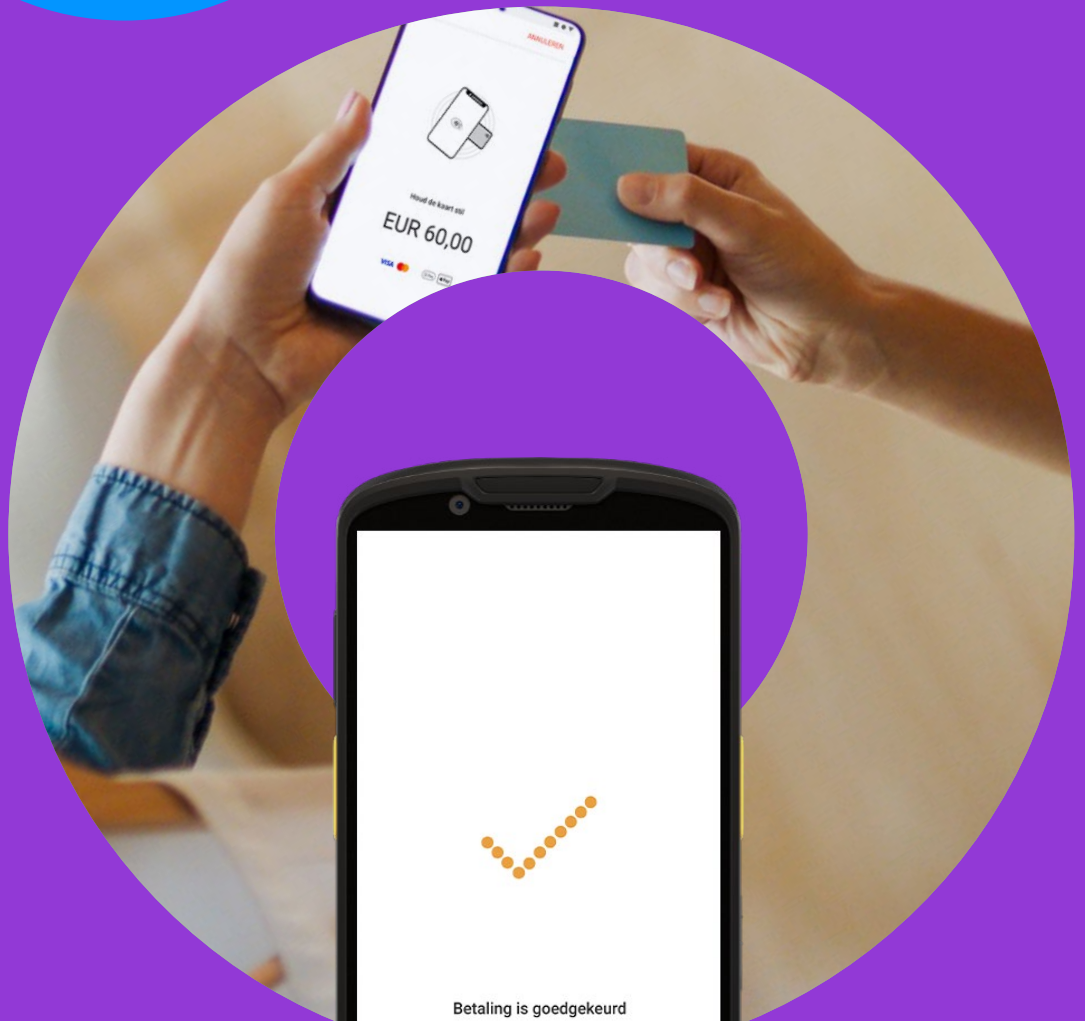
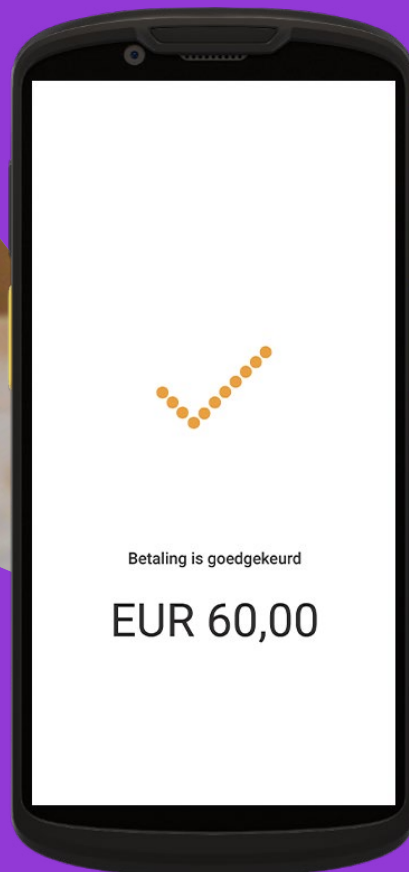


CCV

CCV SoftPOS



The future of
payment at
your fingertips.



