

## New Incentive Rewards Platform Helps Companies Reward Employees, Customers

Princeton Junction, NJ - Small business owners can now motivate employees and customers with advanced programs only very large companies could afford in the past. The new Incentive Selections Rewards Platform, developed and released by Strand Management Solutions, Inc., makes it easier for any size business to launch and maintain a rewards program.

"This system gives people the technology to create an online rewards-based incentive and motivation program," said David Krumholz, the company's president.

The new platform helps a company motivate employees and customers by developing multiple rewards programs with unlimited individual member accounts. Registered members can earn points based on their completing activities determined by the program administrator. Participants can accumulate points and then redeem them online for a customized selection of popular gift items or service offerings.

One of the first companies to use the program is fitRewards ([www.fitrewards.com](http://www.fitrewards.com)), a Web rewards program health clubs use to attract and retain customers.

That site has grown to support more than 500,000 people working out at 120 health clubs. The clubs work with fitRewards to develop programs that reward customers for referrals, loyalty and other measures that support goals. "Our entire business model is based on collecting and managing data," said Maria Parrella-Turco, fitRewards' executive director. "We needed to partner with someone who took the time to understand what we were creating. Strand developed what we needed. And they completely looked at our future needs and potential add ons to make sure our technology could accommodate our growth."

"The new release of our platform is greatly improved over our earlier version," said Krumholz. "We're using the latest Microsoft .NET technology so the system can support large user bases like the 500,000 people fitRewards supports."

Strand can easily customize the platform to meet any business' requirements and specifications.

The platform is hosted on Windows 2003 servers that run Microsoft Internet Information Server version 6.0. Microsoft SQL Server 2000 is the back end database and the system accepts data feeds in all standard formats. The Incentive Selections Rewards Platform can be a hosted application or delivered for installation on customer-owned servers. For information about adopting the Incentive Selections Rewards Platform or other data management tools, contact Krumholz at 609-799-7715.

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