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Press Coverage



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Worldwide
Retail

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Independent Industry News

MARCH 2008

**Andrew Blatherwick,
Executive Director**

ARGILITY

**talks in-depth about their
fresh approach to EPOS**

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Phenomenon?**



**Mobile computing
success stories
and the benefits to
retailers**



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Retail insight

being mobile in retail

StoreTrader is helping Supertravel with its 'Avant Ski' bookings initiative

As clients transfer by coach to chosen resort destinations in St. Anton, Courchevel and Meribel the reps are on hand with handheld Fujitsu point of sale swipe-card terminals running StoreTrader to capture and process all transactions.

And with some 1200 ski passes per season being sold during the regular treks up the mountainside, plus clients having the choice to pay by credit cards or cash, the need for speed, accuracy and flexibility is made all the more apparent.

"Our productivity and customer satisfaction levels have soared compared to our previous 'pen and paper' approach to mobile point of sale," said Supertravel General Manager Joyce Davidson. "Many clients appreciate the convenience of being able to use the coach transfer time productively by pre-booking ski passes, ski school and so on, therefore avoiding the hassle of queuing on arrival to maximise their time for enjoying the resorts and the slopes. However, they still rightly expect the process to be quick and easy during the road trip so they can relax and experience the wonderful scenery".

At the end of the transfer, the reps transfer the day's sales transactions from StoreTrader onto their laptops for local processing. Following this, the data is transmitted securely to the UK-based central accounts system for



reconciliation and reporting purposes.

"From our local reps' perspective they fully appreciate the automation of the whole sales order processing cycle," she explained. While on the move they no longer have to physically record the details of each order, credit card or write out receipts. They are also delighted by the streamlined reporting process at the end of the day giving them more time to deal with clients".

She added: *"StoreTrader copes admirably and continues to play a key role in helping us manage our mobile point of sale initiative. It certainly lives up to its reputation for ease of use, speed, reliability and flexibility, and all at a fair price. All in all, a very convenient solution!"*

Last but not least; the most popular mobile device in the world is the mobile phone, and even that can help the retail machine to run faster.

LUUP is a global provider of mobile payment services, systems and infrastructure, enabling a wide range of transactions to be instigated and managed from a mobile device. The company specialises in payment processing and the development of mobile payment applications.

The LUUP Mobile Wallet is an application designed to provide the customers of financial institutions with quick and convenient mobile payments directly from their bank accounts. The Mobile Wallet enables LUUP's partners to target new customers and create new revenue streams by offering payments through a

customised mobile application. Users will be able to send money to friends domestically or internationally, shop, pay bills, or top up their calling credit, all through a simple interface. The LUUP Mobile Wallet is based on secure Java technology, and can be offered by financial institutions for over-the-air download for a wide range of phones.

LUUP integrates directly with core banking systems, allowing customers to access money from their bank accounts or from a LUUP stored value 'cash' account. Using SMS, and now the LUUP Mobile Wallet, LUUP users can make both micro and macro payments directly from their mobile phones.

"The mobile phone is the world's most universal communications device, so it is the ideal platform for creating a global payment

network," commented Thomas Bostrøm Jørgensen, LUUP CEO. "By partnering with LUUP, financial institutions can open up new revenue streams, appealing to both their existing customers and also to new customers seeking extra services and greater convenience from their banking provider".

The LUUP Mobile Wallet can be used on the majority of Nokia and Sony Ericsson mobile phones supporting the J2ME MIDP 2.0 profile and WMAPI. It will soon be upgraded to include the other major vendors such as Motorola, Samsung and LG. It can be easily customised by financial institutions looking to add value to their customer proposition. ❖