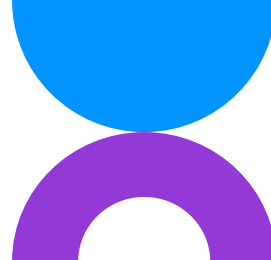


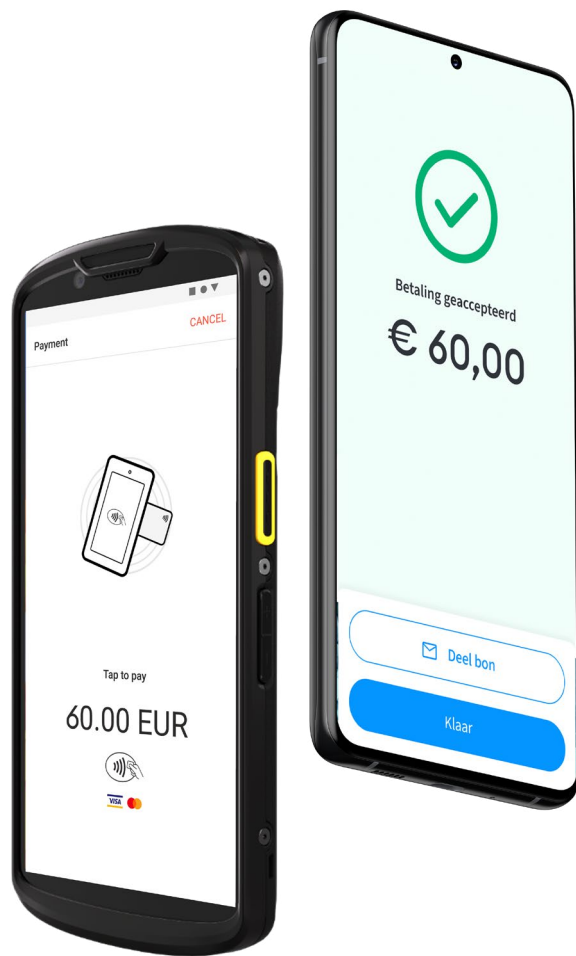
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**Smart,
flexible,
and
mobile
payment
solution.**



In retail, there's always room for improvement. And when it comes to the shopping experience, standing in line to pay is one cumbersome task that nobody enjoys. Whether you've got your eyes on coffee and cake at the nearby cafe or your toddler needs to get home for that nap, a long queue is never a welcome sight.

Wouldn't it be better to have a flexible and mobile payment solution, so you can provide additional check out points and pay on the spot?

With this kind of technology, you can banish queues forever.



Optimise the customer experience.

Retail employees are often equipped with an Android handheld device already: for logistical purposes, or to scan products and retrieve stock information. Just imagine you can scan the goods in a customer's basket and accept a contactless credit, debit, or smartphone payment right there. Not only do you directly improve the customer experience, but you also reduce the burden on staff who may otherwise be overwhelmed at busy times by rows of frustrated people. Everyone wins.

Everybody will love such a flexible and fast checkout experience. As well as making the payment process super-smooth, it relieves customers from having to carry their products around the store and hold onto them while in the line.

This is even more beneficial in the following cases:



If the products are heavy



If the checkout is at the other end of the shop



If the checkout is on a different floor level



If there are already lots of other people in the queue



Customer has positive experience from the staff

Having a more comfortable way to pay anywhere in the shop elevates the shopping experience and encourages customers to keep coming back time and time again.

