

# goGPRS

## GPRS Add-on for POS Terminal



# Market Background

- 1. 99% of terminals deployed are on dial-up**
- 2. Two value propositions driving GPRS**
  - 1. Portability for high-end hospitality**
  - 2. Cost reduction and speed for retail and other segments**

# GPRS options

- ❖ Integrated GPRS terminals
  - ❖ Primarily for portability – hospitality, taxi payments, delivery etc.
  - ❖ More expensive than dial-up
- ❖ goGPRS accessory
  - ❖ Primarily for communication cost reduction
  - ❖ Secondary benefit – speed of transaction
  - ❖ Positioned for retail, petroleum
  - ❖ Migration at incremental cost

# Introduction to goGPRS

- ❖ GPRS retrofit peripheral for POS terminals
- ❖ Enables easy migration of existing PoS terminals to GPRS connectivity
- ❖ Tested for compatibility with
  - ❖ Verifone: Vx510, Omni 3750, Nurit 8320
  - ❖ Gemalto: Magic 5100V2/V3, MagIC3



# Value Proposition - Banks

- ✓ Revenue share business model
- ✓ Reduce NAC management
- ✓ Reduced management cost for Tier 2 and smaller towns through no NAC setup
- ✓ Indirect stickiness with merchant due to merchant communication cost savings

# Value Proposition - Merchant

- ✓ Reduction in communication costs
- ✓ Faster transactions

No. of tx per day	Telephone calls per tx	No. of calls per month <sup>1</sup>	POS telephone bill (Rs 0.8 per call) per month	GPRS data per month (kB)	GPRS bill	Savings per month
15	1	450	Rs 360	315kB	Rs 129	Rs 231
20	1	600	Rs 480	420kB	Rs 129	Rs 351
25	1	750	Rs 600	525kB	Rs 129	Rs 471
30	1	900	Rs 720	630kB	Rs 129	Rs 591
40	1	1200	Rs 960	840kB	Rs 129	Rs 831
60	1	1800	Rs 1440	1260kB	Rs 129	Rs 1311
100	1	3000	Rs 2400	2100kB	Rs 129	Rs 2271

## Reduction in telephone bill

Thank You