

# CASE STUDY ON



SMARTCARD SYSTEM  
**iBonus**

## Synopsis:

The Yokohama Rubber Company, Limited is a tire company based in Tokyo, Japan. The company founded and started in 1917 in a joint venture between Yokohama Cable Manufacturing and B.F. Goodrich. Since then, Yokohama has remained at the cutting edge of tyre technology. In 1969 the company expanded to the United States as Yokohama Tire Corporation. The Aspec A300 was the driving force behind its tremendous rise. Branding, especially in Japan, will often use "ADVAN" instead of Yokohama. ADVAN wheels and tires have a strong presence in the aftermarket scene worldwide. Yokohama Rubber Company is the seventh largest tire manufacturer in the world. In the field of high performance tires, Yokohama is synonymous with superb sports car performance combined with high levels of comfort.

## Detail:

Designed as the definitive in high performance, Yokohama tires are engineered and built to bring out the best in your car's performance. Precise cornering response, safety, superb traction and feel for the road are just some of the attributes of Yokohama technology.

These elements are achieved through a vigilant balance of design, construction and material selection. Yokohama's leading edge technologies are constantly tested and refined by extensive worldwide motor sport activity.

Yokohama's success on the track leads to superior road performance. The superiority of all Yokohama tyre lines is soundly based. Yokohama continues to draw on the know-how accumulated through competing in motor sports at the highest level and apply it to the design and manufacture of tires for use on production vehicles.

Yokohama produces an extensive range of tires for passenger cars, high performance cars, 4WDs and SUVs, light truck, heavy truck, bus, earthmover and industrial equipment. Yokohama is renowned for producing race-winning motor sport tires whose technology is used to constantly improve the entire Yokohama range. Yokohama has the widest range of high performance tires available to suit the individual needs of every motorist.

Yokohama is determined to stay at the forefront of consumer demand globally; anticipating changing needs and meeting them through the very latest in tyre Production technology.

Yokohama, Pakistan had preferred iBonus System for providing Bonus Points to all members doing purchase in their outlets, and those points can be redeemed with a purchase anytime within the card issued nation provided with its corresponding amount. Members can easily access web reports for their balance points or cash enquiries. Administrators can view the reports like reports on cards issued, reports on member status etc. Whereas Marketing Managers and General Manager can view their own reports as per essential.

Easy to manage the whole system as it follows unattended rule. iBonus System harmonized the rapidity of fast deployment as required by them, and was ready to use in 1 weeks time interval.

iBonus generic version has 95% of what this project is needed. Based on the core of journal database, card replacement, repair and renew and all other rugged software design, Technical Consultant team in AVI INFOSYS LLC managed to design and deploy the specification based on policies of Client.

Many customers of iBonus System find that the generic version can suit their need. Based on its robust data handling algorithm, even customization is needed, this can be done very quickly while maintaining its beauty, thereby lowering the cost of customization.