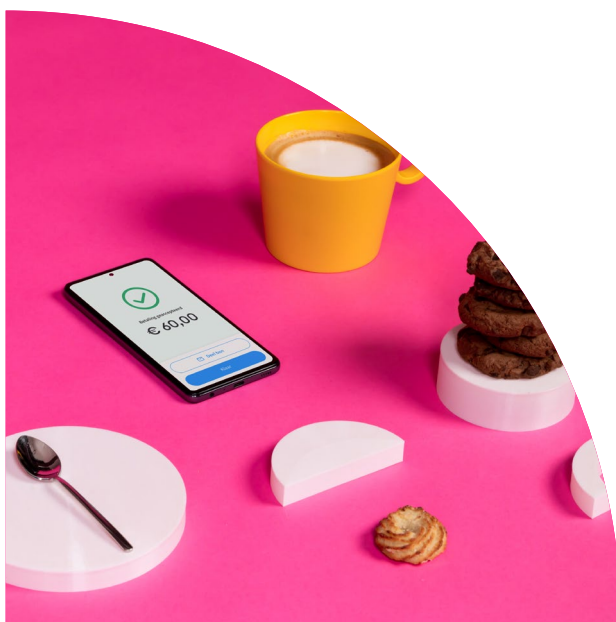
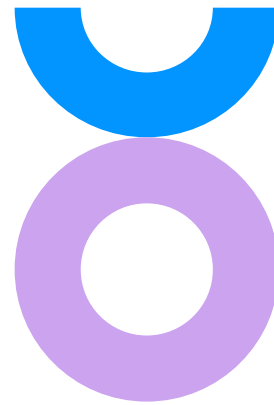


The solution.

Meet **CCV** **SoftPOS.**

CCV SoftPOS (Software Point of Sale) is a revolutionary technology that allows retailers and other businesses to accept contactless payments from customers through an app on an Android smartphone, tablet, or other handheld device. It is the first fully-digital payment terminal. Customers pay by simply tapping their credit card, debit card or smartphone onto the merchant's device. If needed, the customers can also enter their PIN.

This way, any NFC-enabled Android device can be used as dedicated hardware for accepting contactless payments, and physical or digital receipts can also be offered easily. In essence, CCV SoftPOS operates just like a conventional POS payment terminal. You can simply accept credit card brands such as Visa and Mastercard, and debit card brands such as Maestro and V Pay. CCV SoftPOS also allows customers to pay with digital wallets such as Google Pay and Apple Pay via their smartphone or smartwatch.



Safety, **first and** **foremost.**

Just like our other payment solutions, the CCV SoftPOS is certified according to the latest security standards, such as PCI, SPoC*, and CPoC**. It is compliant with Mastercard Tap on Phone and Visa Tap to Phone specifications.



Successful pilots of CCV SoftPOS.

We have run several pilots in 2022/2023 with different retailers, such as Hema, Mediamarkt and Primera.

Primera

“In the pop-up stores placed near the Primera shops, our customers can scan, debit and top up gift cards on mobile devices thanks to CCV SoftPOS. In the December month last year, together with our supplier, we ran the ultimate stress test for the mobile POS and with success. Around the shops, there was a specific focus on gift card sales, which generated additional sales.

The seamless integration of contactless payment via CCV SoftPOS and the mobile checkout on an Android device gives endless possibilities to optimise the customer journey. The shop thus has a flexible solution to sell outside its shop. Payment becomes more flexible, easy and economical thanks to CCV SoftPOS!”

Payment becomes more flexible, easy and economical thanks to CCV SoftPOS!

Nishan Jonkers
Head of ICT at Primera



Use cases for CCV SoftPOS.



Full service

Combining consultancy with payment. If customers need extra information or more advice about a product — for example in a wine store, fashion store, or electronic goods store — your staff can offer help and take seamless payment in one fell swoop.



Home delivery

Online ordering and home delivery, with customers being able to pay when their package arrives at their door.



Queue-busting

An extra-flexible checkout option such as CCV SoftPOS removes the friction in the shopping and payment experience that may occur at peak times, without requiring any additional physical space.



Fully-mobile

The flexibility supports temporary sales and marketing activities, such as popup stands at the front of the store or dedicated booths inside the store — as well as fairs, food truck festivals, markets, exhibitions, and other scenarios.



