

# Strategy driving our Offer

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# Strategy driving our offer

Addressing our customer needs: banks & merchants

- **Helping finalizing sales at all points of interaction with consumers**
- **Reducing operational complexity in a rapid evolving landscape**
- **Reducing payment operations related costs**
- **Facilitating convergence between payment and business applications**



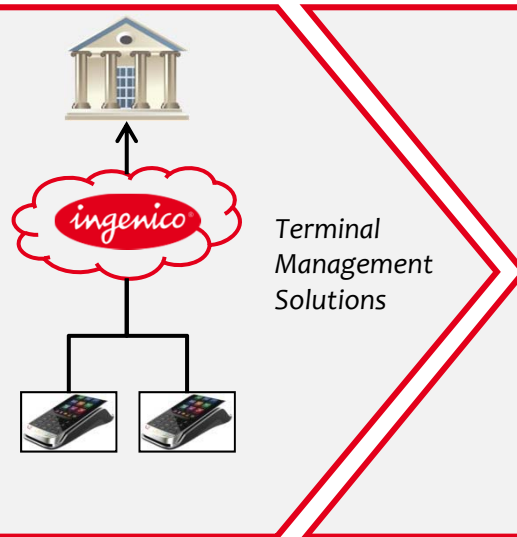
# Strategy driving our offer

## Our core priorities

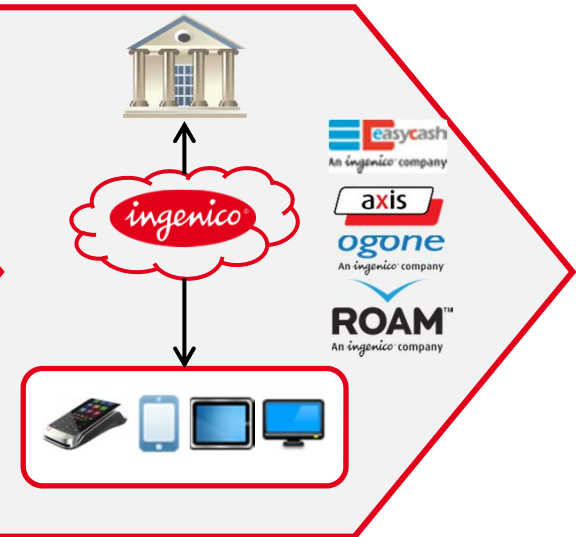
### 1- Leverage next Generation Payment Platform



