Data' page with a table of receipts. The table has columns for Name, No. Handphone, Jenis Pembelian, Tempat Pembelian, Refill, Beli Baru, Total Harga, Status, and Points. There are also buttons for 'Back to Homepage', 'Filter', and 'Export'.

Receipt Data

The screenshot shows a 'Minimarket Data' page with a table of minimarket data. The table has columns for Name and Selected in Receipt Upload. There are also buttons for 'Back to Homepage', '+ Add Data', and 'Filter'.

Merchants Data

The screenshot shows a 'Reward Data' page with a table of reward data. The table has columns for Title, Market Type, Reward Type, Point Charge, Image, Stock, and Is Active. There are also buttons for 'Back to Homepage', '+ Tambah Data', and 'Filter'.

Rewards Data

The screenshot shows a 'Redeem Data' page with a table of redeem data. The table has columns for User Name, User Phone, Market Type, Reward Title, Reward Point, Reward Code, and Status. There are also buttons for 'Back to Homepage', 'Filter', and 'Export'.

Redeem Data

# Point Calculation Engine

## Dashboard Sample From Existing Project Reference

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**WELCOME**  
**Ajeng Wulandari**  
Join Date : 04 December 2019

**Patient Card**  
Points **78**  
Expired in 31 December 2022  
Silver Member

**History**   Referral   Redeem   My Vouchers

Activity	Date	Points
Redeem Voucher	2021-04-13 08:40:32	-3 Pts
Redeem Voucher	2021-04-12 14:57:44	-2 Pts
Redeem Voucher	2021-04-12 14:55:33	-5 Pts
Redeem Voucher	2021-03-31 19:07:27	-1 Pts

Member Profile

MEMBER	EMAIL	MOBILE	POINT	Histories
[Redacted]	[Redacted]	[Redacted]	0	Histories
[Redacted]	[Redacted]	[Redacted]	50	Histories
[Redacted]	[Redacted]	[Redacted]	250	Histories
[Redacted]	[Redacted]	[Redacted]	50	Histories
[Redacted]	[Redacted]	[Redacted]	350	Histories
[Redacted]	[Redacted]	[Redacted]	50	Histories
[Redacted]	[Redacted]	[Redacted]	50	Histories

Member List

UID	MEMBER	EMAIL	MOBILE	POINT IN	POINT BEFORE	POINT AFTER
[Redacted]	[Redacted]	[Redacted]	[Redacted]	0	50	
[Redacted]	[Redacted]	[Redacted]	[Redacted]	50	150	
[Redacted]	[Redacted]	[Redacted]	[Redacted]	0	50	

History Data

TITLE	SLUG	POINT	IS ACTIVE	Edit
Referral	referral	50	<input checked="" type="checkbox"/>	Edit
Booking	booking	100	<input checked="" type="checkbox"/>	Edit
Rating	rating	50	<input checked="" type="checkbox"/>	Edit
Register	register	50	<input checked="" type="checkbox"/>	Edit

