

ADELYA extends offering to Ingenico contactless EFT-POS¹

Toulouse, 18 November 2013 - ADELYA, a specialist supplier of mobile technologies and NFC-based loyalty and customer relationship management (CRM) solutions, is investing in a partnership with Ingenico, the world leader in payment solutions, to extend its offering to contactless payment terminals.

Already a pioneer in the CRM field, ADELYA will thus be one of the first service suppliers to take advantage of the new solutions developed by Ingenico, which specializes in value-added payment services for new-generation EFT-POS. With this partnership, retailers, restaurants, artisans and shops will be able to access through their payment terminals a complete solution for developing their business, including customer enrolment, loyalty, good deals and much more besides.

This solution will be on display at the CARTES show from 19-21 November in Paris on the Ingenico stand (Hall 4 – Stand 4 J 017).

An innovative model

With Ingenico's new *Incendo Online* platform, ADELYA, one of the first users in France, has chosen an innovative model to bring its application to contactless payment terminals. Thanks to this partnership, all retailers will now be able to access a CRM solution quickly and easily through their EFT-POS.



"This partnership is the result of close collaboration between our teams and those at Ingenico France to simplify the model for deploying value-added applications on EFT-POS. This strategic technology alliance for ADELYA is tailored to retailers' needs, so we are very pleased to see it coming to fruition," said ADELYA CEO Jean François Novak.

Going contactless

ADELYA is working hard to implement contactless card and mobile technologies for its

customer base and is now making this technology even more attractive to retailers. Thanks to the efforts of banks to deploy contactless payment technology, the 100,000² retailers who accept this form of payment can now access a CRM solution via their payment terminal. Simpler, faster and more interactive, contactless technology will also become more accessible as a result of this partnership.

A solution for retailers

Already available for PCs, check-out PCs, tablets and smartphones, the ADELYA solution is thus being extended to contactless EFT-POS to meet the needs of restaurants, retailers and artisans who want a simple, economical and effective CRM solution. Restaurants looking to develop their customer relationships can now obtain a solution that lets them enroll customers and bring loyalty offerings right to the table.

1 Electronic Funds Transfer at Point Of Sale

2 Figures provided by CB consortium, August 2013

About ADELYA

An innovative company founded in 2005 by CRM pioneers, ADELYA provides retailers and merchants with a loyalty and CRM platform powered by NFC and mobile technologies. As a veritable loyalty operator, ADELYA helps retailers to establish a stronger and more interactive customer relationship at points of sale while also boosting revenues.

Designed for retailers and cities, the Loyalty Operator platform offers innovative and interactive marketing services including loyalty cards, marketing campaigns, city passes, couponing, promotions, gift cards, statistics and reports. It provides consumer interaction at any type of point of sale (in-store, e-commerce, mobile services) and through their preferred communication channel: SMS, email, postal mail, cellphone or social networks. As a natural complement to Loyalty Operator, ADELYA's Loyalty Avenue web and mobile application gives consumers access to shop information, deals and the ability to manage their loyalty rewards.

Our clients include Aéroports de Lyon, Bars&co, Havas/Carlson WagonLit Voyages, Movida, Librairies Decitre, Office du Commerce de Bayonne, Office du Commerce et de l'Artisanat de Nice, Office du Tourisme et des Congrès de Marseille, TOC (Trouble Obsessionnel Culinaire).

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