



## **uniPAY First PA-DSS Certified Application From India**

**Bangalore, Aug 2009:** Innoviti Embedded Solutions today announced that its uniPAY retail information and commerce management solution has achieved the coveted distinction of being the first middleware application from India to be certified directly under the stringent security standards of PA-DSS ver 1.2. PA-DSS ver 1.2 replaces the earlier PABP standard which became defunct in October 2008.

uniPAY is a retail commerce and information management solution that helps retailers cut their payment processing costs and carry out database marketing to their consumers through an effective integration of customer loyalty, billing and payment processes. Certification under PA-DSS provides retailers with an assurance that their customer and payment data will be protected as per world-class standards.

PA-DSS ver 1.2 is the Payment Application - Data Security Standard of the PCI SSC (Payment Card Industry Security Standards Council). The PCI Security Standards Council is an open global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for account data protection. The PCI Security Standards Council's mission is to enhance payment account data security by driving education and awareness of the PCI Security Standards. The organization was founded by American Express, Discover Financial Services, JCB International, MasterCard Worldwide, and Visa, Inc.

### **About Innoviti**

Innoviti Embedded Solutions is a leading provider of information and commerce solutions for the retail and financial services markets. It has won several awards for its products, including the Best Consumer Electronics Product Award, Red Herring 100 Asia Award and CTIA Wireless Innovation Contest Award.

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