

Success Story – Tranvia

"We wanted to work with a terminal vendor to create a best-in-breed IP solution for our customers."

tranvia

Customer Background

Tranvia, a leading processor of payment transactions, specializes in full-service processing of all traditional credit card transactions as well as gift and loyalty cards, e-commerce and other emerging payment applications such as Quick Service Restaurant using a single platform. Offering value-added services to banks and ISOs, New York-based Tranvia services 30,000 customers in all 50 states.

Vision

Banks and ISOs, along with their merchant customers, place cost, speed, ease-of-use and flexibility among their highest priorities when evaluating point-of-sale (POS) solutions. Tranvia wanted to implement a best-in-breed Internet Protocol (IP) solution to bring the power, speed and low-cost of the Internet to merchants at the point-of-sale. Leveraging advanced technologies, Tranvia hoped to deliver a wireless POS solution for customers looking for the flexibility of a wireless terminal with true IP functionality.

Solution

ExaDigm's XD2000 Mobile Point-of-Sale Terminal Solution, with its unique modular format and interchangeable modems supporting CDMA, GSM, WiFi and Bluetooth, provided Tranvia with a single terminal delivering multiple solutions. This key feature allowed Tranvia to offer their customers a POS solution that would grow with their businesses and adapt to changing wireless technologies as needs and coverage areas change, all through the simple swap of a modem.

Results

In addition to delivering a state-of-the-art solution for bankcard processing to Tranvia, the XD2000's capabilities with non-bank card solutions created opportunities for the implementation of advanced card applications by Tranvia's customers. CardSmith, a provider of comprehensive campus card services, has chosen the XD2000 for multiple campus dining and retail applications because of its inherent flexibility and direct IP communication capability. The XD2000 can "plug and play" with Card Smith's centralized transaction processing center directly from each campus' network, creating a very efficient and scalable campus card system design. Through the terminal's secure Linux operating system, developers are able to quickly and easily create custom applications in a fraction of the time it takes to develop programs on competitive terminals.

The flexibility of the XD2000, coupled with the terminal's low price point, enables Tranvia's customers to break free of the traditional methods in which POS terminals have been used and take the terminal into areas where terminals have never gone. Tranvia has been successful in implementing the XD2000 in a variety of merchant environments, from a pumpkin farm in Illinois with a 20+ CDMA terminal installation to a trendy New York City bar/restaurant with Ethernet terminals on a standard cable modem.

"From the beginning, ExaDigm was incredibly accommodating to our needs and focused on getting our programs up and running. By choosing the XD2000, we were able to cut through the clutter and go right to a truly plug-and-play IP solution at the point of sale. This was a huge accomplishment for us."

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