



“As a fin-tech start-up with significant R&D spend, saving £50k+ is fantastic!”

Dev Subatra – Founder, Fidel

THE CLIENT

Fidel created an innovative solution for businesses with loyalty schemes. It enables consumers to earn points whilst shopping *without* the need for showing a specific reward card or key ring or app. The shopper's regular Visa or Mastercard is linked to the loyalty scheme and registers purchases at the relevant outlets automatically.

Fidel's API allows developers to quickly create web and mobile applications for linking bank cards with reward services. Clients include Avios and Perk Box.

www.fidel.uk

THE R&D PROJECT

This was a complex development project that involved an extensive and expensive collaboration with Visa and Mastercard to connect to their data feed. The API needed to be compliant with the PCI framework - the Payment Card Industry Data Security Standard.

Dev Subatra, Founder, said *"Our single mission has been to make customer loyalty truly effortless. Zero friction and processing time means both retailers and their customers love this simple API solution."*

THE SOLUTION

Dev met Simon Bulteel from Cooden Tax Consulting at the Sales Innovation Expo, which was part of The Business Show in London in November 2013.

After meeting several R&D Tax Relief specialists, Dev chose to work with Simon because he gave a more individual service compared to the large organisations.

Dev added *"Simon is very good at what he does and super helpful. He is a great person to work with and took care of everything. I could be very hands off, so the whole process was easy for me. I would score him 11 out of 10!"*

THE £50k+ SAVING

Fidel has made several annual R&D Tax Credit claims with Cooden Tax Consulting's support.

There are still more claims to come - helping Fidel make direct savings on its bottom line.

Get in touch

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