



Host Server Applications

DATANET.CO.UK Case Study - The Light Agency

About the team

The Light Agency is revolutionising the traditional supermarket coupon industry with the introduction of the mobile phone based customer loyalty scheme, SHOP SCAN SAVE. Using their unique M BAR GO® technology, The Light Agency is linking mobile devices, records of redemption, offers and retailers to create a state-of-the-art saving scheme for Sainsburys at Jacksons shoppers in the north of England. Datanet and RackSpace are working with The Light Agency to provide vital technical infrastructure. Supplying industry leading and highly secure hosting facilities and connectivity, Datanet and RackSpace have freed The Light Agency to develop one of the first truly successful systems for electronic coupon distribution and redemption.

About the project

SHOP SCAN SAVE is a highly innovative project that allows customers to enjoy weekly discounts off major brands by using a unique bar code given to each member. The barcode sent by SMS text message gets scanned at the till each time a member visits the supermarket and immediately discounts the customers' chosen items from the final bill.

In order to provide such a ground breaking retail solution, The Light Agency needed the right technology infrastructure to ensure a reliable and responsive service is continuously maintained for end users and retailers alike. The Light Agency decided to seek expert advice on how best to proceed and sought the knowledge of Datanet and RackSpace, leaders in server hosting and connectivity. Together, Datanet and RackSpace deployed a fully secure and redundant solution that would act as the foundation on which the revolutionary service would run.

The technical teams at Datanet, RackSpace and The Light Agency worked closely together to provide dedicated, secure connections to and from the data servers based in the high-spec hosting centre in Heathrow. Obviously when dealing with consumer information, security is of the highest importance and all three parties undertook extensive testing to guarantee the safety of data that is held on and transferred between, the servers.

Paul Munford Technical Director of The Light Agency said "Datanet and RackSpace have proved professional, reliable and responsive to our needs, throughout the implementation and ongoing support of this complex project".

Datanet MD Conleth McCallan adds, "This was a fascinating project to be involved with, the potential for this technology is immense and we are thrilled to have played an important part in helping to develop the working system for this award winning technology."

Dominic Monkhouse, MD of RackSpace, concludes, "Working with The Light Agency and Datanet on the SHOP SCAN SAVE project has proved both interesting and satisfying, and it is gratifying to see The Light Agency being recognised for its innovative software."

About The Light Agency

The Light Agency is a company dedicated to the objective of building strong relationships between brands and customers, using the most intimate medium available: the mobile phone. Essentially The Light Agency have three areas of revenue generation: the business of communicating to its opted-in members; the collection and analysis of its members' shopping habits; and general mobile marketing consultancy.