



## Opportunity

- Ingenico has developed POSGate to support a broad range of payment services including mobile
- The company sought out partners to help capture this opportunity and deliver innovative new services

## Why Surefire?

- Surefire was an ideal partner with its expertise in both mobile POS and retail
- Surefire also offered an agile and collaborative approach to partnership which was attractive to Ingenico

## Benefits to date

- Creation of value-add services which put Ingenico and Surefire at the forefront of innovation in payments and retail

The Ingenico Group is the global leader in seamless payment with 27 million terminals in use across 170 countries. The company partners with the payment industry's most innovative players to help merchants eliminate payment complexity and add value to their business.

Major retailers were starting to express the need to engage customers in store with mobile POS and integrated payment. Surefire Systems had a great solution for in-store mobility and needed to partner with a payment expert to promote the solution to the merchants in Australia.

It also helped that Surefire had existing POS competence and the companies could get started on integration straight away.

*"We wanted to partner with companies who understood the mobile space and could provide cloud-based solutions around the payments piece, including inventory management. Surefire was a good fit because we had worked with them previously and knew they had one of the broadest point of sale offerings in the market. They also have a wide view of what's happening in the retail space and we knew we would both benefit from this."*

John Tait, Managing Director, Ingenico International (Pacific)

## Collaboration with the customer in focus

Ingenico needed a committed partner that was willing to work alongside them from the project inception and who would be flexible and willing to do whatever it took to get the right end result.

John said Surefire was an excellent partner in this regard. He continued, "Surefire was willing to go into this eyes open and even helped establish the processes and documentation we needed to get started with a focus on achieving the right outcome for the customer."

The companies established an effective working relationship in 2013 and continue to work closely to deliver quality solutions.

"It's actually quite easy to connect one device to another, but ensuring seamless, secure communication between the devices and back and forth to the bank requires some pretty keen talent," John said.

"When something goes wrong, you need to be able to recover the state of the transaction so you can re-start it at the same point. We spent several months working to get this right. You can't muck it up when you have people's money at risk. Surefire understood this and put in the effort required to make it work."

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## The future of retail

Ingenico and Surefire have now invested in their relationship with an intent to help customers continue to leverage mobility to address new opportunities in retail and other transaction based industries.

They have succeeded in capturing new customers and revenue opportunities with Ingenico devices and Surefire software bringing new forms of customer engagement to market. These include the ability for retailers to transact from anywhere in-store and also "queue bust" using mobile POS.

John said, "Mobility is enabling a shift away from the traditional cash register. Staff are no longer stuck behind the counter and can more freely interact with customers and check inventory or process payments on the spot."

More recently, Ingenico has teamed up with Surefire to offer point of sale, inventory and pricing capabilities on its Telium TETRA devices.

*"We have succeeded at connecting our payment devices to smart devices. Now what we are essentially doing is combining them both into one and offering access to a number of apps like Surefire which will enable customers to manage payments and offer value added services."*

John Tait, Managing Director, Ingenico International (Pacific)

John said that working with Surefire has brought about ongoing innovation in retail and that Ingenico would continue to remain ahead of the curve. "We have benefitted significantly from Surefire's retail experience while also sharing our expertise in payments. It's been a successful partnership for us both in that regard."



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