

“GMO Pallet”, the smart phone payment service equipped the tablet POS system

~Smiles and Sunny Table are planning to introduce the service~

Tokyo – April 2, 2015 –GMO Internet Group non-face-to-face payment processing company, GMO Payment Gateway Inc. (hereinafter referred to as GMO-PG, TSE1:3769), collaborating with S-cubism Technology Inc. (the main office: Minato-ku Tokyo, the representative director and president: Masanori Takeshita, hereinafter referred to as “S Tech”), has standardly equipped the smart phone payment service, “GMO Pallet” in the tablet POS system, “EC-Orange POS” which S Tech is providing, from April 2, 2015. As a result, the stores using “EC-Orange POS” can materialize the following two matters.

- 1) To provide consumers (customers of the stores) with smart phone payment by “GMO Pallet” with which consumers can make credit card payment by a smart phone app at a real store.
- 2) To manage in a lump and utilize for marketing attribute information (sex, birth date, age) and customers’ data such as store visiting and purchasing history of the customers who pay by “GMO Pallet” as well as the membership information of the stores which are managed by “EC-Orange POS”.

Please note that we have already started giving notice of the system integration to the stores and the companies which are using “EC-Orange POS”. At this point, Smiles Co., Ltd. which operates Soup Stock Tokyo and Sunny Table Ltd. which operates “Restaurant Casita” are planning to introduce the service.

[Background and Outline]

“GMO-Pallet” which GMO-PG provides is the smart phone payment service with which consumers can complete credit card payment on the smart phone app at a real store. Also the stores can manage customers’ data such as store visiting and purchasing history accumulated in the app as well as enhance efficiency of credit card payment processing.

Meanwhile, “EC-Orange POS” which S Tech provides is the POS system with which stores can do POS register operation by using the smart devices such as iPad® and Windows®8. As it can be also used for O2O (*1) by making inventory and sales information link between EC sites and stores besides serving customers and inventory management, as well as order taking at restaurants and register / payment operation at retail stores, over 4,100 stores (*2) in all of Japan, with a focus on restaurants and retail and chain stores, are using this systems.

As you can collect merchandise information of “when, where, what was sold” at the time of sale with POS system, POS system is used in various categories of business as well as in restaurants and retail stores for the purpose of inventory / sales order management and perceiving the trend of sales. In recent years, among the business operators who introduce POS system, the needs to manage the collected data along with customers’ attribute information of “what kind of persons purchased” have risen to utilize the collected data for sales promotion activities. However, unlike in the case of the business categories such as apparel shops and beauty salons where the membership registration is encouraged, points are given, and the careful services tailored to suit the individual needs are provided, it is difficult to have customers register memberships in supermarket and restaurant businesses and also there exist many stores which don’t have the system itself to manage the members.

Therefore, GMO-PG and S Tech have equipped “GMO Pallet” in “EC-Orange POS” to enable even the stores which don’t have membership system to perceive customers’ data (sex, birth date, age, number of visiting store, settlement history) of the customers who paid by “GMO Pallet”. Also, as you can consistently operate from order to smart phone payment by “GMO Pallet” on the smart phone app of “EC-Orange POS”, you can introduce smart phone payment with no stress on the store operation.

At this point, Smiles Co., Ltd. which operates Soup Stock Tokyo and Sunny Table Ltd. which operates “Restaurant Casita” are planning to introduce the service, and in the future, we will work on encouraging broad use of the service, targeting 1,000 stores by the end of this year.

(*1) O2O: O2O is a strategy for linking offline and online purchasing activities.

(*2) As of March, 2015.

[Use of “GMO Pallet” on “EC-Orange POS”]

The stores which are using “EC-Orange POS” can easily receive into the “GMO Pallet” the payment amount data which was received with the register function of “EC-Orange POS”, by setting “GMO Pallet” on the POS. As a result, a store staff can save the effort of booting “GMO Pallet” app and inputting the amount again at the time of payment by a customer. (*3)

Also, you can consolidate in “EC-Orange POS” customers’ data such as store visiting and purchasing history accumulated by the use of “GMO Pallet”. Even the stores which don’t have member registration system incorporate customers’ data of “GMO Pallet” with POS data of “EC-Orange POS” and can effectively promote marketing activities by utilizing detailed information of “when, where, what, who purchased”.