### 2- Accelerate POS management services

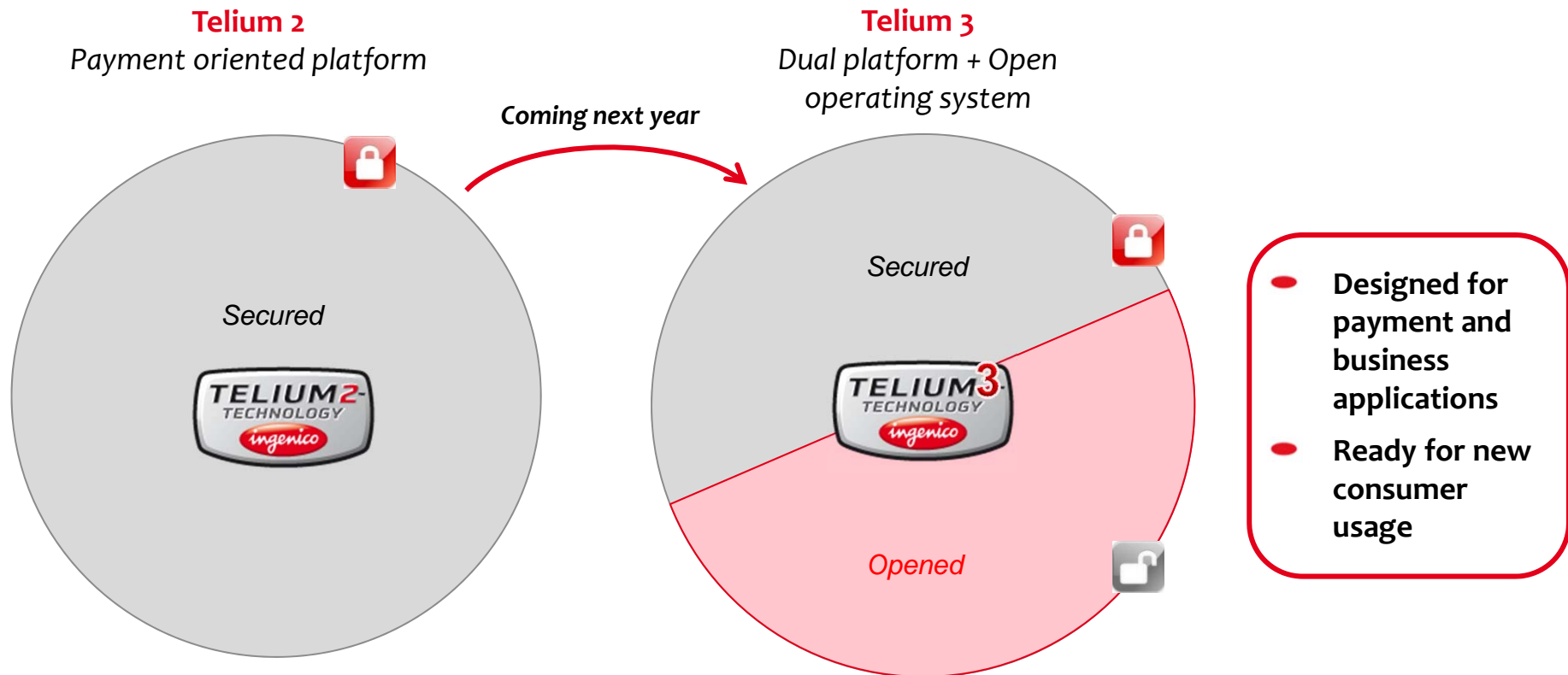


### 3- Implement Multi-channel gateway services



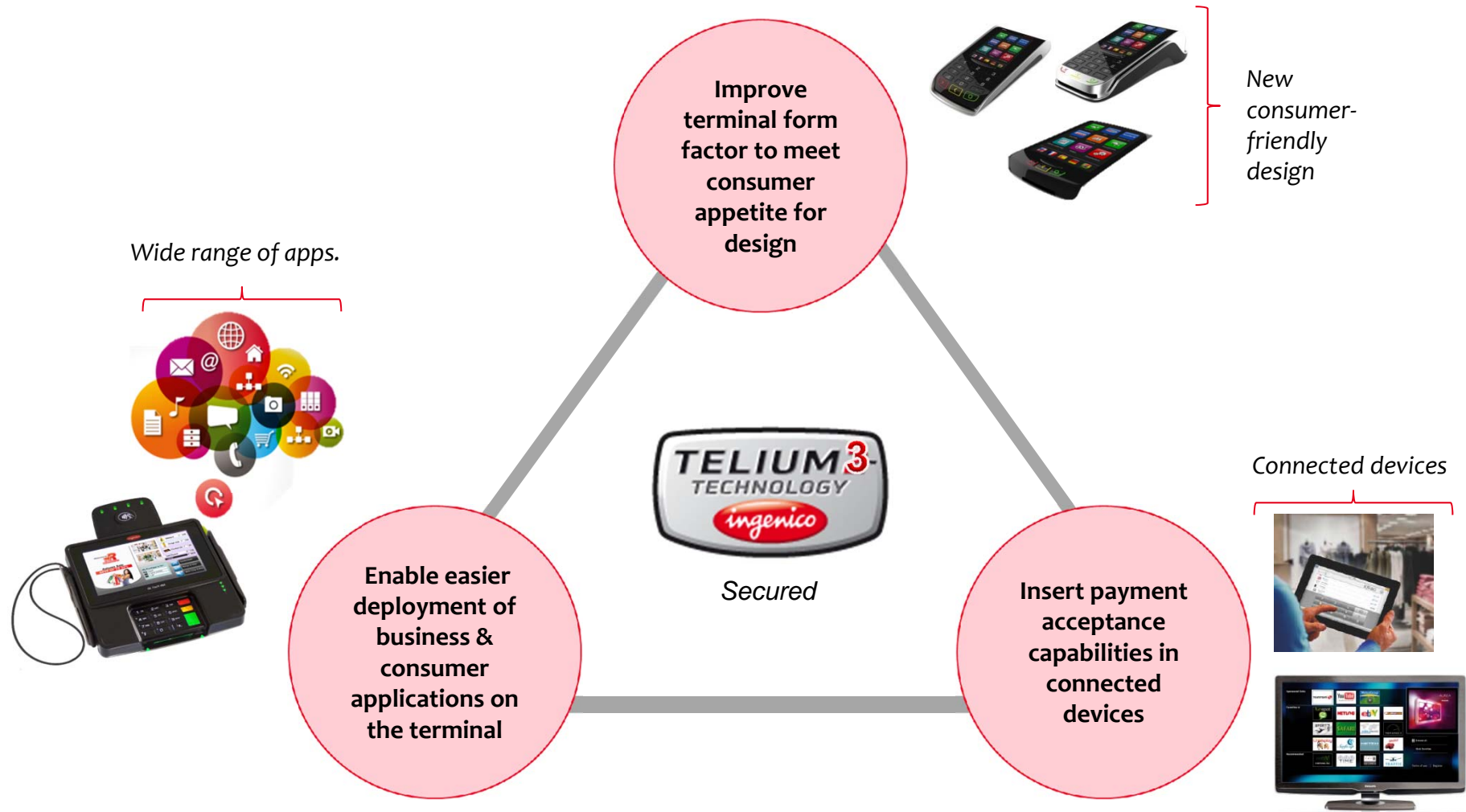


