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power to you



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Commidea is part of the Point International Group of companies, the leading European provider of electronic payment solutions.

Point supports more than 300,000 customers in the Nordic and Baltic countries and the UK, with more than seven million secure card transactions handled through its solutions every day. Its customers range from large high street retailers to small independents, award winning ecommerce sites and leading mail order companies.

In the UK, Commidea has built a reputation for reliability, innovation and excellence and has developed Ocius, a chip and PIN solution which is pre-certified by the banking community, setting new standards within the industry. Ocius Sentinel is the first UK certified solution to offer complete end-to-end encryption, enabling fast and secure processing.

The company works with a network of business partners throughout the UK and wanted to ensure that its payment terminals offered reliable network coverage, particularly for customers in areas where connectivity was sometimes an issue.

Ryan Philo, Head of Special Projects at Commidea explains: “Many thousands of small, often independent organisations as well as major retailers use the terminals. It’s important that we do everything we can to provide the most reliable service.”

Customer experience

Ryan spoke to Vodafone, which already provided Commidea with a range of flexible working solutions, including BlackBerry® devices and mobile broadband. “Vodafone offered us the network reliability that we needed,” says Ryan. “But, just as importantly, it worked with us to find the right commercial deal, and showed a willingness to develop a strong partnership.”

Now every new mobile payment terminal includes a Machine to Machine (M2M) solution from Vodafone to enable transaction processing - delivering immediate results for Commidea.

“Since moving to Vodafone everything works – both in terms of receiving the M2M solutions to meet our orders, and the reliability of the technology. The mobile terminals are more reliable, which helps drive sales. It’s now an area of the business that we just don’t have to worry about,” says Ryan.



“With Vodafone M2M technology, our payment terminals are more competitive.”

Ryan Philo, Head of Special Projects, Commidea

High performance and reliability

The Vodafone technology is playing a role in the success of Commidea’s Ocius Vx670, which is one of the company’s most advanced mobile payment terminals.

The devices have a large display, offer long battery life and feature a fast integrated printer. “With the M2M solution from Vodafone, our leading products deliver high performance and reliability,” says Ryan.

The partnership between Commidea and Vodafone continues to get stronger. During regular meetings, the two parties discuss ways to develop new revenue streams. “We both have something to offer.

“There is potential for our payment systems to support Vodafone’s retail business, while Vodafone provides solutions to help develop our products and improve employee productivity with flexible working,” says Ryan.

In addition, the company receives excellent support from Vodafone and is kept informed when maintenance work could affect terminal connectivity.

“I can’t fault Vodafone on its support services. It understands our needs for reliability and keeps us updated on the network. Vodafone always answers our questions quickly,” concludes Ryan.

Significant benefits

- Payment terminals have improved coverage thanks to M2M technology which in turn promotes improved performance and reliability
- As a result of the improved connectivity, Commidea is now delivering a better, more robust solution to customers and resellers
- The company has increased sales, particularly through one of its largest resellers, as a result of the terminals' improved performance
- Ongoing, responsive support from Vodafone provides Commidea with added confidence and value
- The relationship between Vodafone and Commidea is opening up additional opportunities to develop new revenue streams for both parties