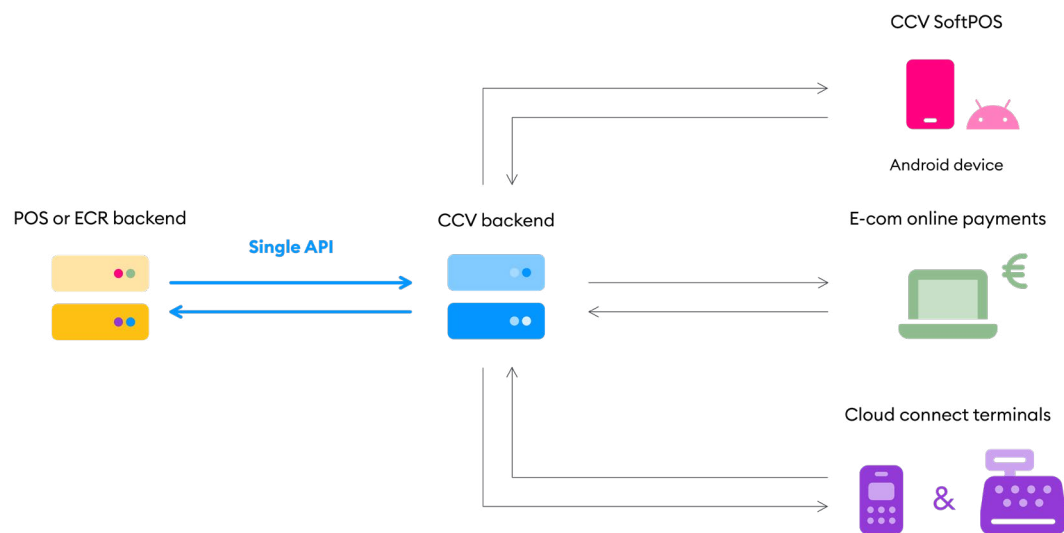
The CCV Single API: less complexity for integrated solutions.



CCV also delivers an API through which SoftPOS can be integrated with a POS system or with an contactless cash register system (ECR), which can also run as an app on your device. This type of integration doesn't just enable the transfer of the amount to be paid to CCV SoftPOS, but also facilitates a seamless flow between the POS or ECR app and CCV SoftPOS on the device. This means there's no need for the merchant to manually switch between apps to initiate a payment. Once the payment is successful, the ECR or POS app is automatically displayed again. High usability is a given.

The API provided for this is the CCV Single API. The CCV Single API makes your life easy. It's a key differentiator of CCV payment acceptance methods, meaning complexity is drastically reduced for technical teams who are working with CCV SoftPOS, CCV Online Payments for eCommerce/PSP, and physical CCV Cloud Connect Terminals. Integrations are much faster, easier, and more cost-efficient.

And due to being seamlessly integrated with the POS software, your devices can be managed remotely by a specialist via an MDM (Mobile Device Management) system.



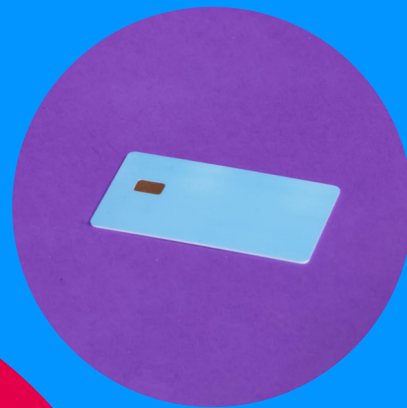
Mastercard

Jan-Willem van der Schoot says “We continue to see an accelerating shift to digital payments, with businesses of all sizes wanting to provide swift, secure, convenient point-of-sale experiences. SoftPOS enables us to make these available to our partners with greater speed and efficiency.

Mastercard’s Cloud Tap on Phone offers merchants a simple and cost-effective contactless payment acceptance solution by using the smartphone they already own, and this is likely to grow as an increasing number of Europe’s small and large businesses move into the digital ecosystem.”

Jan-Willem van der Schoot
Mastercard
Country Manager Netherlands

SoftPOS enables us to make these available to our partners with greater speed and efficiency.



The key benefits of CCV SoftPOS.

Customer's point of view

The benefits amount to a much-improved shopping experience:



1.

More checkout points, due to the widespread use of mobile devices.

This creates more places to pay for goods, thereby reducing waiting times. Put simply, queue-busting provides a more relaxed experience, and you can empower staff to take payment anywhere in the shop. During peak times, this is a space- and time-saving alternative to long waiting lines.



2.

No need to carry goods around the shop.

For example, a customer could take an item of clothing to the fitting room, try it out, and pay for it on the spot. Easy and frictionless.



3.

A direct connection between customer service and checkout.

The customer can pay for their goods with the person that helped them, wherever that is in the store. This creates a more personalised, comfortable, and consistent customer experience.



Merchant's point of view

The benefits amount to increased productivity:



1.

Improved mobility

meaning you can elevate the payment experience in a range of scenarios, from indoor popup stores to outdoor stalls, or for home delivery and food trucks. CCV SoftPOS offers even better mobility than traditional mobile payment terminals.