# 1- Our next Generation platform: where security and open world meet





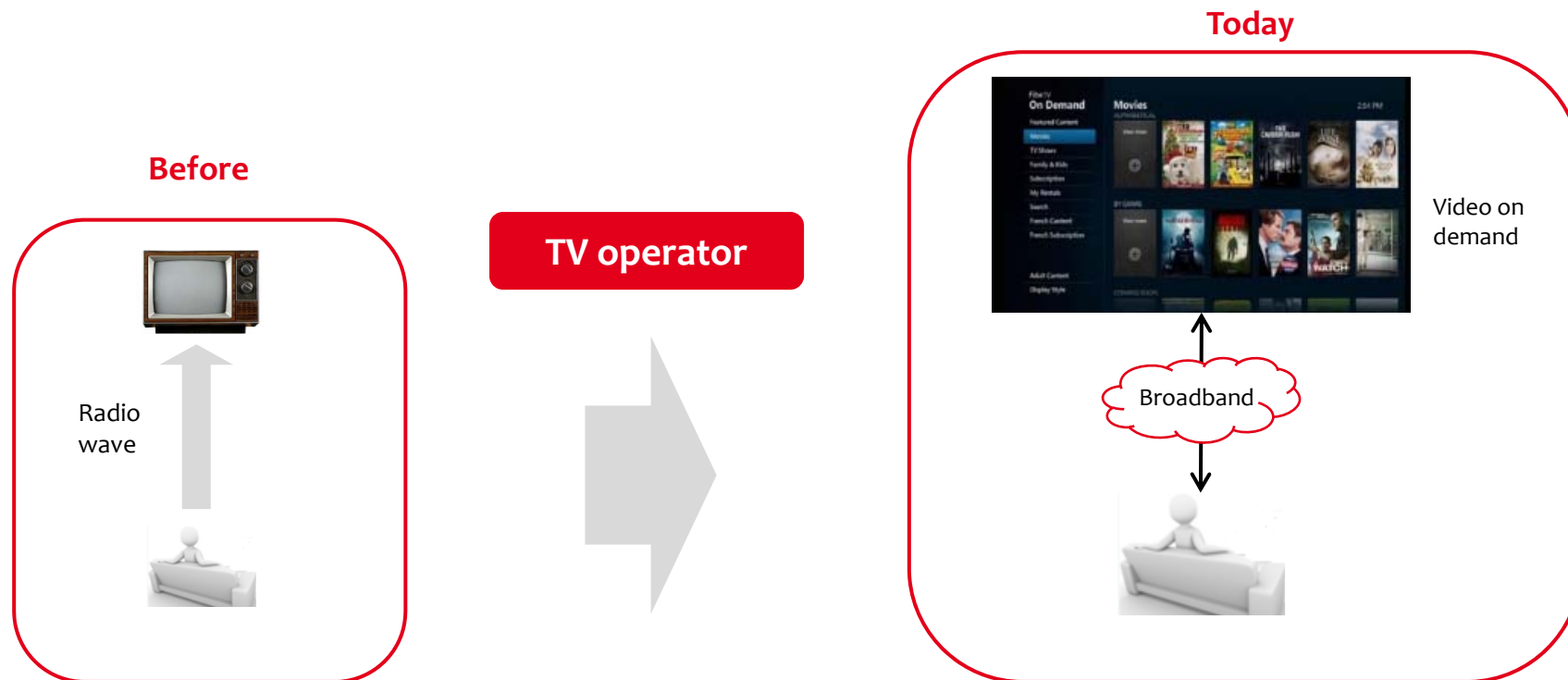
# 1- Our next Generation payment platform: opening payment to new ecosystems and partners





