

CLIENT TESTIMONIAL

ElectraCard Services

The ElectraCard challenge

ElectraCard Services (ECS), headquartered in India, is a major player in the global card payment marketplace. ECS offer a complete portfolio of card payment solutions and deliver them either as licensed software for those customers who run their own payment processing, or as outsourced card payment services. Recently MasterCard took a 12.5% stake in ECS that allows them to offer card payment processing services.

A partnership agreement with HP led to the core elements of the ECS software portfolio being ported to HP NonStop systems, and new joint selling activities targeted globally. From the outset ECS recognised that enabling the HP sales teams to sell these new solutions against robust competition, was going to be a significant challenge.

Next generation payment solution now available on HP Integrity NonStop Sales Guide

Electra™ EFT Switch
Processing card payments through multiple channels

The Electra™ EFT Switch acquires, authenticates and routes financial transactions from ATM and POS terminals. Continued growth in the payments market and payments volumes, together with downward pressure on processing costs, make this solution with its low cost of ownership and proven ability to scale, particularly important.

- Rapidly launch new card payment services using the flexibility of the advanced Electra EFT Switch architecture
- Reduce the cost of payment transaction processing to cope with the downward pressure on Merchant Service Fees
- Offer an alternative card payment application running on HP Integrity NonStop to customers whose current solution is inflexible
- Meet any card payment requirement using other products from the comprehensive Electra Suite
- Deliver a cost effective solution for all payment volumes, from small to very large
- Switch to Integrity NonStop systems to dramatically improve application availability and TCO

NonStop Card Payments
because card payments happen non stop

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Action

Solutions for Sales (SfS) was engaged to flesh out the value proposition and develop selling materials that would get the attention of the HP salespeople, making sure they got up to speed fast. The Sales Workshop in Mumbai built agreement around the value propositions and selling strategies. Sharad Somani, Marketing and Alliances Manager, was impressed by the creativity of the Solutions for Sales workshop process: "During the workshop we examined and agreed the complete solution concept that was appropriate for HP". Also, other vendors' offerings were examined, their strengths and weaknesses identified, and winning competitive sales strategies were devised.

The result

The Sales Guide and Solution Brief allowed the HP partnership in Asia to start fast. In 2010 Opus Software Solutions (the parent of ECS) announced a \$10 million deal with the State Bank of India to replace their existing ATM platform with electraSWITCH running on an HP NonStop system platform. The deal with State Bank Of India will power 25,000 ATMs, 500,000 POS devices and Kiosks, and authorize 80 million debit cards by end 2011. These numbers are expected to double by 2014, making this the largest installation of its type in the world. ECS are now selling in the Middle East, Africa, USA, Latin America and soon Europe. The HP teams across the globe use the selling information developed by Solutions for Sales as their starting point.

The Sales Guide has proven very useful as the starting point with HP around the world, allowing the HP salespeople to quickly understand their opportunity and how to engage with customers. Internally ECS re-use the ideas in marketing materials and on the website.

Sharad Somani – Marketing and Alliances Manager, ElectraCard Services