Activity Data

**Edit Activity Data**

Back

TITLE \*  
Referral

SLUG \*  
referral

POINT \*  
50

IS ACTIVE  
 Draft  Live

Save

Edit Activity Data

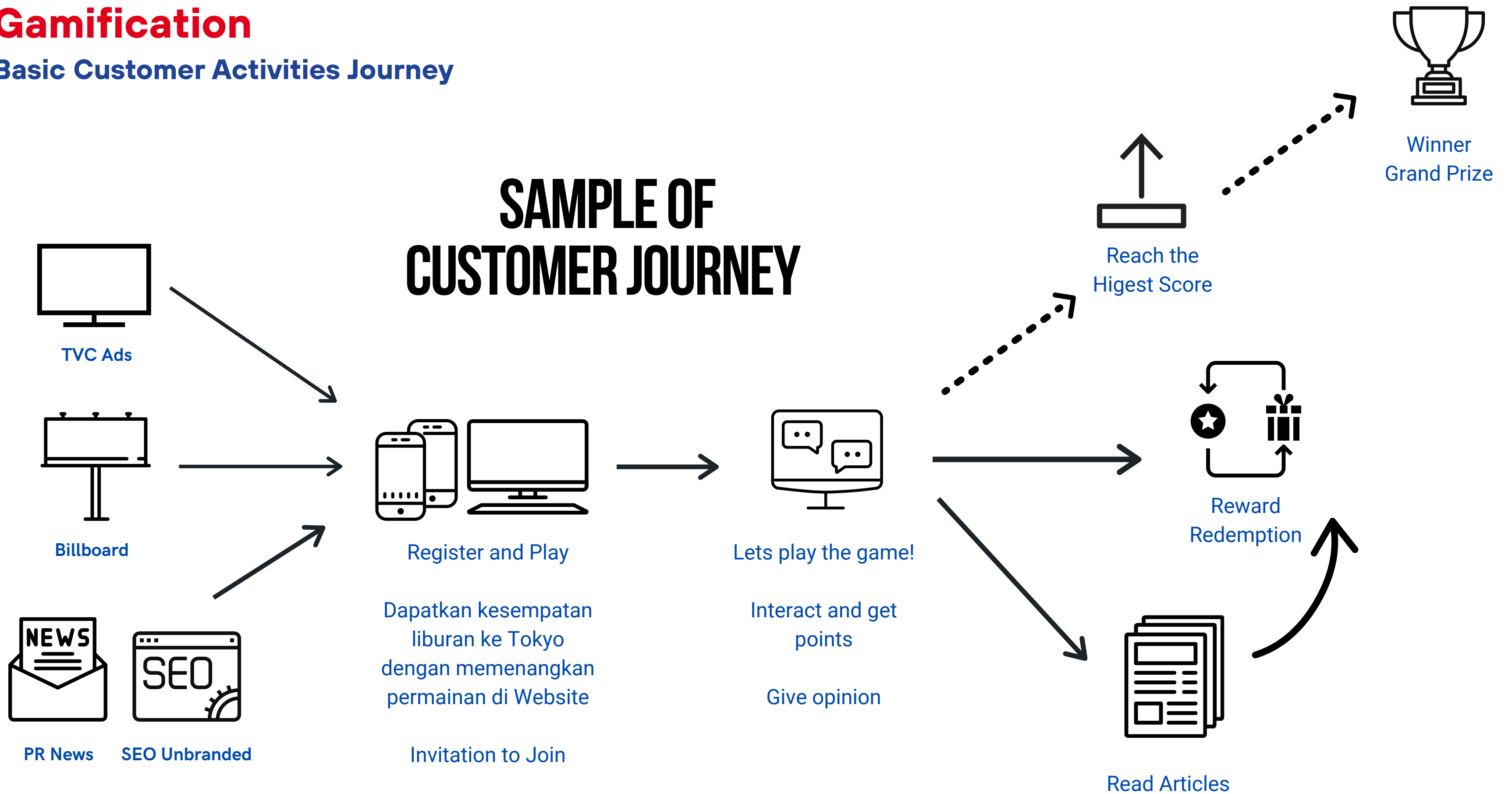
TITLE	SLUG	START POINT	END POINT	DESCRIPTION	IS ACTIVE	Edit
Gold	gold	501	1200		<input checked="" type="checkbox"/>	Edit
Silver	silver	0	500		<input checked="" type="checkbox"/>	Edit
Platinum	platinum	1201	0		<input checked="" type="checkbox"/>	Edit