## 2- POS management services: taking advantage of a connected POS

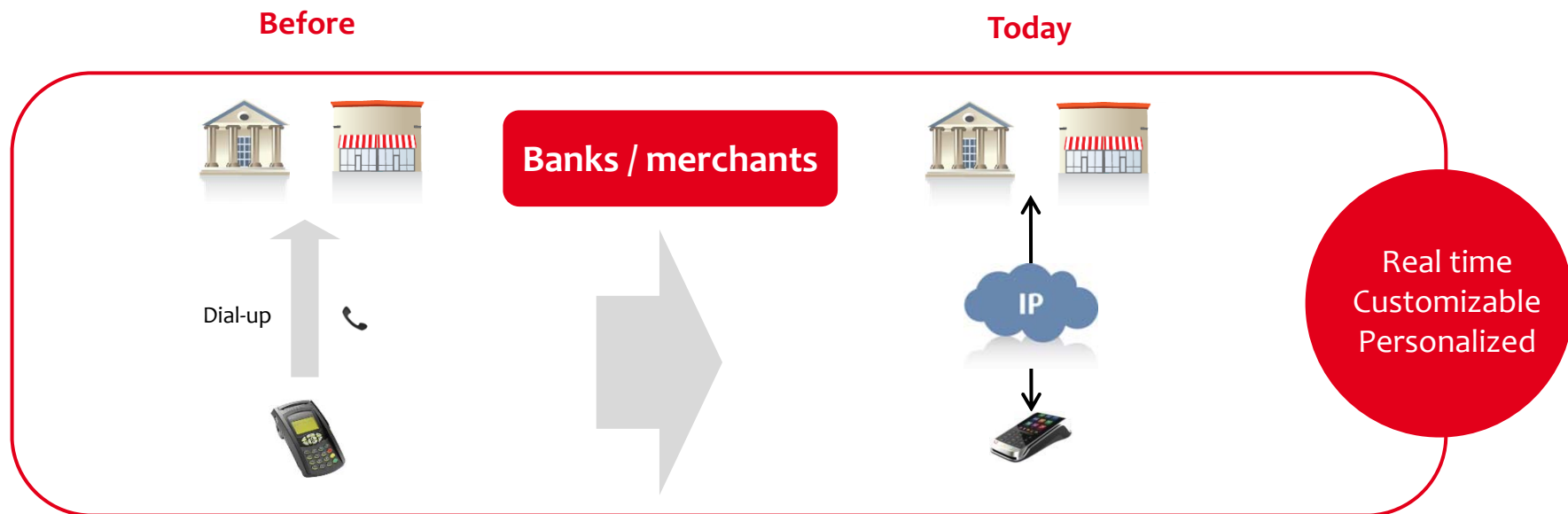
- **The video industry example : broadband connexion made new TV services available**





