

Extending a subway fare card for payments beyond the station? VeriFone's wireless and contactless solutions turned this idea into a reality.



When Metronec wanted its fare cards to be used for small purchases outside the station, they joined with VeriFone to create a multipurpose card and custom, integrated payment solution using the latest wireless and contactless technology.

Customer profile:	Metronec
Business focus:	Micro Payments
Location:	Argentina
VeriFone solution:	VX 610 with built-in contactless reader

Challenge:

Create a custom, integrated contactless payment solution that works both inside and outside Argentina's subway stations

With one of the busiest transportation systems in South America, Argentina's subway handles 260 million passengers per year. Metronec—longtime proponents of pre-paid contactless fare cards (used at key touchpoints such as turnstiles and ticket kiosks)—wanted a way to extend the use of its cards to retail areas beyond the train stations for small purchases at nearby retailers, such as convenience stores and quick-service restaurants. Metronec (developer of the contactless/short range radio frequency Monedero Card) explored a prototype for outside sales. But only VeriFone had the solutions to create a fully functional wireless footprint for the contactless purchases they wanted to capture both in and outside the station.

Solution:

VeriFone solutions enable Monedero Card to be used in transportation stations and beyond

Metronec's existing contactless fare cards already operated at all touchpoints in the transportation network. So when VeriFone added the wireless and contactless VX 610 to accept fare payments, extending the technology to the surrounding area was simple. Now, with the Monedero Card, subway riders can pay for their subway rides and also make purchases at convenience stores, rent movies at Blockbuster, have dinner at the Hard Rock Cafe and soon be able to pay for their cab rides. Metronec chose VeriFone as a partner in the creation of the new, multipurpose contactless card because of its expertise in payments and its wide range of wireless and contactless solutions. VeriFone's implementation and rapid deployment of more than 1,000 secure devices (VX 610 GPRS, VX 610 WiFi and VX 670 GPRS) is a key factor in the quick success of the partnership.

Results:

The Monedero Card gains new customers every day—thanks to VeriFone

Transaction volume on the Monedero Card has shown constant growth since the launch of VeriFone's contactless solution in mid-2008. With fast service and no need for pocket change for small purchases or subway fare, riders won't wait in long lines to pay. Metronec and local retailers can provide improved service quality and operational efficiency, thanks to VeriFone.

The extensive VeriFone product portfolio and its reputation throughout Latin America as a flexible and dynamic payment solutions partner, made the launch for the multi-purpose Monedero Card a success. VeriFone's continued commitment to cutting-edge technology and products that offer the latest security compliance with top functionality and performance, make us a global leader in payment solutions and a top choice for innovative partnerships throughout the world.

VeriFone: leading the way in Latin America

- WiFi, GPRS, and CDMA capabilities with optional battery pack allows merchants to extend the POS and transaction process anywhere, anytime
- Modular, user-friendly design for future-proof upgrades and investment protection
- Built-in contactless speeds lines and reduces percentage of cash transactions
- Integrated PCI PED-approved PIN pad with familiar ATM-style keys for secure PIN entry and fewer mistakes
- Portability and durability perfect for transportation, home delivery, ticket or drive-thru windows, kiosks, quick-service restaurants, convenience stores and more