Tier Data

# Gamification

## Basic Customer Activities Journey

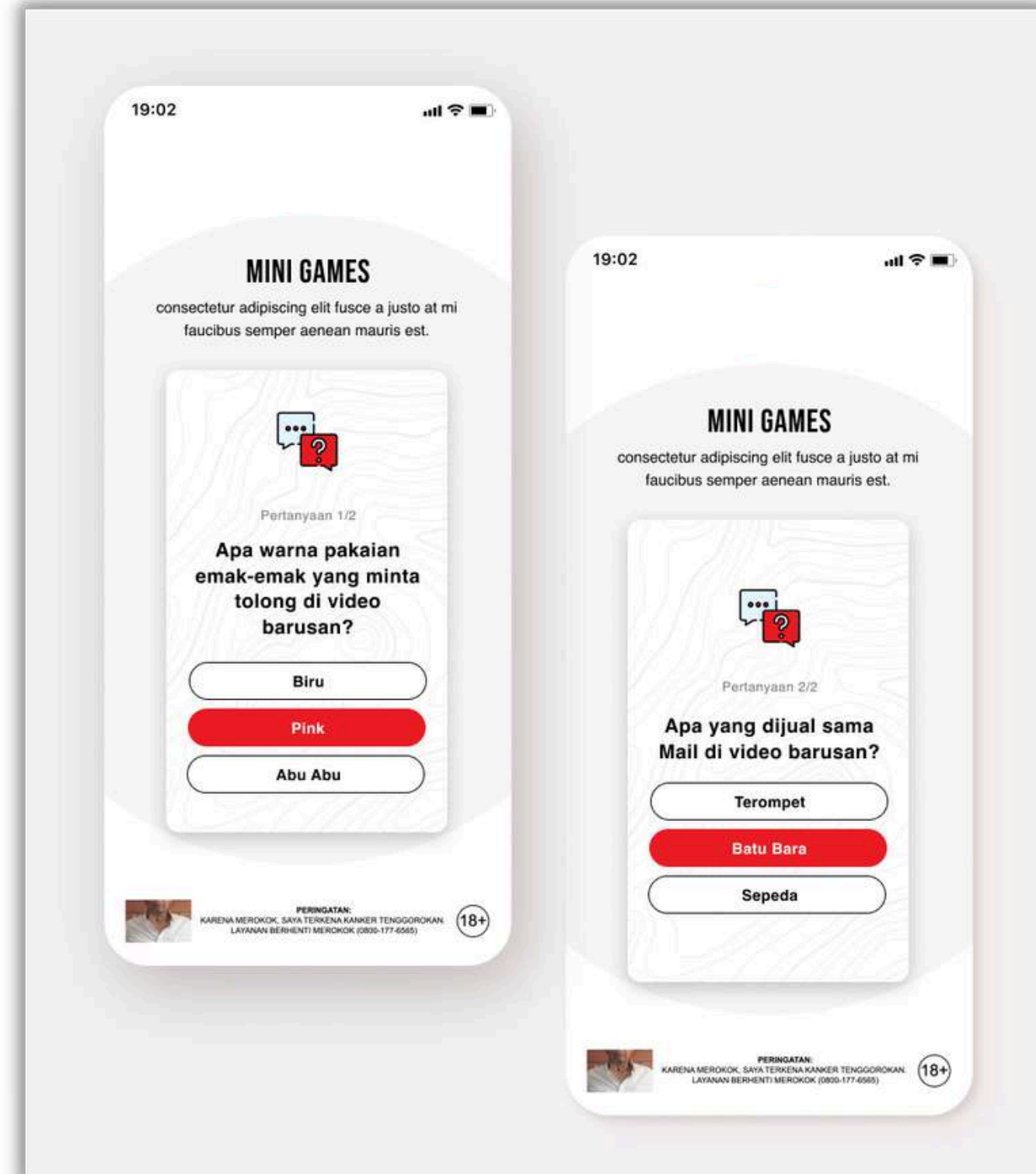
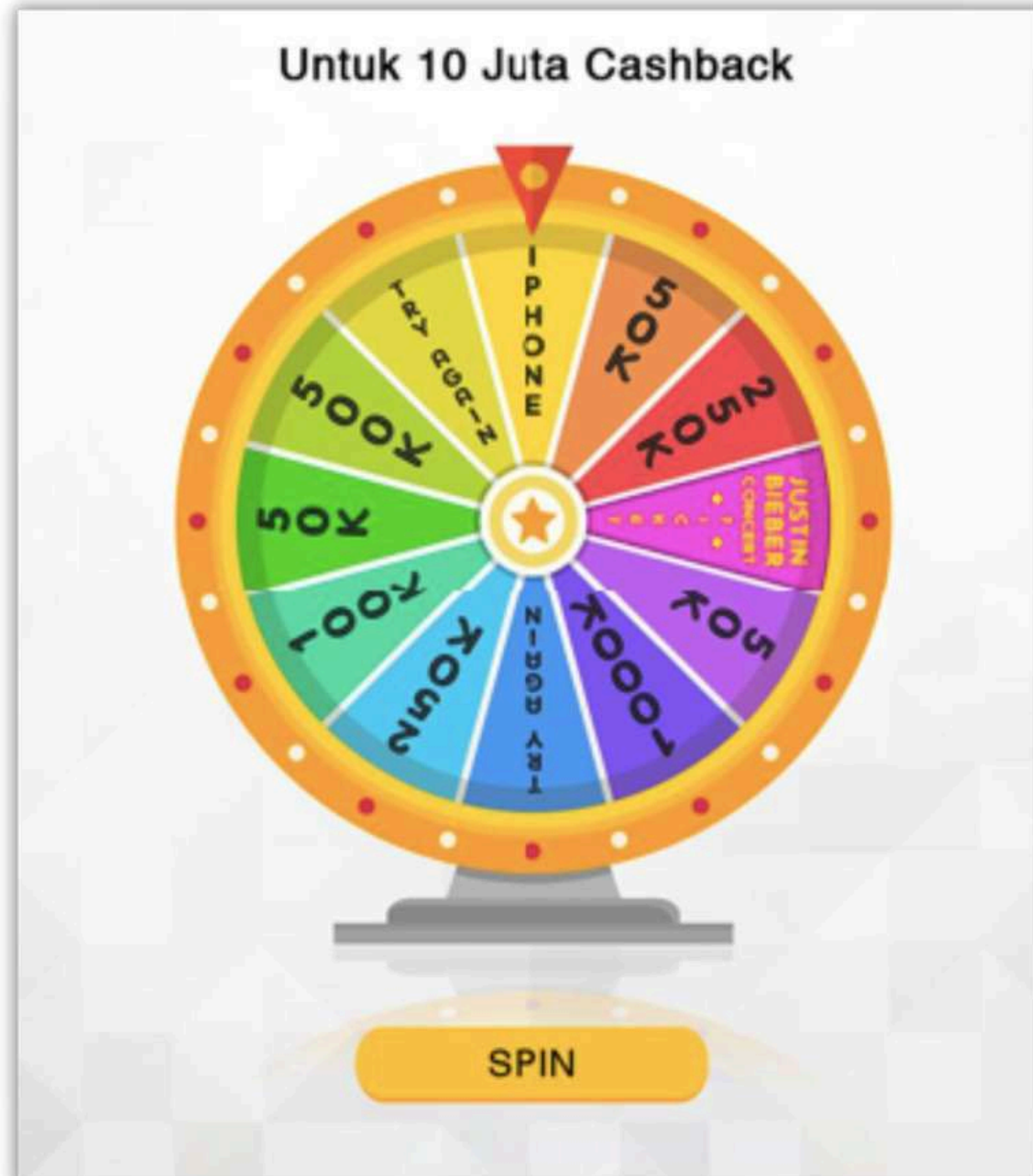
### SAMPLE OF CUSTOMER JOURNEY