## 2 - POS management services: taking advantage of a connected POS

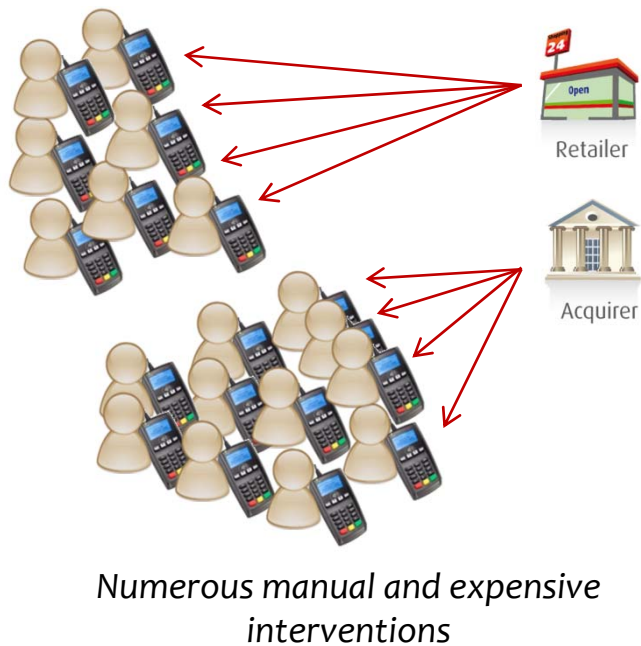
- **New communication capabilities (3G, ADSL, etc) allow to optimize POS management services (download applications, maintenance operations, inventory management...)**



