Brandmovers BLOYL Platform

Single-Sign On & Integrations Approach

Brandmovers BLOYL Enterprise Platform provides businesses with a loyalty and rewards solution that is customizable, scalable, and easily integrates with the world's top technology platforms. Our API-led approach enables seamless data transfer from other systems such as ERPs, CRMs, Business Intelligence Tools, POS, ESPs, and more, so you can effectively manage and utilize data.

Enhance User Experience

SSO authentication provides users with secure and hassle-free access to client programs without having to log in every time.

Unify Data Insights

Gain a detailed 360-degree view of your customer by linking different transactional and behavioral data points across multiple sources to a single user profile.
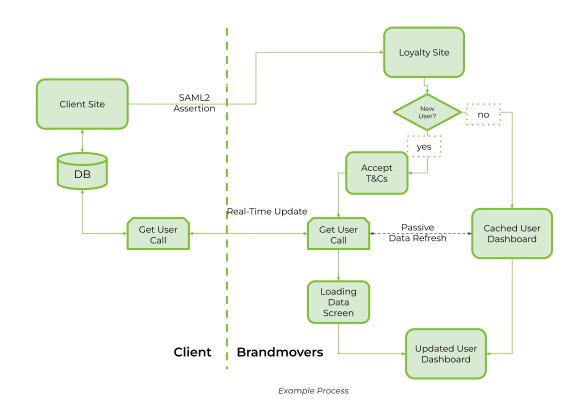
Maximize Efficiency

Automate manual processes, eliminate data silos, and streamline program development and deployment.

Key Points

Brandmovers' default SSO methodology is SAML 2.0, with the ability to support other SSO legacy options.

Our typical SSO integration involves 1) Authentication and 2) Synchronization:

- A successful SSO "handshake" returns a token or ID that can then be used to exchange data between the two systems, typically using RESTful JSON API calls.

- When activity needs to be "synced" between 2 systems, the system initiating the SSO call will use the token to retrieve any data payloads from the primary platform to provide things such as updated balances and recent transactions.

Example Process

Here are just a few of the world's leading software systems, technology providers, marketing clouds, mobile apps, and payments systems Brandmovers partners with to build valuable and engaging customer experiences.

Need a more bespoke solution? Our development team can support you in creating custom integrations tailored to your requirements to maximize the benefits of your program.

Contact us today to learn more.

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