

# Novate for Retailers



For retailers a payment system is a necessary evil which needs to be fast, cheap, and always on. However, introducing Novate can help cut costs and drive additional revenue.

## **Squeezed margins & rapid change**

Retailing is becoming ever more competitive. Margins are being squeezed, and customers are increasingly using multiple channels for their retail experiences.

**Multi-channel payments** - Customers want to shop using face-to-face retail and on-line purchases. The challenge for retailers is to provide a similar retail experience and to be able to present and redeem the same offers irrespective of channel.

**Deliver value added services to boost revenues** - There is an increasing range of value added services that can drive new revenues. The trick is to do this cost-effectively and quickly to steal the early mover advantage.

**Optimise POS estate** - Retailers need to be able to mix and match PEDs and POS terminals to provide flexibility during refresh periods. Similarly, multi-vendor PED and POS capability increases competitiveness, and allows the best terminal to be used for different payment types.

**Keep on top of compliance requirements** - Added to this, compliance is a huge issue. Instead of working on "the next thing" many retailers are fully stretched trying to remain compliant with the various payment industry and scheme mandates. Further, new technologies such as NFC, MPOS and contactless are bringing new compliance challenges.

## **Make your payment system work for you - not vice versa**

The inflexibility inherent in the architecture of current systems translates into expensive software and hardware upgrades, high maintenance fees, and the need to maintain an expensive team of OLTP specialists. As a retailer, what you need is for the business-as-usual processing to work as it does today, but to have a simpler,

easier and cheaper way to cope with the new initiatives.

## **How Novate can help**

Novate provides a cost-effective way forward for retailers looking to get their payments system working for them. It is a flexible and powerful messaging application delivered as a modular suite of payment functions. Novate is designed to seamlessly integrate with other payment systems to aid connectivity - empowering users to cost-effectively adapt their switching infrastructure to meet changing requirements.

Novate supports the highest transaction volume demands, while maintaining high availability. Meanwhile, it is designed to be fast - reducing payment time at the checkout, and flexible - making it quicker and cheaper to provide new services to your customers.

The flexible and efficient design allows retailers to only deploy the modules they need for their business rather than buying an entire infrastructure built for banking.

## **Gearing up for change**

Novate has been designed with the latest technologies in mind, such as mobile payments, e-commerce, MPOS and contactless.

Retailers looking to introduce these technologies to their environment can connect to them via Novate, removing the risks associated with changing the core switch. Some of these technologies are still evolving, and the modular and flexible architecture will allow this evolution to be managed without any drama.

Flexibility extends to supporting mixed POS terminal populations or delivering new services such as DCC and loyalty, and the provision of access to tools such as fraud prevention and other in-stream processing to reduce costs and improve business quality.

## How Novate can be used by retailers

The Novate modules can be integrated into your system to fulfill the following needs:

### • Provide support for value-added transactions

With squeezed margins, many issuers are increasingly relying on value-added services to maximise their transaction revenues. Services such as DCC and loyalty schemes can add significant revenue streams and provide a competitive edge in acquiring new customers. Novate eases the integration issues around the provision of such services which means that revenues flow faster while the overall cost of providing the service is reduced.

### • Provide support for new channels

Novate interfaces with your existing payments infrastructure, providing a flexible way of acquiring transactions across various channels. It can be configured to support a range of POS or PED devices, e-commerce transactions, MPOS, and specialist devices such as self-service and fuel dispensing terminals. It also provides support for mixed terminal estates. This simplifies the process for PED and POS replacement and eliminates PED and POS "vendor lock-in".

### • Least Cost Routing

Novate provides "Least Cost Routing" functionality, which allows you to minimise the merchant service charge for all your transactions.

### • Provide support for new interfaces

Novate provides a very fast and efficient way of building new interfaces, allowing even the most unusual interfaces to be developed quickly.

This helps to simplify integration with:

- Third party providers offering services such as gift card and DCC
- New payment networks
- New geographies, paving the way for a cross-border payment system
- In-stream applications such as loyalty, fraud detection and real-time marketing

### • Back-office needs

In addition to managing the core switching function, Novate/ Back Office can be used to meet both acquirer and issuer front and back-office needs including reporting, settlement file extract and other real time and batch file data updates.

### • Replace your legacy switch

Many legacy systems are reaching the end of their economic life. Novate is being developed to offer a cost-effective replacement, allowing organisations to reduce hardware, software and personnel costs without impacting performance or availability.



### • Comply with EMV requirements

EMV, for many systems, is not a simple "add-on" - it is a fundamental redesign. One quick and cost-effective step to EMV compliance is to surround these legacy systems with our EMV Wrapper. This will avoid having to make changes within the legacy applications, and reduce the cost and time required to become EMV compliant.

## Benefits

Aviso's Novate has a number of benefits including:

- 100% availability and cost effective expansion
- Low cost of maintenance and development
- Ease of integration with third party services e.g. DCC
- Rapid implementation
- Security and compliance
- SOA ready

## About Aviso

Building on 25 years of experience in payments, Aviso has taken a fresh approach to building a switching solution that transforms the way payments are managed.

Aviso is a joint venture between FEXCO and Annadale Technologies - a partnership that combines expertise in large-scale payments projects worldwide and the design and development of high-volume, high availability payment systems.

## Novate products include:

- Novate / EMV Wrapper
- Novate / Network Connector
- Novate / VAS
- Novate / POS
- Novate / DCC Adaptor
- Novate / Back Office

Find out more or contact us at:

Aviso, FEXCO Building, Langford Street,  
Killorglin, Co. Kerry, Ireland  
+353 66 9796523  
info@aviso.io

Peter Bove, Head of Sales  
+44 7775 812520  
peter.bove@aviso.io

[www.aviso.io](http://www.aviso.io)