2.

Reduced investment in dedicated payment hardware.

Many retailers use Android handheld devices for other business purposes already. Simply add CCV SoftPOS to your other business applications.

3.

Store employees have a much more enjoyable working experience.

They have less hardware to operate (and less to carry, especially in cafes and restaurants where there have traditionally been different devices for order-taking and payment).

4.

Increased flexibility

meaning you can increase the number of payment acceptance points temporarily during peak times. For example, during the Christmas rush or on Black Friday.

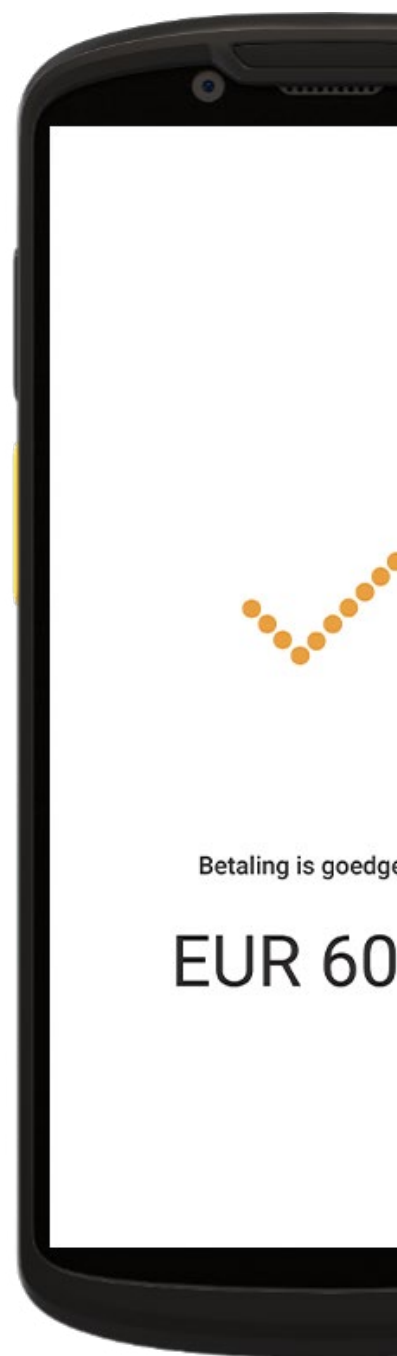
5.

Scalable payment acceptance

meaning you can manage busy times and/or your business expansion without having to make significant hardware investments.



Our research shows 83% of the consumers already have confidence in this new payment solution and want to use it.



Future-proof solutions from CCV.

CCV has been a major player in payments since 1958. We're all about enabling reliable, efficient, and seamless end-to-end payments at every touchpoint in the customer journey. CCV is the experienced, future-proof, payment partner for entrepreneurs and their companies. Together, we unlock the power of payment.

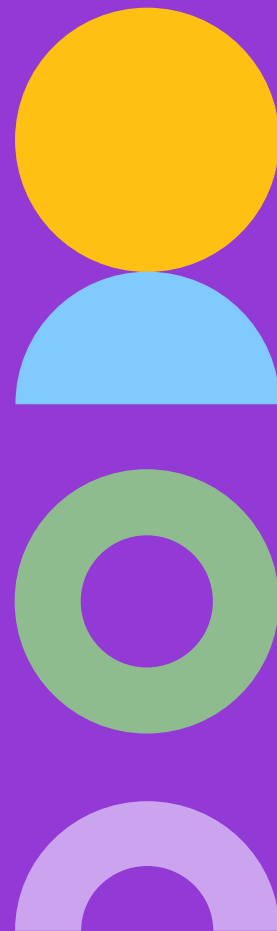
We stand for innovation, and we support customers with a wide range of payment solutions. And we connect the dots for your omnichannel system. No matter whether you're looking for traditional physical terminals, eCommerce solutions, SoftPOS, or loyalty solutions, we're here to help. Creating a first-class customer experience is our priority, while reducing the complexity of technical systems for your business.



A short summary

CCV SoftPOS is the future of payment at your fingertips. You get ultimate flexibility, no matter where your customers are. The innovative SoftPOS app is easy to use on existing Android handheld devices.

Your customers receive a new level of service; you bring payment to them, not the other way around.



**Are you interested?
Do you want more
information? Contact us!**

Check out:

www.ccv.eu/en/solutions/payment-services/ccvsoftpos
or contact our account managers on corporatesales@ccv.eu



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