

# Incendo Online

## Seamless Deployment

From integration into the user's environment, through support for bespoke applications development to risk assessment, cost control and reporting, Ingenico's experienced project management capabilities are integral to the success of its projects. Compromising technical experts, systems architects and consultants, the team supports the client through every stage of the deployment, guaranteeing its successful completion - on time and on budget.

## Proven Service Management

The management of customer data supported by today's POS systems is a complex business. Maintaining a large number of services - bespoke or off-the-shelf, providing guaranteed security and a 24/7 uninterrupted service adds further stress. Ingenico takes this pain away. Ingenico's Incendo Online gateway guarantees end-to-end control of the entire application, providing complete data visibility, slashing total cost of ownership and assuring delivery from outlet to central server - first time, every time.

## Assured Lifecycle Security



Incendo Online enables service providers, banks and merchants to go beyond payment, extending the benefits of the web to deliver a unique set of user-friendly services that support increased customer loyalty and generate incremental revenues. Ingenico's fully secured value added services infrastructure provides certified PCI DSS as standard to assure every transaction and a powerful gateway to integrate value added applications with POS estates.

## Global Reach, Local Knowledge



Developing and deploying innovative new payment options and services across dispersed terminal assets, in multiple locations, is a challenge. It is one that demands significant global expertise combined with in-depth knowledge of domestic markets. Ingenico is the only provider with the scale to meet this challenge. The Incendo Online platform combines the widest possible global coverage - 15 million terminals in more than 120 countries - with the most comprehensive local knowledge, massively reducing the cost and complexity of global application deployment and management.

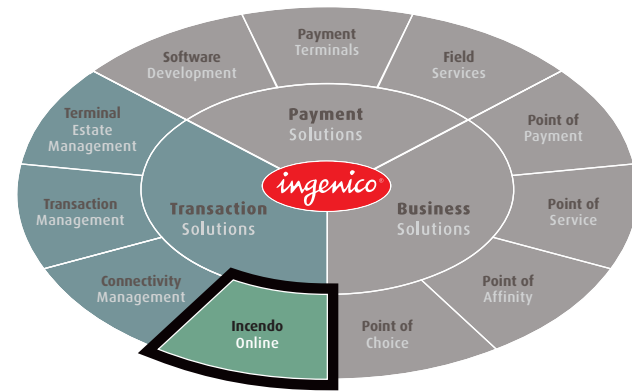
### Incendo Online

Ingenico's open and flexible Incendo Online platform takes business beyond traditional payment, simplifying the process of interfacing e-services with bricks and mortar POS services. Using generic tools - similar to those available in the Internet environment - new and compelling Value Added Services can be developed at speed and seamlessly deployed to POS estates. Eliminating the need for specialist expertise in secure POS solutions, Incendo Online enables existing services to be ported directly to POS terminals, while its fully encrypted infrastructure is infinitely scalable to enable the high volume commercial deployment of innovative and profitable new services.



