

VERTICALLY INTEGRATED APP ECOSYSTEMS BRING MORE REVENUE STREAMS TO ANDROID EFTPOS

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IN THE STRICTEST SENSE, vertical integration is a strategy whereby a company owns or controls its suppliers, distributors, or retail locations to control its value or supply chain. Vertical integration without doubt benefits companies by allowing them to control processes, reduce costs and improve efficiencies. However, vertical integration also requires significant amounts of capital investment (CAPEX). Right there lies the catch – developing a well-integrated vertical app or solution ecosystem requires significant capital expenditures and integration time, which is not an easy commitment to make in these trying times.

PLUG-AND-PLAY AS NEEDED

Here's where ETRANET Group's vertically integrated and modular POS ecosystem saves the CAPEX – based on a fully industry compliant and secure Android hardware platform at the end-user side and latest software stack in the backend, we're making it possible to start with the basic modules and expand as needed.

Thus, businesses can start with something all of them need – a fiscal cash register and a means of accepting payments – and over time expand their offering and open new revenue streams with advanced hybrid loyalty programs, ticketing and online booking, top-up and electronic goods, tax free processing, meal vouchers etc.

For instance, small and midsize merchants who have previously balked at the cost of adding their own loyalty programs can now using our app ecosystem start with fiscal cash registers and upgrade those same devices to act as loyalty terminals for ETRANET's cloud loyalty solution. In very short order, they can leverage loyalty features such as define employed discount modes, affected goods, manufacturers or suppliers and tie those with category, membership, location, and discounted period rules. To manage all that merchants use a powerful web interface, enabling them to keep their finger on the performance of their loyalty program efforts in real time. At the same time, larger merchants can benefit from integration with their existing ERP or CRM software.

ONE DEVICE, MANY REVENUES

Reducing the hardware to just a single state of the art Android handheld POS terminal which hosts all the above-mentioned

INTERMODAL SALES MADE EASY

Ticketing and online booking, especially in the passenger bus transport, is hardly a novelty idea. Challengers such as FlixBus, Nomago, and Megabus have taken over the market, relying on the ubiquitous smartphones and a growing number of tech natives. TOBY - ETRANET Group's very own cloud solution – provides transport operators with tools such as flexible/seasonal pricing, payment processing, maintenance records, legal and operation reporting, minimizing effort and maximizing profits for these large and complex business systems.

However, even more interesting is the spread of intermodal ticketing and online booking systems. Intermodal transport solutions link various modes of transport and their different operators under one sale/ticket/booking. Not only does this make it easier for the consumer, but it also makes the total addressable market size larger. By making it easier for the consumer to book their journey using various means of transport, each operator is likely to receive more money than striking it on their own.

Should a traveler want to go from Frankfurt to Rovinj, now he must (more or less) book separate tickets: a plane ticket FRA-ZAG, a bus to Rovinj, and then catch a taxi to his hotel. He would have to use at best three separate apps to accomplish this.

A modern ticketing and online booking solution such as ETRANET Group's TOBY would merge that into one action, presenting various legs of the journey and letting the traveler choose their itinerary in one place. This way he could choose to hop by plane FRA-ZAG-Pula, then catch a taxi from Pula airport to the bus terminal and the bus to Rovinj, with another taxi already waiting for him to take him to the hotel.

Naturally, such solution could then also be expanded to include additional options such as the ability to book sightseeing trips, accommodation, and restaurants.



ecosystem apps and functions is especially important for businesses with a significant device count.

Chief example among those are banks who must purchase or rent POS terminals in the tens of thousands to sell their basic financial services to merchants. ETRANET's vertically integrated app ecosystem enables banks to rapidly expand their offering with new services for existing clients using already deployed devices, without the need to purchase or rent additional devices when introducing a new service.