(*3) An application of “GMO Pallet” is separately required to use the linked services.

<Image of system corporation between GMO Pallet and EC-Orange POS>



① System corporation with GMO Pallet

② Select the customer



③ Pay by GMO Pallet

【About “GMO Pallet”】

“GMO Pallet” which GMO-PG developed is the new type of smart phone payment service which provides speedy payment without a wallet. After we started the service focusing on restaurants in Shibuya-ku, Tokyo in 2014, now we are expanding the service area and into various categories of business such as apparel and beauty salons.

After simply downloading the free “GMO Pallet” app and registering their credit card information (*4), customers can make payments at stores with only two smartphone operations (one swipe to check in and entry of the 4-digit personal identification number).

Stores can offer “GMO Pallet” as a payment method for customers by completing the application procedures for “GMO Pallet” (*5), downloading the store-dedicated “GMO Pallet Register” app to their mobile device (smartphone or tablet), and registering the ID and password issued by GMO-PG. In addition to improving the efficiency of payment processing, because the service will enable the simple management of customer data such as visit and sales history, it will be possible to utilize the service effectively in measures aimed at increasing the repeat customer rate and the use unit price.

Also, GMO-PG discloses “GMO Pallet” API and collaborates with various companies such as GMO TECH, Inc., GMO DIGITAL Lab K.K. (Web ViewAPI), Ubiregi Inc. (POS Register API) as well as S Tech. We will also work on collaboration to provide better payment environment in the future.

(*4) Can be used with VISA and MasterCard (as of April 2, 2015)

(*5) A card member store screening is conducted by a credit card company

【About “EC-Orange POS”】

“EC-Orange POS” which S Tech provides is the next generation POS system in which the POS register functions are put into a smart tablet. As “EC-Orange POS” can be used for serving customers, inventory management and O2O as well as cash register operation, it received recognition because of its high convenience and won No. 1 share in the tablet POS system construction amount.

In response to the requests such as “We want to use Office products such as Excel and PowerPoint”, “We want to use Internet Explorer as a browser to continuously use the existing system.” from the companies which use tablets in the store operation, “EC-Orange POS” became Windows®8-compliant as the Windows®8 POS system specialized for tablet for the first time in Japan (In-company research) in February 2013. This system has been introduced at over 4,100 stores in Japan as of March, 2015.

(*6) Source: Fuji Chimera Research Institute, Inc. “Monthly Business Technology (BT)” (issued on June 25th, 2014), and the market share of mobile POS is the result in 2013.

【About GMO Payment Gateway】

GMO Payment Gateway, Inc. is a non-face-to-face payment processing service provider offering solutions including online transaction processing for online stores, social and smartphone content sellers, and processing of recurring payments NHK television license fees. The company also provides dedicated payment solutions for public institutions including Japan Pension Service and Tokyo Metropolitan Government. Our services are safe and convenient for both business and the consumer. As the largest payment processing service in Japan, GMO Payment Gateway is an innovation leader and key contributor to the growth and development e-commerce.

【Related Links】

- EC-Orange POS service site URL : <http://ec-cube.ec-orange.jp/pos/>
 - GMO Pallet service site URL : <https://www.gmo-pg.com/pallet>
 - GMO-PG URL : <http://corp.gmo-pg.com/>
 - GMO-PG service site URL : <http://www.gmo-pg.com/>
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Press Inquiries

GMO Payment Gateway Inc.
Corporate Value Creation Planning Office
TEL: +81-3-3464-0182
Email: ir@gmo-pg.com

GMO Internet Group
Group Public / Investor Relations
TEL: +81-3-5456-2695
Email: pr@gmo.jp

Service Inquiries

GMO Payment Gateway Inc.
PALLET Business Promotion Office
TEL: +81-3-3464-2323
E-mail : info@gmo-pg.com

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