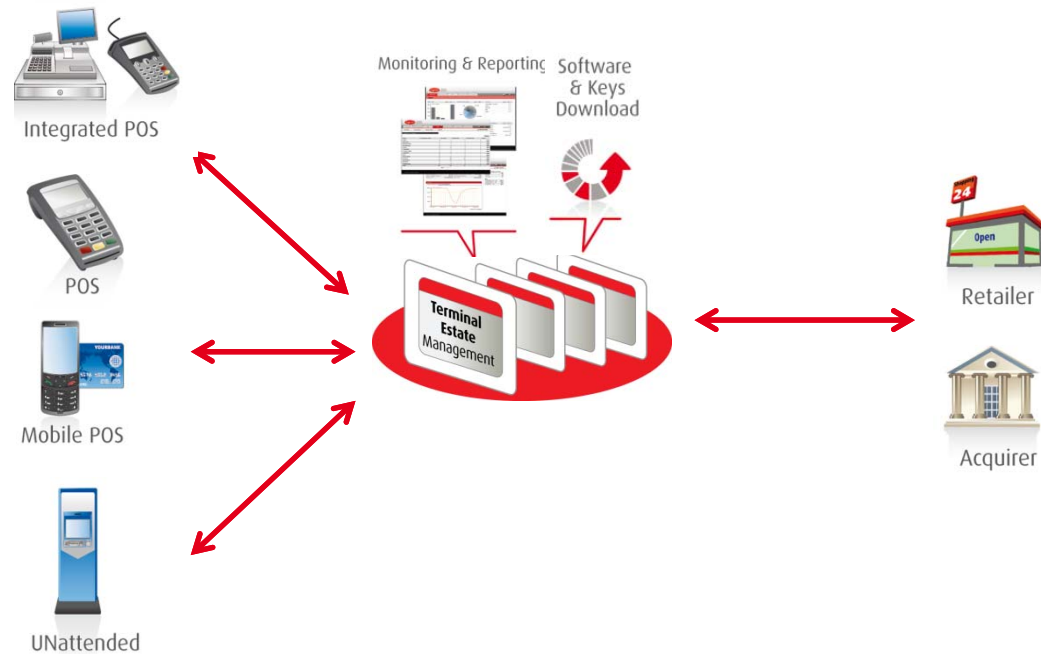


## 2- Our POS management services as a key leverage for cost reduction

### Without Ingenico Terminal Management Services



### With Ingenico Terminal Management Services

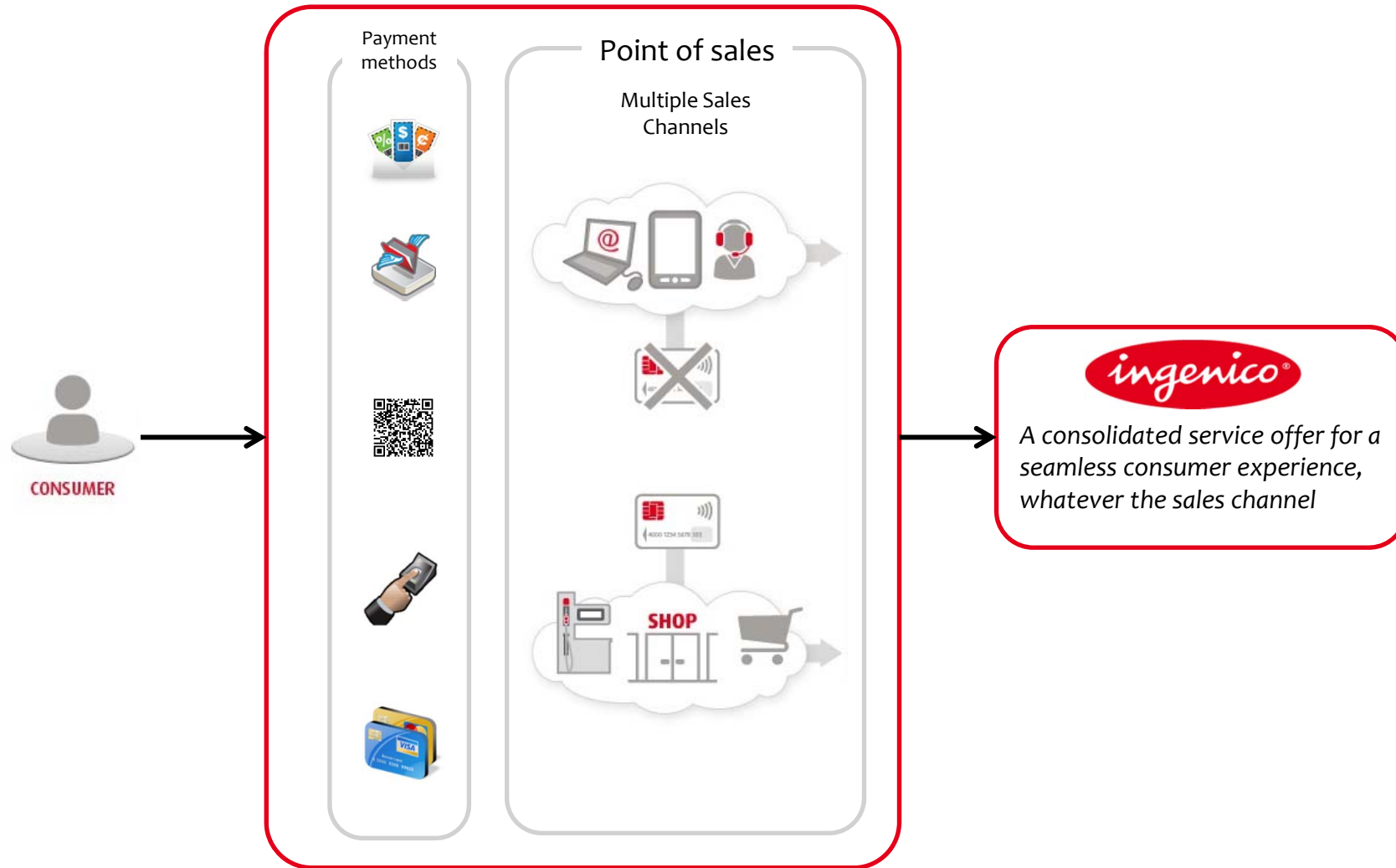


- Fleet administration costs **divided by 3**
- Today, 4 M out of 20 installed POS managed through our TMS platform