# Gamification

## Sample of Activities

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# Gamification

## Sample of Activities

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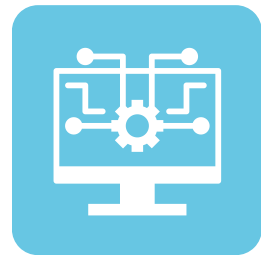
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**Other Services**

**Powered by nodeplus**

member of **hype+**

hype-plus.com



### **CUSTOM SOFTWARE DEVELOPMENT**

Tailored Web or Mobile Apps built solutions for scalable business growth.



### **SYSTEM INTEGRATION**

Connecting Systems for seamless data flow. Bridging platforms to enable end-to-end efficiency.



### **ENTERPRISE SOLUTIONS (ERP/CRM)**

Enterprise systems that streamline operations and insights. Enabling smarter business management



### **INFRASTRUCTURE & DEVOPS**

Optimizing infrastructure for reliable and efficient operations.

# **TECHNOLOGY DEVELOPMENT**

End-to-end technology development designed to scale your business, streamline operations, and future-proof your digital ecosystem.





### **PENTESTING**

Real-world hacking, controlled and ethical.



### **SECURITY CONSULTING**

Expert consultation and risk assessment to identify vulnerabilities



### **MOBILE APPS PROTECTION**

Protect your mobile apps from tampering, malware, and reverse engineering.



### **BUG BOUNTY SERVICES**

Faster discovery of real-world vulnerabilities

# **CYBER SECURITY**

Delivering excellence with a commitment to safeguarding your digital world through innovative cybersecurity solutions.



