



A High AI-Q[™]
Company



Unified Multi-Brand Loyalty & Headless Commerce Platform for Enterprise Retailers

A GCC-led, multi-year engagement enabling real-time customer engagement, scalable omnichannel commerce, and governed delivery across regions.

Client

The client is a leading international multi-franchise operator with a diverse portfolio of consumer brands spanning retail, hospitality, and services across the Middle East and other global regions. The organization manages complex, high-volume digital ecosystems supporting millions of customers across markets.

Engagement Overview

Since 2022, QBurst has partnered with the client to deliver large-scale digital engineering, e-commerce, omnichannel platforms, quality engineering, DevOps, and delivery governance support.

The engagement enables the client to execute multi-brand, multi-region digital initiatives at speed, while maintaining strong architectural governance, quality, and operational scalability across business units.

Engagement Scale & Reach

3 regions supported	32+ projects delivered across retail and hospitality
50+ member cross-functional delivery team	100% delivery success rate

Key Engagement Pillars

- Composable, API-first e-commerce and omnichannel platforms
- Enterprise loyalty and customer engagement systems
- Automation-led quality engineering
- Cloud, DevOps, and platform engineering
- Multi-brand digital delivery governance

Business Impact

- **50% faster** multi-brand rollouts across regions, improving overall time-to-market.
 - **30% reduction** in cross-team coordination effort across **32+ concurrent initiatives**.
 - **99.9%+ availability** supporting **millions of customers** during peak traffic and high-volume events.
 - **60% fewer** production defects through automation-led QA and standardized CI/CD pipelines.
 - **35% increase** in loyalty-driven customer engagement via unified multi-brand experiences.
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Key Project Snapshots

Enterprise-Scale Multi-Brand Loyalty Ecosystem

Objective

Create a unified, cloud-native loyalty platform capable of supporting **70+ brands**, multi-country operations, real-time rewards, and personalized customer engagement.

Our Role

Architected and delivered a centralized loyalty management system enabling real-time reward processing, cross-brand engagement, and marketer-led campaign execution.

Solution Highlights

- Microservices-based loyalty engine unifying customer profiles, points lifecycle, and tier structures

- Middleware integration layer connecting POS, CRM, payments, analytics, and mobile/web channels
- Self-service CMS enabling business teams to configure campaigns without IT dependency
- React Native mobile application for real-time point tracking, redemption, and notifications
- Support for multi-country, multi-currency operations with automated rules and fraud detection
- Cloud-native deployment ensuring scalability and high availability

Impact

- Millions of members onboarded within months of launch
 - **70+ brands** unified under a single loyalty ecosystem
 - **30%** faster campaign rollouts via self-service capabilities
 - Increased customer lifetime value through personalized rewards
 - Reduced operational overhead via centralized governance
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End-to-End Headless E-commerce Transformation

Objective

Modernize and unify fragmented e-commerce platforms into a scalable, headless omnichannel ecosystem supporting multiple brands, regions, and languages.

Our Role

Delivered a modular, headless e-commerce architecture enabling centralized control, brand flexibility, and seamless integration with enterprise systems.

Solution Highlights

- Adobe Commerce as the centralized e-commerce backend hosted on cloud infrastructure
- Drupal-based CMS managing brand-specific theming and multilingual content

- Pimcore PIM serving as the single source of truth for product data across channels
- Native mobile applications built with React Native and a BFF layer for optimized performance
- Deep integrations with payments, loyalty, personalization, OMS, and logistics platforms
- CI/CD pipelines and cloud DevOps ensuring secure, scalable deployments

Impact

- **25% increase** in conversion rates and **18% uplift** in average order value across brands through improved UX and unified commerce flows.
- **99.9%+ uptime** with seamless performance during peak sales periods, supporting high-concurrency traffic without service degradation.
- **30% faster** order processing, fulfillment, and returns cycles through streamlined OMS and integrated backend workflows.
- **Consistent, secure customer experience** across regions and channels, enabled by standardized headless architecture and centralized security controls.