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## CASE STUDY

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# SimpleBusiness Soft-POS Contactless Payment

DIGITAL PAYMENT    NFC    SOFTPOS    COTS-DEVICE



salesforce

**PARTNER**  
SINCE 2015

## our story in a nutshell

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As a subsidiary of OTP Group, **OTP Mobil** is a fintech market leader in Hungary providing innovative, online cashless and smart device based shopping and payment solutions.

OTP Mobile is the developer and operator of the **Simple application**, the **SimplePay online payment platform** and the **SimpleBusiness** application.

Simple solutions make it fast, secure and convenient for webshop operators and their customers to manage and process online purchases. With its SimpleBusiness application, the company is already present in the physical space too.

SimpleBusiness combines the benefits of card acceptance and an instant payment system, helping traders and other service providers who want to enable their customers to pay electronically without having to install a physical POS terminal.

The app is free and it can be installed on almost any NFC enabled Android device. Its use makes it smooth to manage electronic payments.

The four electronic payment solutions available in SimpleBusiness are now added a new contact-based credit card payment method as the fifth member.

*“Bitmist team has supported OTP Mobil with improvements to its SimpleBusiness contact-based payment solution.”*



## our accomplishments in 2021

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**40%**

increase in number of  
partners

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**28.5%**

increase in participating  
businesses

**12.3%**

increase in completed  
transactions

# background

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Based on a research, the digital payments market is expected to reach USD 361.3 billion globally by 2030, which means an average annual growth of 20.5% over the forecast period.

The growth of the market is attributable to the growing number of cashless transactions worldwide.

**According to the consulting company, PwC, “the number of cashless payments is expected to increase by more than 80%, to nearly 1,900 billion between 2020 and 2025” compared to nearly 1 trillion transactions in 2020.\***

The growing demand for digital payment options has driven many smartwatch providers to introduce enhanced smartwatches capable of contactless payment.

The software-based design of SoftPOS solutions allows traders to reduce some of the costs associated with traditional POS systems.

Similarly to traditional contactless payments made at POSs, SoftPOS payments



also provide a fast **“tap-and-go”** experience to the consumers, making it easier and more convenient for them to do the shopping. Moreover, hygiene and cleanliness have become key considerations for consumers when they choose a payment method.

**“Cash payments have dropped by 31%”** recently, as more and more people recognise the convenience offered by contactless payments. Therefore, digital payment is likely to survive the pandemic, which means that businesses will have to adapt to the changing consumer behaviour.

## background

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One of the key benefits of SoftPOS is its flexibility: it can convert almost any NFC-enabled Android device into a SoftPOS terminal.

**The SoftPOS solution enables small businesses to accept payments in ways that have been unavailable to them due to the high associated costs.**

NFC devices have the following features:

- **Contactless reading mode** that allows devices to accept and process SoftPOS payments.
- **Contactless card emulation mode** that enables the device to act as the user's credit card when making a payment.
- **Contactless peer-to-peer** mode that enables the device to communicate with other NFC-enabled devices.

The use of a COTS tool probably well known to traders offers many benefits:

- The devices are easy to carry and usually fit in the pocket.
- Making the staff understand their use requires little training, which allows for quick deployment.
- As the dealer owns the device, it can be easily replaced.



## the problem

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Transaction management takes place in the SimpleBusiness application for all five payment methods, including the contact-based payment feature.

Existing SimpleBusiness customers kept registering their points of acceptance before the start of the project already. Therefore, they should be retrospectively asked for additional information about SoftPos.

It is important to allow new entrant traders to request the app with SoftPOS too. This feature has not always been available to existing customers, so they should be given a chance to upgrade; still, they may not need this payment method everywhere.

In **Salesforce**, the **contract amendments** required for SoftPos have appeared as a new feature in the system, so customer account management should be addressed to avoid any issues.

The objective was to allow multiple options for each account ('onboarding' in SimpleBusiness), **which required a comprehensive change of the data model.**

The key challenge was to find the easiest and fastest way to make this fundamental change affecting the foundations without overcomplicating the operation of existing automations and forms.

*"... we had to change the foundations of the building, while having a turn-key multi-storey institution above it already"*

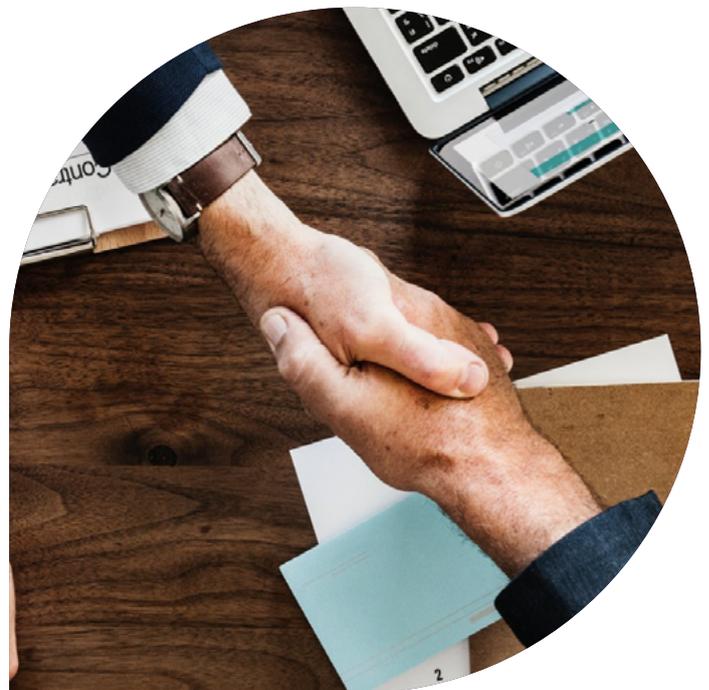


## solution

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- we created a separate form listing all of the trader's SimpleBusiness points of acceptance, where they could select at least one SoftPOS-enabled location
- additional information must be asked for (address of the point of acceptance, number of devices)
- every contract amendment appears as a new Opportunity in Salesforce, with new accounts linked to it
- we have included the option to choose SoftPOS in the offering process
- as a SoftPOS, the same point of acceptance appears as a new Opportunity or account
- a new SoftPOS element had to be integrated into the blocks designed to create contracts and offers for the receipt of the required information (e.g. monthly fee, number of devices and address)

**...and we did it all in 5 weeks!**



## did you like our story?

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More customers? Yes.  
More efficient process management? Yes.  
Growing profits? Yes.  
More new contracts signed in the meanwhile? Yes.  
Automation for all of the above, where possible, eliminate errors? Exactly.  
Minimum manual data entry? Exactly!

**Do not hesitate to contact us, should you have any questions in this topic!**

**I WOULD LIKE TO TALK TO YOU!**



### **contact us**

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