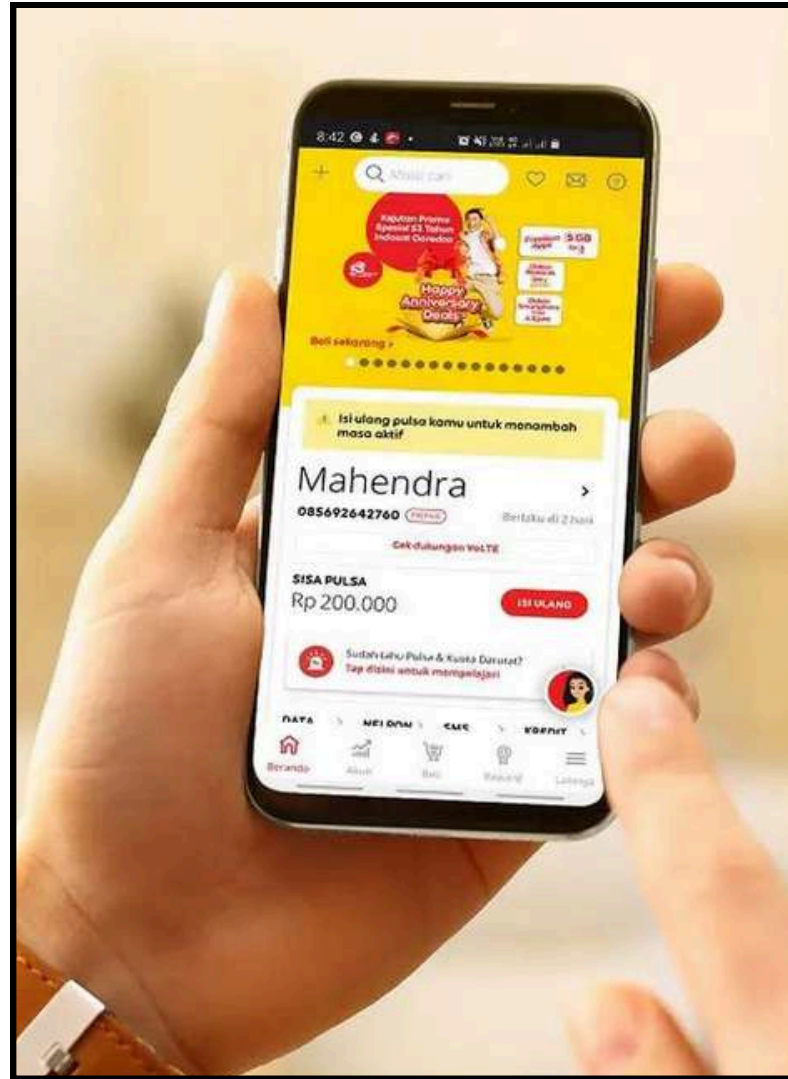
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**Case Studies**

