

NTSwincash and ContentCard: virtual products come within reach

Wilhering, Austria – Prepaid systems have many advantages: besides their flexible handling and popularity with customers, companies can also provide their services securely through prepayment. Susceptibility to fraud does however still pose especially the telecommunications industry with considerable challenges, a situation now confronted by the ContentCard Verlags GmbH with an ingenious system; payment for virtual products is, just as with a normal prepaid card, using a code, but which with the ContentCard® is only activated upon purchase, allowing simple but secure storage of cards.

“The ContentCard® system makes the online market also viable for dealers in regular shops; to make this currently strongly demanded potential available to the users of our NTSwincash retail management system, we have already developed a customer friendly function for easily selling ContentCard® with NTSwincash” explains Günther Schrammel, CEO of NTS New Technology Systems GmbH (www.ntswincash.com). The networked system of the European market leader in point of service and retail management solutions unifies checkout, sales and marketing solutions within a central architecture, allowing NTSwincash users to not only access all customer and product details and provide optimal service, but also quickly and securely process prepaid transactions.

“With our existing solution NTSwincash eVoucher and NTSwincash prepaid connector we can already transmit release codes for prepaid products electronically and then additionally print them on a receipt after purchase; with a couple of modifications the similar concept used in the ContentCard® has now been simply integrated into our solution” explains Schrammel.

More details are available at www.ntswincash.com

About New Technology Systems GmbH

Established in 1997 New Technology Systems GmbH specialises in development of POS and retail management software. With NTSwincash, the Austrian enterprise with head office in Wilhering has developed a comprehensive solution encompassing a wide spectrum of efficient features from an

easy-to-use POS solution as a front-end for external ERP systems up to a comprehensive retail management system including control and management modules for distribution channels, promotions, goods movements and repair orders amongst others. NTS customers include leading enterprises such as mobilkom, Orange, Telefonica/o2, Vodafone, T-Mobile, Swisscom, Orange, E-Plus and Medion.

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