Banks, payment service providers and fintechs can start using our robust IP54/ATEX certified smart POS devices only for payment processing and upsell their clients to other services available for integration. Offering a 2-year warranty and generous lump sum maintenance fees, the hardware we use presents a solid basis for developing an expansive vertically integrated ecosystem of services.

Using ETRANET's app ecosystem banks can rapidly enter new lucrative partnerships with other businesses, offering them a one-stop-shop solution for their specialized business needs. For instance, banks can acquire as clients large parcel delivery services by offering them a complete solution for drivers to handle deliveries, charge delivery fees and process cash, card, and instant payments in the field – all that on the same device that comes with a barcode and QR code scanner.

Naturally, ETRANET's devices also support business apps outside of our app ecosystem, so businesses can deploy their existing solutions to those same devices. In the above parcel service use case or for shipping and package distribution companies in general, the company would run their own specialized delivery management app on the handheld device and the driver would simply jump into ETRANET's app ecosystem to process additional services and payment.

Finally, modules of ETRANET Group's vertically integrated app ecosystem are almost infinitely adaptable to specific business' needs if required. Thus, our ecosystem serves as a basis for development of the Integrator consortium's platform for wholesale, retail and straight-from-manufacturer logistics business solution intended to fulfil requirements of global leading manufacturers – but also adaptable to needs in other similar global industries.

Learn more about our vertically integrated app ecosystem at www.etrinet.hr and get in touch for free consultation.

ACQUIRE FASTER AND CHEAPER

A wide variety of businesses can benefit from our expansive payment processing options within the ETRANET vertically integrated app ecosystem allowing all service providers to acquire even small business clients more easily.

Not only is ETRANET Group being regionally certified for card payments and have already deployed Android thin-client app in the Benelux, but we can also integrate rapidly expanding alternative payment options – e.g., enable merchants to accept instant payments or payment in cryptocurrencies (with payments being cleared in local currency to their business account).

GET MORE REVENUE FROM THE SAME DEVICE

Based on a fully industry compliant and secure Android hardware platform at the end-user side and latest software stack in the backend, we're making it possible to start with the basic modules and expand as needed to capture new revenue streams.

GO FISCAL CASH REGISTER

Start with the basic module that everyone needs. Our tried and tested cloud fiscalization solution has tens of thousands of merchant users through Croatia, Slovenia, Montenegro, also handling online fiscalization for Uber in Romania.

+ PAYMENT PROCESSING

Add this feature and acquire small business clients more easily. Not only is ETRANET Group being regionally certified for card payments, we can also enable merchants to accept instant and payments in cryptocurrencies (with clearing in local currency to their business account).

+ LOYALTY PROGRAM

Our advanced hybrid loyalty solution lives in the cloud and runs on the end-user side as a powerful smartphone app. Deploy rapidly and on a daily basis finely tune discount parameters, generate reports and act in real time, adjusting your loyalty program efforts. Integrates with your ERP.

+ TICKETING

Intermodal transport solutions link various modes of transport and their different operators under one sale/ticket. Use our solution to quickly enter into partnerships with transport operators, bringing more earnings through revenue sharing.

+ ONLINE BOOKING

Enable a traveler to book a trip from Frankfurt to Rovinj in one place: a plane ticket FRA-ZAG, a bus to Rovinj, and then schedule a taxi to his hotel. Expand this to offer additional on-destination bookings - sightseeing trips, accommodation, restaurants etc.

+ TOP-UP AND E-GOODS

Sell top-up and e-goods such as mobile phone prepaid vouchers, parking tickets, motorway tolls vouchers, access to electric vehicles (EV) smart charging stations and similar on your existing devices. Quick and easy integration.

+ TAX FREE PROCESSING

Electronically fill out tax free return forms for customers outside the EEC area and save time, increase accuracy and get more fees on a monthly basis.

✓ RUN OWN BUSINESS APPS

Already have specialized business apps whose features cannot be easily duplicated? Keep using them on our devices and develop them independently.



Learn more at www.etrinet.hr and get in touch for free consultation.



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