

Customer Success Story

Globasure Increases Bank POS Transactions Using gROAM Smart Roaming Sim Solution



unity
bank

... succeeding together.

Customer Profile

Industry: Banking
Company: Unity Bank
Employees: 5000+

Business

Unity Bank is one of Nigeria's leading retail banks. Unity bank emerged from the largest merger and consolidation in Nigeria's banking industry.

Challenge

Unity Bank was faced with a multitude of challenges due to network downtime, which lead to a decrease in their merchant's transactions

Solution

Smart Roaming SIM (gROAM) is a special Sim that allows switching seamlessly between the different authorized operators present on the Globasure SIM card

Benefit

Improved customers satisfaction and experience. 24/7 uninterrupted network connectivity. Automatic detection of strongest GPRS signal.



Business

Unity Bank is one of Nigeria's leading retail banks. Unity bank emerged from the largest merger and consolidation in Nigeria's banking industry. Our client has over 240 business offices across the country with their head office in Abuja. Unity bank is the 7th largest bank by business locations.

Challenge

Our client was faced with a multitude of challenges due to network downtime, which lead to a decrease in their merchant's transactions as a result of network connectivity loss with their POS Terminals. This issue was negative affecting e-payment transactions amongst Unity Bank merchants. Network connectivity degradation is probably the biggest challenge facing POS accessibility and acceptance in Nigeria.

Solution

Through their interconnections Globasure benefits from roaming agreements with operators located in several countries. Globasure SIM cards cover more than 100 countries and address more than 200 different domestic operators. Therefore with the Globasure SIM card, your GPRS capable payment terminal will be able to connect to different operators within the same country.

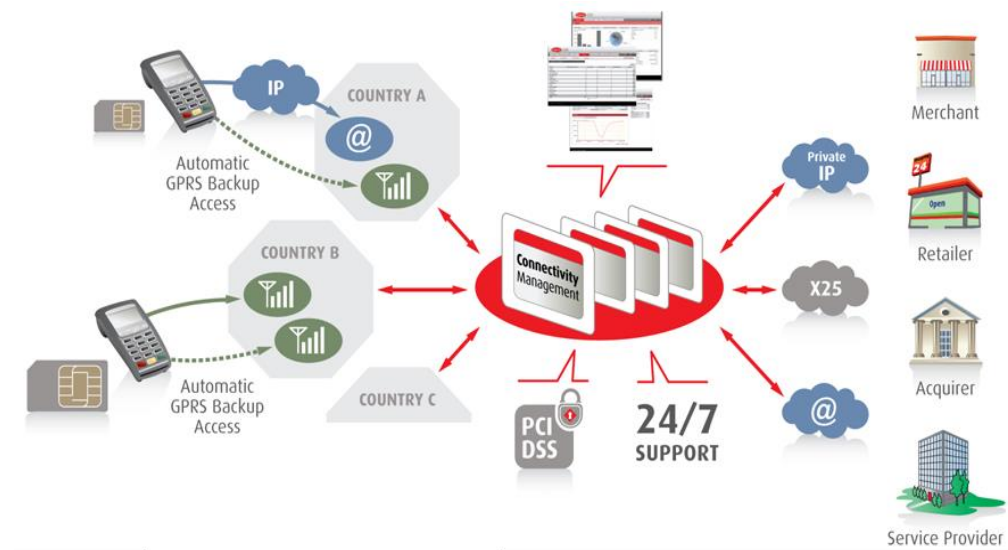
The Smart Roaming Module (SRM) is a dedicated application that allows switching seamlessly between the different authorized operators present on the Globasure SIM card. Therefore, the Globasure SIM card will connect first to its "preferred" operator (which is saved into its own list) and in case of failure of this network the SRM module will automatically switch the secondary available network.

The e-Portal is a web 2.0 portal developed for customers that centralizes and analyzes data of all connectivity services provided by Globasure. It aims at being a powerful and convenient reporting tool for customers.

The GPRS module of the e-Portal is the reporting interface for the SIM card fleet supplied. The module provides an easy-to-use interface with searchable SIM usage and SIM status information, as well as the online possibility of changing SIM statuses for permitted users. It allows a close monitoring of the whole SIM fleet.

With gROAM, Unity bank is guaranteed enhanced and stable GPRS connectivity for all their POS terminals nationwide. This will vastly increase POS terminal transactions and improve customer satisfaction.

gROAM Architecture



Benefit

The successful deployment and management of gROAM in Unity Bank has delivered the following benefits;

1. Improved customers satisfaction and experience
2. increase the adoption of POS usage in Nigeria
3. 24/7 uninterrupted network connectivity
4. Elimination of Sim swap
5. Real time reporting
6. Provides greatest paths from the device to the application server
7. Multi-IMSI, non-steered
8. Highly robust network architecture
9. Automatic detection of strongest GPRS signal
10. Auto roaming if GPRS deteriorates



About Globasure

Globasure is growing a measurably successful business through the development and provision of innovative secure electronic payments solutions, dedicated to quality and standards. Globasure's solutions can help reduce costs, maximize profitability, improve client relation management and eliminate financial fraud. Financial institutions, payment processors, retailers, service providers, mobile telecom operators and any type of business that receives payments can benefit from Globasure's solutions.

Vision

To be the leading service provider and system integrator for end-to-end payment

solutions in Africa. We want to be known for reliability, flexibility, responsiveness and innovation.

Our Mission

Driven by innovative people and processes, we deploy secure payment solutions, enabling businesses, and maximizing customer's value.

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