



 **VELA**[®]
Payment Matters[®]



VELA®'s Gift Card platform enables you to buy, send, and manage gift cards with cutting-edge technology that maximizes commerce, productivity, and loyalty.

GIFT CARDS FEATURES

- Fully-configurable rules engine based on various factors like
 - Amount/Dollar Threshold (\$25, \$50, \$100, \$200 or other amount < 500)
 - Available across multiple Channels (eCommerce, mobile, in-store, and IoT)
 - Quantity (2 and more)
 - Available across Multiple Currencies
- Handles all type of transactions i.e., Pre-Authorizations, Sale, Voids, Settlements, and Refunds.
- Buy a Gift Card from any Method of Payment supported by Merchant
- Send as a Digital Gift Card to Friend/Family member using any Method of Payment
- Split Payments between two Gift Cards
- Email and/or SMS notifications and alerts
- Independently integratable with any Payment Processor.
- API or White Label Solution (Single Sign-On or IFrame)
- Transfer funds to Recipient Gift Card (e.g., family and/or friends)
- Combine One or more Gift Cards into One Gift Card
- Donate your Gift Card to Charity Organizations
- Two-factor authentication for additional user security
- Buy Gift Cards/eGift using Loyalty Points
- "Blockchain" Technology

GIFT CARDS PLANS	BASIC	PREMIUM
	Fully-configurable rules engine based on various factors	✓
Handles all type of transactions i.e., Pre-Authorizations, Sale, Voids, Settlements, and Refunds.	✓	✓
Buy a Gift Card from any Method of Payment supported by Merchant	✓	✓
Send as a Digital Gift Card to Friend/Family member using any Method of Payment	✓	✓
Split Payments between two Gift Cards	✓	✓
Email and/or SMS notifications and alerts	✓	✓
Independently integratable with any Payment Processor	✓	✓
API or White Label Solution (Single Sign-On or IFrame)	✓	✓
Transfer funds to Recipient Gift Card (e.g., family and/or friends)		✓
Combine One or more Gift Cards into One gift Card		✓
Donate your Gift Card to Charity Organizations		✓
Two-factor authentication for additional user security		✓
Buy Gift Cards/eGift using Loyalty Points		✓
"Blockchain" Technology		✓



Datum Software provides the following end-to-end management for a range of projects, allowing customers to focus on their priorities:

- Enterprise architecture
- Application design, development and implementation
- Quality assurance services and project management
- Network and system administration and support
- Database administration
- Data analytics and data mining
- Staff augmentation

Datum Software is a recognized industry leader providing IT solutions to the United States government and commercial clients including Fortune 500 companies.

Our experience and expertise in the software industry enables us to solve specific problems and deploy solutions to immediately improve any company's bottom line.

Our close-knit team passionately strives for excellence. Our proven processes and metrics-based measurements will provide insight into both a company's current challenges and future progress.

We believe that fostering close relationships and open communication is the best way to guarantee consistent, high quality deliverables that are on time and on budget. We provide a series of integration and software services to accomplish business goals without all the pains typically associated with outsourcing. We mitigate risk through our business processes to ensure consistent project results that justify strategic goals for both the business and the project.

PRODUCT DEVELOPMENT

Accelerating product innovation and improving product design to fit customer needs

TECHNOLOGY PRODUCTS

Deep experience in designing and developing a wide range of software within a proven framework

MANAGED SERVICES

Experienced product management, business analysis and end-to-end project management

IT STAFFING

Top-notch people with highly developed, project-specific skills for a long-term, on-site engagements

We pride ourselves in the quality and reliability of our services.

Our commitment to quality is made evident by the trust our clients place in us. We have a proven track record in developing rock-solid software applications and providing qualified support to quickly and successfully achieve goals.

Datum Software is a certified small business and a woman and minority-owned corporation with proven leadership and processes in Information Technology systems, exceptional customer service, solid hands-on technical expertise, and an outstanding track record.

payvela.com/giftcards

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vela.datumsoftware.com

FOR MORE INFORMATION

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Interested in reselling VELA products? If so, please call us at +1-678-740-0263 or email us at vela@datumsoftware.com.