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# Incendo Online



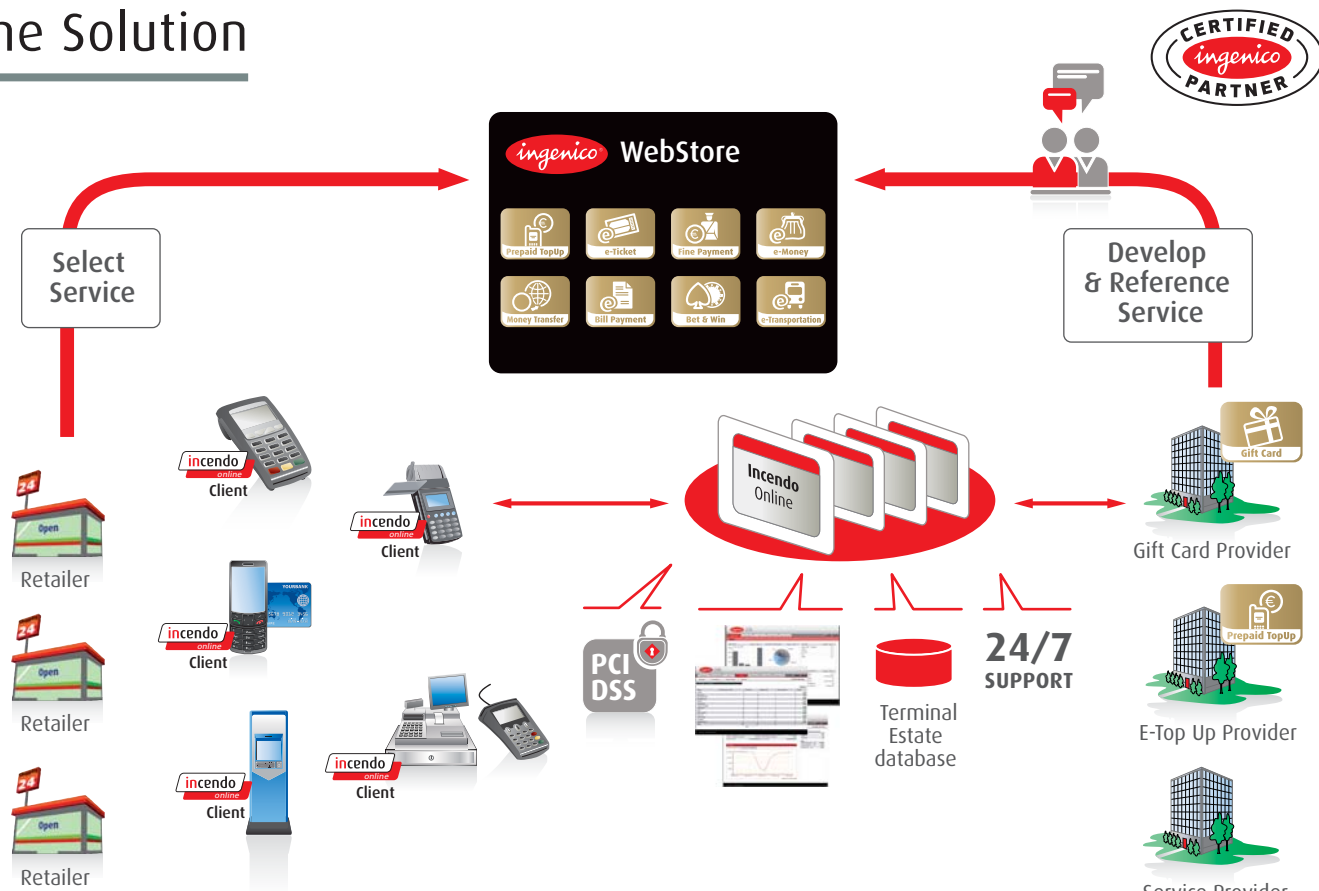
## Customer Needs

Harnessing potential new revenue streams and creating unique Value Added Services that increase customer loyalty is a key objective in today's global payments arena. Success can be achieved only if retail banks and payment service providers have the ability to quickly develop and deploy innovative payment options and new exciting services, including loyalty programmes and advertising campaigns. Today's brands need the ability to extend with ease their offers beyond conventional payment scenarios, exploiting the benefits of the web to create new business partnership models that leverage their existing investment in POS estates.

## Features

- Flexible infrastructure enables the interface of POS payment terminal with the online/internet world
- Universal integration with any POS or payment application
- Open technology speeds up the deployment of value added services
- Development of a partner community to extend VAS portfolio
- Secure VAS infrastructure
- Reliable and fully scalable architecture ensuring massive availability of applications
- Complete management of interconnection and communication with host
- Caching and logging to support the global availability of commercialized offerings – regardless of local bandwidth
- Comprehensive Web interface for service provisioning, monitoring and reporting
- Offline working to enhance performance
- User friendly and intuitive customer e-Portal providing full visibility and control

## The Solution



## Stay in control with the Ingenico Customer e-Portal

Featuring customisable dashboards and multiple profile management, Ingenico's unique customer e-Portal delivers the visible today's businesses need to ensure their financial health and to manage the strategic direction of their payments infrastructure.



### In real-time, businesses can:

- Access the Value Added Services Store
- Select the service
- Provision and personalize the service
- Achieve full visibility (Statistics, Reporting, Diagnostics)
- Manage the performance of the service usage