**Showcase Our Successful Projects**

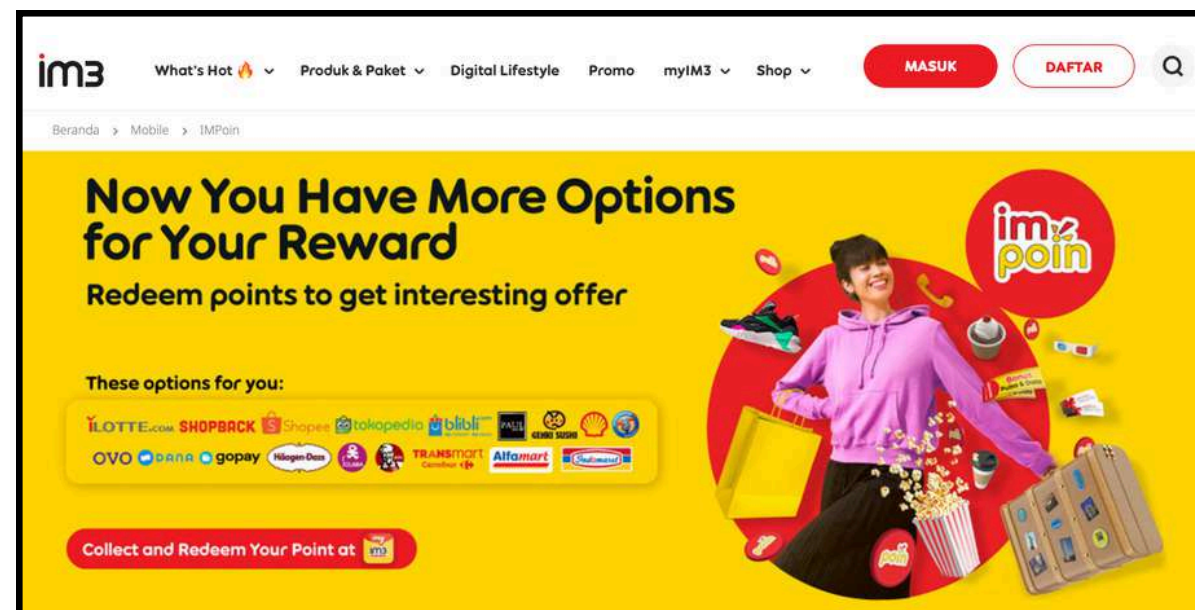
hype-plus.com



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# REWARDS MANAGEMENT PROGRAM FOR INDOSAT OOREDOO HUTCHINSON

As the top 3 telecommunication giant in Indonesia, Indosat works on complex requirement to retain its customers, employees, and retailers spread across Indonesia. The presence of Hype+ as official and sole partner to Indosat procurement of digital rewards has brought revitalization in the company and its stakeholders. The complexity of the task has to make sure that the best customer experience, the timely manner of distribution, the after sales and customer handling, are provided with best service level.



## FAST & SECURED DISTRIBUTION

Hype+ provide methods of distribution, via API integration, bulk delivery, or direct delivery to the rewards recipients.



## TRANSFORMATION

Retailers and customers are now more satisfied because they are rewarded with a hassle-free, easy to use digital reward. In addition, they can enjoy the rewards instantly since it is delivered in real time or as it is scheduled.

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# CONTINUOUS CAMPAIGN FOR BJB SYARIAH CUSTOMERS

Bank Jawa Barat Syariah has various loyalty program to improve customer retention and recognition program for customer's performance through activities via social media, application, gamification. In order to enhance customer satisfaction and ensuring them with positive experience, BJBS needs a reliable platform to make customer experience for rewards redemption more enjoyable and mobile friendly.



## EXTENDED CHOICE OF REWARDS

Hype+ provides digital rewards namely Rewards Link and eVouchers that can be distributed instantly and conveniently used by the customer.



## IMPROVED CUSTOMER EXPERIENCE

BJBS now can attract more customer to join the programs. Customers are now more satisfied because they are rewarded with a hassle-free, easy to use digital reward and has various merchant options to redeemed.



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# ADIRA - REFERRAL ENGINE THAT WILL HELP BOOST BUSINESS GROWTH

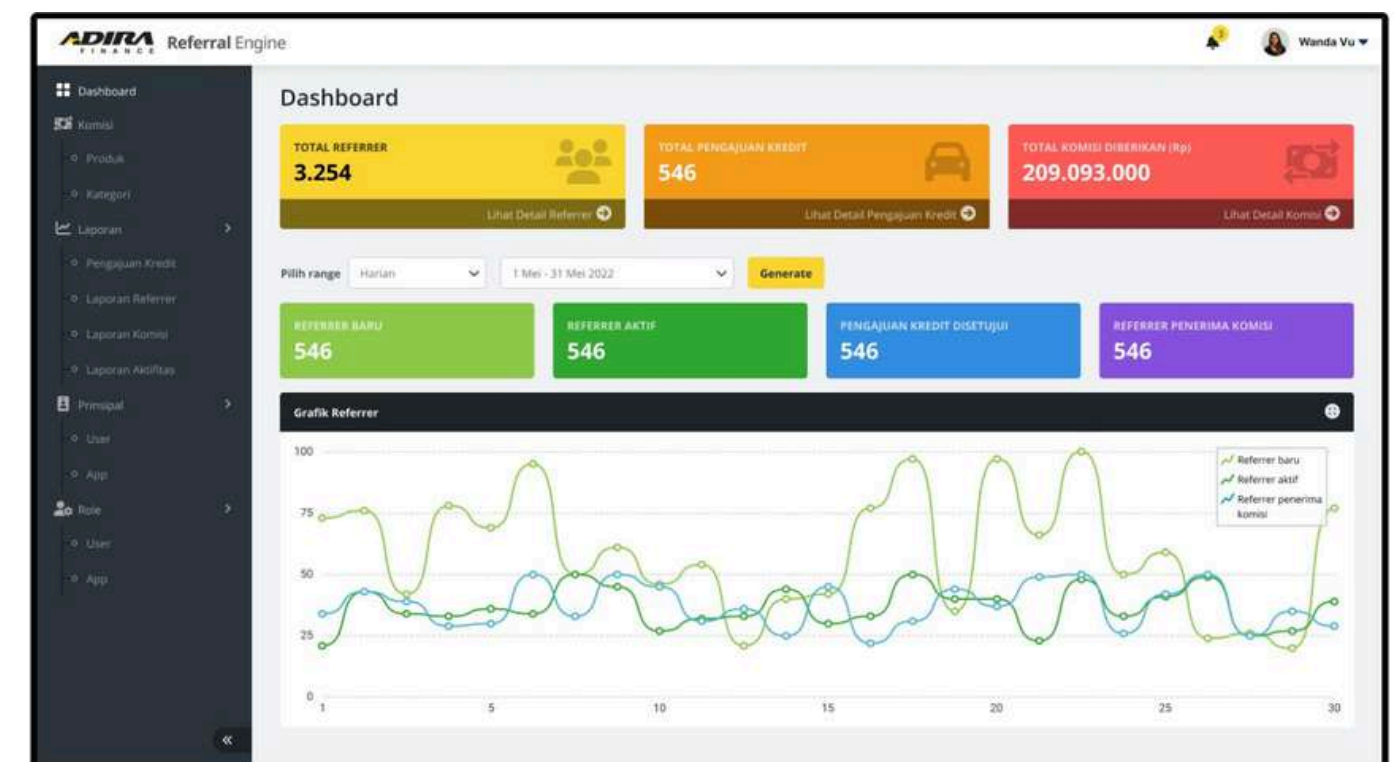
As the largest finance company in Indonesia, with more than 500 branch offices and a total of 3–4 million active customers, Adira Finance currently has a customer application, namely the Adiraku application with more than 1 million users. In the future, the acquisition/sales target through the Adiraku application will be even greater in line with the company's focus on making Adiraku the flagship of the Adira Finance platform. Various channels for acquisition will be developed, one of which is referral or customer get customer. Word of mouth has always been the most effective marketing strategy, all that's left is a system that can accommodate this.