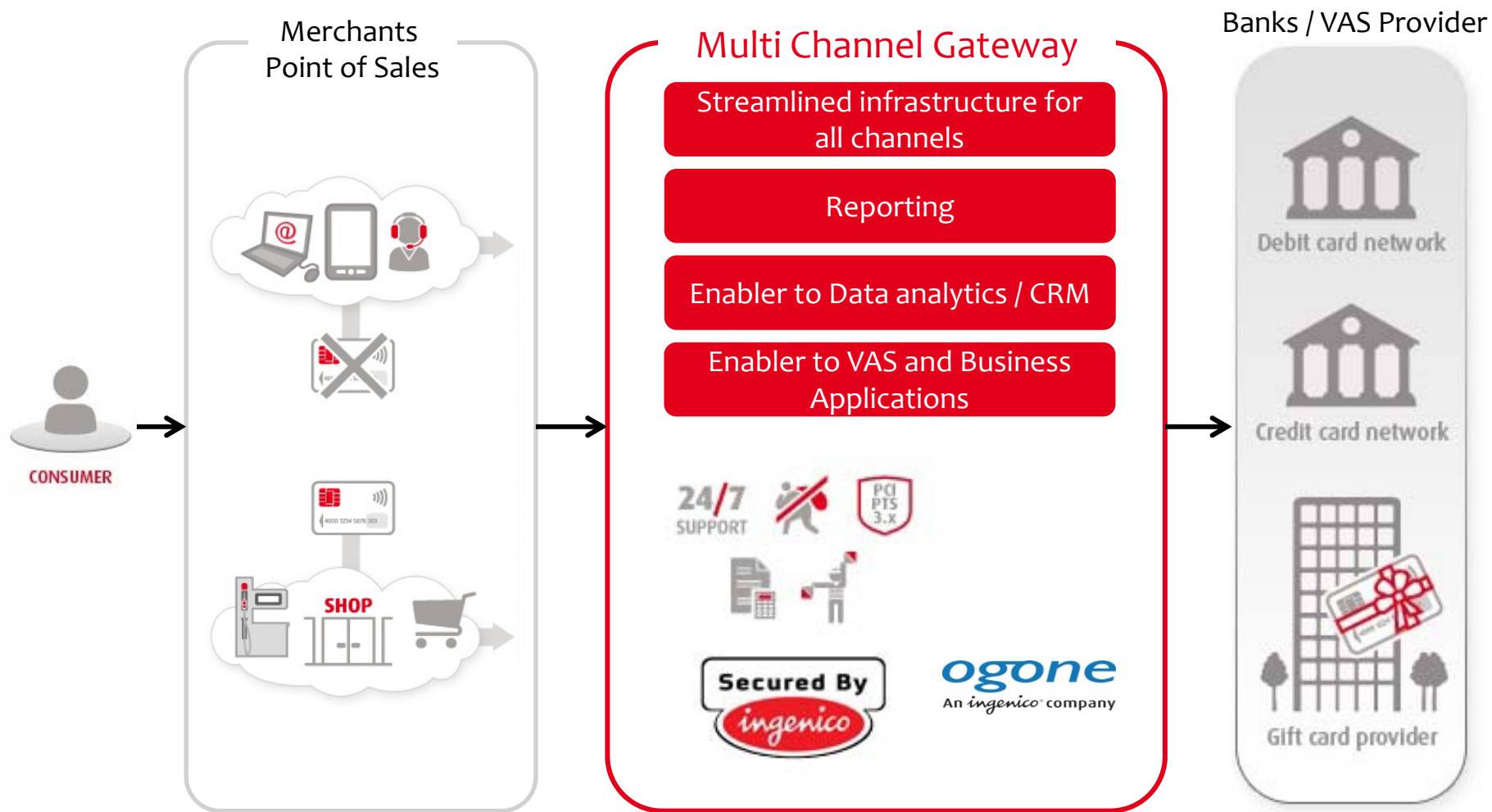


### 3- Our multi-channel gateway: the answer to multiple payment methods and sales channels





# 3- Ingenico to deliver comprehensive multi-channel gateway services to the merchants





## Driving our offer

- **Leverage next Telium3 Generation Payment Platform**
- **Accelerate deployment of POS management services**
- **Implement Multi-channel gateway services**
- **Keep on innovating with focused R&D**