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## **BS PAYONE and Retail Pro International equip Benetton flagship store in London with innovative mobile tablet POS solution**



*Main (ots) -*

BS PAYONE GmbH, a full-service payment provider based in Frankfurt am Main, and Retail Pro International (RPI), developer of the customizable, cross-platform Retail Pro POS and retail management software, are equipping the Benetton Group's London flagship store with a mobile POS and payments system that empowers the realisation of their redefined retail experience. With the integration of the new POS and payments solutions, associates are no longer tied to conventional stationary cash registers but can complete sales interactions anywhere on the sales floor, wherever they are engaging customers. The pilot was successfully completed in March 2019.

For merchants, the new technical solution means unprecedented flexibility for sales consultants who, thanks to the new mobile POS system, can concentrate on providing comprehensive advice to their customers: The intuitive operating system makes it easy for the consultant to receive payments after the consultation and sales initiation throughout the entire store, in addition to calling up inventory, availability of articles or possible deliveries from the branch network.

This is made possible by a handy duo with the lightweight CCV Fly card terminal in combination with a smartphone or tablet: the wireless integration of both POS components via a secure WIFI IP address guarantees the highest possible speed, convenience and security of the payment process. The receipt is printed on a receipt printer and, if desired, sent to the consumer by e-mail. The sleek store concept is designed such that the technology is completely invisible to the consumer, and the retail experience remains central in every interaction.

Niklaus Santschi, CEO BS PAYONE, explains: "Mobile POS solutions allow merchants to boost their sales and enhance customer loyalty by concentrating on personal contact and support. Customers benefit from the intensification of personal consultation by store agents and from the elimination of traditional queues at checkout terminals, which often lead to a decision not to make the planned purchase."

Bill Colley, Senior VP of Client Services, Retail Pro International, adds: "Working together with the talent at Benetton to embody the brand's vision in Retail Pro Prism mobile POS has been remarkable. The fusion of expertise between Benetton's IT, retail, and design teams and Retail Pro has created a retail store technology environment that truly captures customers' attention and helps Benetton put their shoppers first."

About BS PAYONE

BS PAYONE - one of the leading payment providers in Europe - creates an interface between retail industry and customer by providing simple, fast and safe payment transactions, which operate almost invisibly in the background. BS PAYONE's core business is the distribution of products and solutions for the automation of payments. The company, headquartered in Frankfurt

am Main, processes over one billion transactions per year for its around 255,000 customers. Moreover, the company with its 750 employees at eight sites offers numerous value-added services, which far exceed the classical payment business.

As a full service payment provider, BS PAYONE allows its clients to acquire all necessary products conveniently from a single source. Regardless of whether it is about payment by credit and debit card, alternative means of payment, (unattended) POS terminals, e-commerce or mobile payment - BS PAYONE offers individual solutions as well as a cutting-edge network ensuring extra security for sensitive payment data.

BS PAYONE sees itself as a partner for the retail industry supporting in the increasingly complex challenges in terms of payment processes and sales channels. Thus, BS PAYONE's innovative omni-channel concepts enable retailers to focus on the needs of their own customers while BS PAYONE's pursues its main objective of providing seamless payment services for its customers. Thanks to BS PAYONE, retailers can already offer their customers a smooth transition between e-commerce, (unattended) POS terminals and mobile payments, creating a consistent shopping experience.

BS PAYONE is a company of the Ingenico Group and the DSV Group (Deutscher Sparkassenverlag). Throughout Europe, BS PAYONE works for renowned global brands as well as for small and medium-sized companies. The company's customers include Zalando, immonet.de, Sony Music, Hagebaumarkt and Mister Spex.

Please find more information at <https://www.bspayone.com>

Please visit us at Retail Business Technology Expo (RBTE) London, May 1st & 2nd 2019, Booth 5A30

#### About Benetton

Benetton Group is one of the best-known fashion companies in the world, present in the most important markets in the world with a network of about 5,000 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation. The history of Benetton is built on innovation - seen in its bright colors, the revolution of the retail outlet, unique sales networks, and universal communications that have always been social talking points and aroused cultural debate - and now the firm has taken up the challenge of globalisation, with constant investments and a competent, flexible organisation that takes change in its stride.

The Group has a consolidated identity comprised of colour, authentic fashion, quality at democratic prices and passion for its work: these values are reflected in the strong, dynamic personality of the brands United Colors of Benetton and Sisley.

#### About Retail Pro

Retail Pro is a flexible specialty retail management software platform with powerful POS, replenishment and inventory management, promotions, employee and customer management, back office, performance, and KPI reporting capabilities.

Retail Pro is trusted by 159000+ users of every scale and many different verticals. It is a proven solution for retailers who need robust features and flexibility, with expert support and technical consulting for specialized niche markets within retail. Retailers can use Retail Pro to overcome data fragmentation and tailor Retail Pro to your exact workflow, branding, and business needs, whether you operate as a franchise, corporate store, outlet, or multi-subsiidiary retailer.

Retail Pro is customer-centric, consistent software that helps retailers build engaging experiences at all retail touch points. You can access every feature of Retail Pro from your back-office desktop computer, POS, sales floor kiosk, or any Apple, Android, or Windows mobile device. It is offered as an on-premise solution or by monthly subscription.

Retail Pro is available globally, with installations in 130+ countries and counting, for retailers expanding worldwide. Their Business Partner network provides local support for multi-regional complexity, multiple currencies, taxations, and regional regulatory policies everywhere you retail.

Retailers can leverage extensive application program interfaces in Retail Pro to connect and sync retail data with third-party solutions including ERP, MRP, CRM, HR systems, e-commerce sites, loyalty, RFID, merchandising, clienteling, and any other kind of tool you use to make your business what it is.

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## Medieninhalte



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