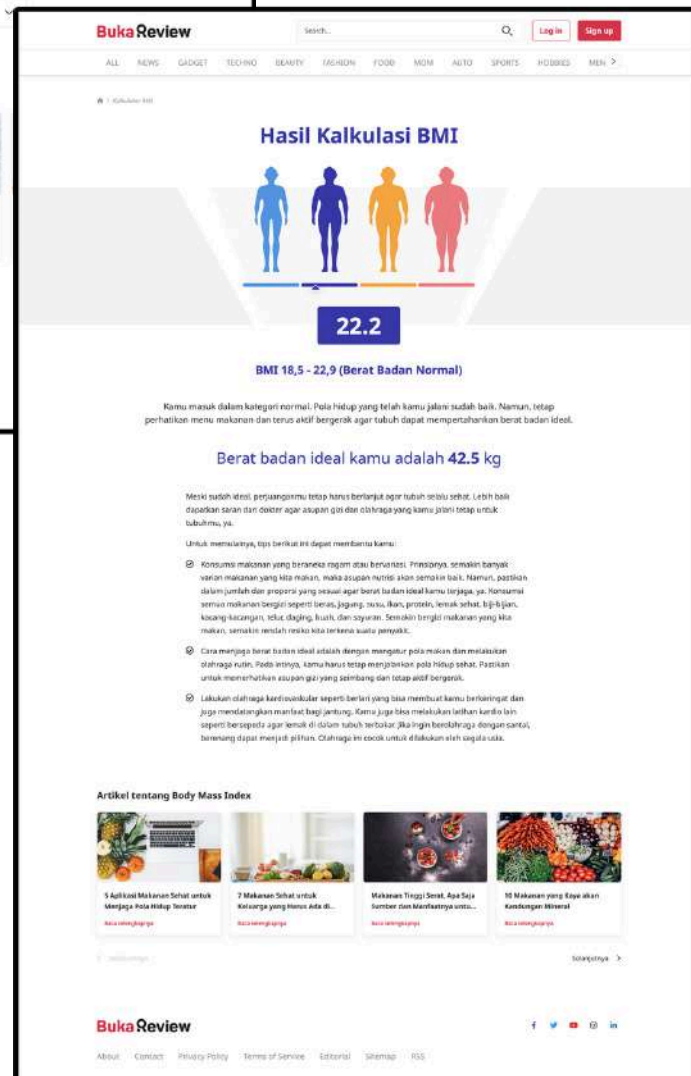
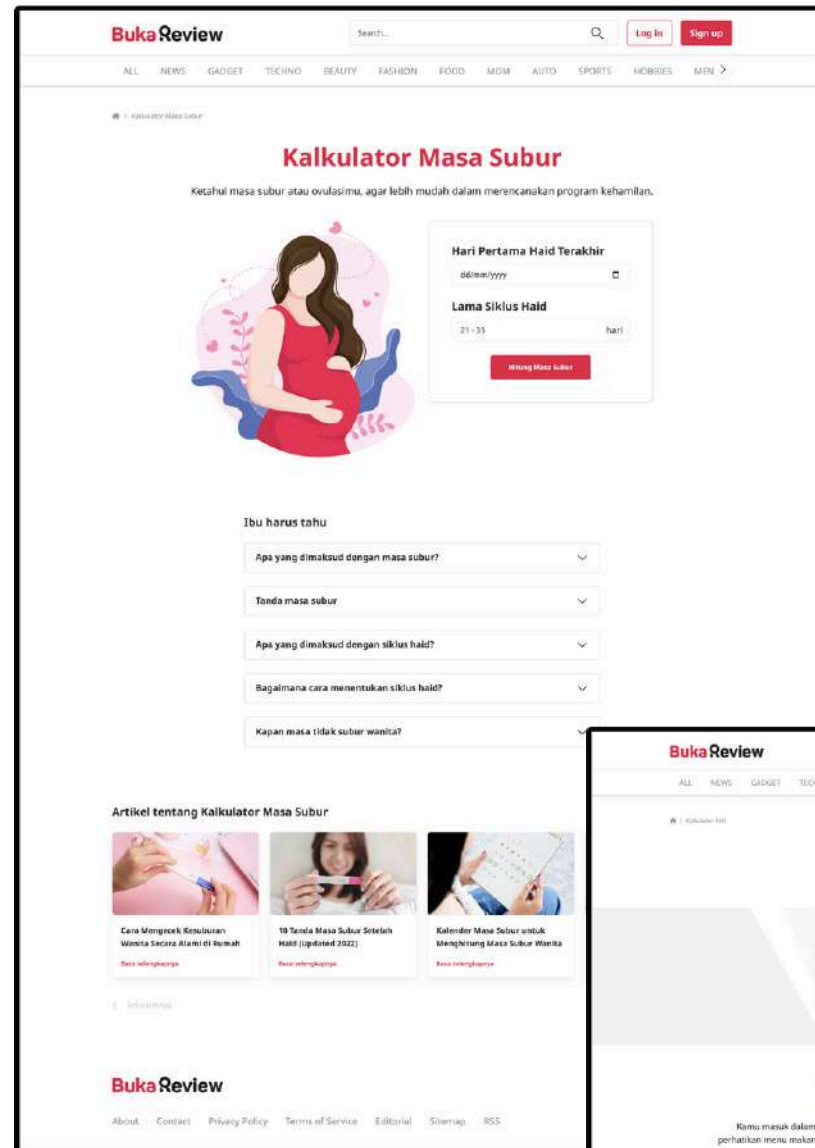
## REFERRAL PROGRAM

