

Fast food solutions from Commidea



Leading the way in rapid payment, Commidea has provided high street food outlet, EAT, with a revolutionary integrated Contactless Payment Solution – a UK first in retail stores.

At EAT's Moorgate shop, where it is being piloted, customers can now pay for transactions under £10 with the wave of a contactless enabled card. The process takes just half a second and means that the store and its customers, of which there are 350,000 a week, can enjoy smaller queues and faster payment times.

The fully integrated system was installed along with Commidea's hugely successful Chip & PIN solution, the Ocius Vx510. This delivered a complete package that meant the transition to Contactless Payments was smooth and fast.

With an average transaction value of £5 or under, this is the perfect solution to allow patrons to pay without the need for cash

or the delay of Chip & PIN. In turn, EAT believes this will deliver happier customers, staff with more time to provide quality customer service, reduced cashing up times and a predicted increase in footfall.

Using contactless technology, customers have less reason to carry cash. As well as this being a convenience, it serves as an effective security benefit.

Giles Cooper, Head of Sales and Marketing at Commidea stated, "With Commidea being the only integrated contactless payment supplier in the UK, EAT now benefits from this technology to enable faster transaction times and shorter queues at the point of sale. Commidea is currently working with other retailers in the UK to launch additional integrated contactless payment solutions in the coming weeks."

Plans to roll-out the technology across 24 more EAT shops across the country are underway.

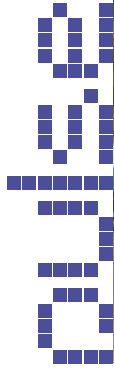
Microsite gives bigger picture

Due to the growing interest and demand for **Contactless Technology**, Commidea have launched an entirely new website dedicated to Contactless Payments. The site, www.contactless-payments.co.uk contains everything anyone could need to know about Commidea's revolutionary solution, set within a compact and easy to use framework.

Split into sections, it explains the concept, solution and benefits of contactless, backed up by a wealth of testimonials and news. Delivering a comprehensive understanding as to why this new technology is such a bonus to any payment system, the site is a must view for everyone interested in contactless technology.



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Providing new standards of security

New guidelines to the forthcoming Payment Application Data Security Standard (PA-DSS), released by the PCI Security Standards Council (PCI SSC) are now available.

The goal of PA-DSS is to help software vendors and others develop secure payment applications that do not store prohibited data, such as full magnetic stripe, other sensitive authentication data or PIN data, and ensure their payment applications support compliance with the PCI-DSS. The standard will be rolled out alongside a program, whereby the Council will maintain

a list of validated payment applications. This ensures that applications recognised by the PCI SSC that meet the new standard are readily available to buyers.

J. Joseph Finizio, Executive Director, Retail Solutions Providers Association, stated, *"Having the Council manage a globally recognised list of validated payment applications will make it easier for merchants of all sizes to select validated payment applications that are accepted by all the major payment brands, ensuring that cardholder data continues to be secure."*

A token to society

The Token Authentication module, an advanced feature of Commidea's ICP solution, is improving transaction times and security for many businesses. It means retailers no longer need to pass sensitive card details to Acquirers via Commidea, nor must customers repeatedly provide credit and debit card details.

Now, retailers can register a credit or debit card with Commidea, storing all of the details required to complete a purchase, including card number and expiry date. Retailers then receive a unique reference number (Token Number), which is all they need to carry out future transactions.

Helping to reduce the risk of fraud, Token Authentication supports retailer's aims to achieve and maintain PCI DSS compliance.

Contactless makes an exhibition of itself

Commidea will have a formidable presence at this year's Retail Solutions Exhibition – and the star of the show will be its innovative contactless solution.

It's this year's big bang in payment technology and will be a key feature at the exhibition, with Commidea taking the opportunity to show off its unique and fully integrated system.

With many big names in the industry present, Commidea, who will be on stand number G30, will also be demonstrating a range of new products and services including Ocius easiPAY, Ocius for CE, Ocius for UPT, e-Top Up, e-Gift and mobile voucher technology.

This year's exhibition will be taking place at its new location, London's ExCel centre on

the 24th, 25th and 26th June. It will include product launches, demonstration areas and provide excellent networking opportunities.



Payment never smelt so sweet

Lush – renowned suppliers of soaps and beauty products – is helping its customers to reap the benefits of the 'fast as light' service provided by Commidea's Chip & PIN solutions.

The company made the right move, by bringing in the leaders in payment service providers to speed up its slow and outdated bank owned terminals.

Renowned for its unique soaps and beauty products, Lush was suffering from long queues and disgruntled customers, due to a sluggish 40 second wait to complete transactions. It's an issue solved, thanks to the installation of over 200 Ocius Vx510 terminals – Commidea's ultra-fast Chip & PIN payment solution – across all 88 of its stores.

These are flanked by SC5000 Daisy Chain PIN pads to replicate its existing PoS

layout, where terminals face staff and customers at all times. By doing this, the transition has been seamless, offering a setup that is familiar to both parties.

Lush Retail Systems Manager, Chris Risbey, commented, *"Queue lengths have been cut dramatically and we are now looking at expanding them to a fully integrated solution with our tills."*

Pre-approved by all major banks and with the capability to be integrated effortlessly into existing PoS setups, there couldn't have been an easier way to bring Lush's payment system into the fast lane.



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