

# Poundland award entry is quids in with Commidea



A tailor made, integrated Chip & PIN solution from Commidea has been short listed for a top major industry award.

The Ocius for PCs system installed in Poundland stores across the UK is now in the running to win the Retail Systems' Award prize for EPOS Innovation of the Year.

With more than 150 stores, and serving 1.7 million customers a week, Poundland is Europe's largest single price retailer. Although its business has been built on cash payments alone, Poundland wanted to offer customers greater flexibility at the checkout.

Poundland needed a Chip & PIN solution that would meet the growing demand in store for card payments and be adaptable to future advances – like Contactless Payment systems, mobile phone top-ups and loyalty/gift cards.

Commidea's Ocius for PCs offered an IP solution for the chain that was right on the money. It is already revolutionising Poundland's customer transactions and boosting sales, as customers are able to splash out with more than just the change in their pocket.

Following a successful trial of the Chip & PIN

solution in 13 sites last November, the system has now been rolled out to all UK stores.

Backed by Commidea's flexible, fully managed and PCI DSS compliant card processing system, Ocius for PCs offered many attractive benefits for Poundland. These included super fast transactions, pre-approval from all UK banks, web-based reporting and the option not to print unnecessary and wasteful merchant receipts for every card payment.

Commidea was also able to adapt the system to match Poundland's exact needs, such as integrating the solution directly with tills for quicker service.

Mike Gray, Poundland's IT Controller, said: "Commidea worked really well to overcome serious business obstacles we were facing, such as our concerns about card payments lengthening queues, and we are very happy with the commitment we received in customising Ocius for PCs."

"Commidea provided the best of both worlds; a solution that didn't need bank testing but could still be adapted to meet our needs in a few key areas."

## Contactless for Ocius has arrived

Commidea leads the way with a first generation Contactless Payment Solution – one that integrates seamlessly with the highly acclaimed Ocius Chip & PIN terminals.

Contactless Payment is the next step in electronic payments, enabling goods of £10 or under to be paid for using 'touch n go' credit or debit cards.

By the end of 2011, an incredible 70% of debit cards and 45% of credit cards will be Contactless-enabled in the UK – transforming the daily business for both retailers and the hospitality sector.

Contactless payments will bring a number of major benefits to all of Commidea's clients, including significantly faster, more secure transactions and an enhanced customer experience – especially during peak hours.

Commidea's Contactless Payment system is cost-effective, stylish and simple to use. An external card reader with a large LCD screen displays transaction messages to consumers.

If you would like to find out more about Contactless Payments and the official London launch, please contact [contactless@commidea.com](mailto:contactless@commidea.com) or telephone 08444 828 200



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# Get your e-Top up with Ocius

In recent years there has been enormous growth in prepay mobile customers choosing to electronically "top up" their phones.

Now the largest airtime payment method for mobile customers, it has created an enormous, highly lucrative new market for retailers.

To help Commidea's customers capitalise on this, Mobile e-Top Up is now available as a value added solution for the Ocius range of products.

By simply downloading the latest version of Ocius software to their entire terminal estate, retailers will be able to easily process e-Top Up transactions.

Once an e-Top Up payment is made, a code is printed on a receipt and used when phoning their network provider to 'Top Up'. This amount is then credited to their Pay As You Go phone.

Used with Commidea's ultra reliable Ocius Chip & Pin terminals, e-Top Up is a great, hassle free new way for retailers to make extra commissions everyday.



## The right move for Commidea expansion

With 16 years continuous success as a market leader in card payment processing systems, Commidea has moved its Maidstone HQ to a massive, purpose-built office complex as part of its plans for future growth.

With over 12,000 square feet of office space, Commidea's new base at 100 Eureka Park, Ashford, gives the firm plenty of room for expansion.

A dynamic period of growth has stemmed from the success of Commidea's product range, available to companies in high street retail, hospitality, ecommerce, mobile retail and mail and telephone ordering sectors.

Robust and reliable processing infrastructures, along with impeccable customer service, have also been key factors.

Simon Wilding, Managing Director of Commidea, said: "It's been an incredible 16 years for Commidea, with a constantly expanding portfolio of products and high profile clients, and now is the right time to make this move."

"The stunning modern design of Eureka Park reflects our position as a company at the cutting edge of card payment IT technology, while the location perfectly matches our dramatic expansion plans."

# Commidea flourishes at Royal Ascot

Hosting a calendar full of high profile corporate hospitality events – such as Royal Ascot and the Chelsea Flower Show – at the UK's most famous yet often remote venues, Sodexho Prestige required a safe, secure and mobile method of accepting card payments from guests.

To meet all these requirements, the leading hospitality firm opted for the mobile Ocius solution - by far the simplest and most cost-effective route to credit and debit card acceptance.

Sodexho currently operates around 40 handheld Ocius terminals, each one programmed to accept a series of PIN numbers unique to every event.

Developed by leading card payment processing provider Commidea, this bespoke solution enables Sodexho to calculate the value of event transactions from each terminal – and even use them at a different venue later that day.

For example, 10 Ocius terminals used at Ascot can later be re-deployed to the Chelsea

Flower Show – utilising a different log-in PIN code to keep the transactions separate.

Nick Gristock, Manager at Sodexho Prestige, said: "If we didn't have the Ocius system, taking payments of any kind, aside from cash, would present real problems for us. The issue has always been finding a solution that we can use at any site, however remote, which is safe, trustworthy and inexpensive to run. With Ocius, we've achieved all that and more."

"We have been using the Ocius terminals at all of our major events this year, including Royal Ascot, the Chelsea Flower Show, The Derby Festival and Hampton Court Flower Show, and they have always been reliable.

Commidea is the only firm around that offers systems with the kind of flexibility we rely on every day."

The Ocius mobile solution is based around the Verifone simple to use, handheld VX670 terminal. Using GPRS for permanent connection at almost any location, without any call charges, transactions are completed in a matter of seconds and secure from fraud.

This makes Ocius by far the safest and most versatile method of accepting debit and credit card payments, while effectively eliminating the threat of fraudulent transactions.

## Reasons to choose Ocius Vx670

- 100% mobile
- Permanent GPRS connection
- Stylish, robust and modern in design
- Safe method of accepting Chip & PIN card payments
- Requires no bank testing
- Works with any retail or hospitality POS set up
- Easy to install and operate
- Fully hosted and managed service
- Cost-effective to run, no call charges



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