Hype+ helps Adira Finance to develop referral engine and integrated with other systems in Adira Finance and/or other platforms.

## INTEGRATED SOLUTION

Adira Finance now has a referral engine that can be used by the Adiraku application and can also integrated with other systems in Adira Finance and/or other platforms so that the referral process becomes an integral part of the acquisition process.





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# GROWTH HACK BUKAREVIEW FOR BUKALAPAK

In 2021-2022 PT Bukalapak.com continuously works with Hype+ in building multiple websites. The first website we built for Bukalapak was when Bukalapak went public (IPO). We helped created a website that presents itself as a company profile. The second project was related to BukaReview Growth Hack Program. It aims to increase traffic to Bukalapak website by enriching numerous modules people often visit, such as Baby Name Generator, Women's Fertility Calculator, Housing Mortgage Calculator, Finance Glossary, Zodiac, Shipment Tracking, and many more.



Modules we plan to build must be scaled in terms of prioritization and strategically. Bukalapak also has its own requirement and technology guideline which we have to adjust accordingly in order to support the development.



Bukalapak developed and built its BukaReview modules gradually in a few phases, drawing traffic and improves the performance of SEO.

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**THANK YOU**

**We are ready to assist you.**

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Jalan TB Simatupang Kav. 18, Kebagusan  
Pasar Minggu, Jakarta Selatan 12520

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