

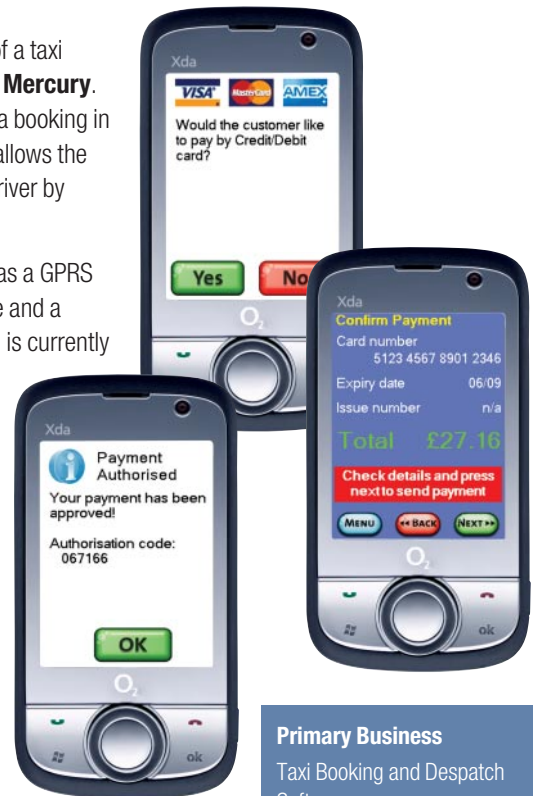


Adding Credit and Debit Card Payments to the Mercury Taxi Booking and Despatch Application

Exel Management are a market leading supplier of a taxi booking and despatch software application called **Mercury**. The application allows the booking office to enter a booking in seconds and an automated despatch application allows the software to offer the job to the nearest available driver by interrogating a GPS map of the cars positions.

Drivers' cars are fitted with a PDA that acts both as a GPRS communication device with the booking software and a satellite navigation system. The Mercury system is currently used by over 200 companies and by 7,000 drivers.

Exel were looking for a way of providing a credit card payment process. This needed to function on both the office based booking system, and in the vehicles and would allow customers to either prepay for a fare by credit card or pay the driver at the end of the journey. Exel chose Adelante's **MobilePOS**.



"The MobilePOS system allowed us to offer a card processing capability to our application without the need for expensive banking approvals. Customers can now process all the major credit cards including American Express without the need for costly third party hardware and because this is a software application it was quick and inexpensive to deploy."

Chris Knight, Sales Director,
Exel Management Limited

Primary Business

Taxi Booking and Despatch Software

Vertical Markets

Private Hire and Licensed Taxi Trade

Business Benefits

- Addition of card processing for drivers and booking clerks
- No additional hardware required
- Integrated into existing Exel software to match current look and feel
- Accepts all major credit cards



Case Study

“When we first looked at integrating credit card payments into our application we faced a variety of challenges. The biggest of these was our lack of knowledge about the card processing market. However, our research showed that the MobilePOS system provided a quick and easy way to facilitate card payments, allowing us to concentrate on our core Mercury application. We were able to write the card data collections pages ourselves. This means they form a seamless part of our software, allowing us to keep our own corporate identity throughout the Mercury application.”

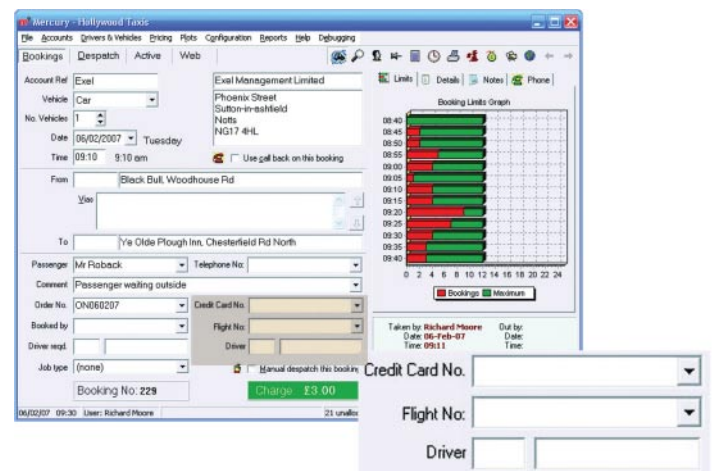
Richard Moore, Managing Director, Exel Management Limited



Having researched the market Exel selected the **MobilePOS** payment system. An easy to use and free API allowed Exel to integrate payment processing directly into the booking software encompassing all the latest banking security features. The same API allowed individual drivers to submit payments directly from their PDA at the end of the fare. All users, whether they are booking clerks or drivers, are authenticated onto the system prior to a transaction being processed providing a full and clear audit trail for all card transactions.

The integration is backed up by Adelante's powerful merchant administration software which logs all the transaction history, including the date,

time, amount and authorisation code for each transaction. In addition the merchant administration system can provide a central resource to manage refunds and reconcile card transactions with the money received from the bank.



“Mobile applications is a fast growing area of the market. For many companies, adding card processing is a very useful feature. However, the cost and complexity of doing this has often discouraged software authors from pursuing this goal. The MobilePOS system removes these issues by allowing a simple and secure integration also removing the costly and time consuming process of obtaining bank credits for their application.”

Darrell Bluck, Business Development Director, Adelante Software Limited



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