

Mobile Point of Sale Solutions

The recent advances in mobile devices combined with the increasing volume of card payments has driven requirements for SMEs and Sole Traders to seek more flexible, and cheaper solutions for taking card payments.

A solution which is seeing growing take-up in the UK (and globally) is the matching of a simple, cheap chip and pin card reader with an App on a mobile device (e.g. iPhone, iPad or Android phone/tablet) to provide the ability to take payments almost everywhere, i.e. just subject to the availability of Wi-Fi or 3G signal.

The capability started in the US with a product from Square. Here in the UK there are now at least four providers with similar solutions, namely iZettle, Paypal Here, Payleven and Sumup. These providers support most Debit/Credit cards (but the coverage does vary between each of these solution providers). Some of the offerings also now support new payments methods such as ApplePay.

These product solutions are suitable for any business seeking a card reader with low initial cost and no monthly fees, but are particularly suitable for mobile businesses.

One of the key benefits of these solutions is that they seek to build on what most people have today anyway – i.e. a smart phone or tablet, which can be paired with a cheap chip and pin reading device. In addition the mobile Apps support pre-loaded, priced inventories and varying levels of management information and accounting support. Receipts can be provided electronically via e-mail, and the solution providers enable linking to physical receipt printing devices.

This solution landscape is likely to change quite rapidly, and the product offerings and associated fees and charges may also reduce further as take-up and volume increases.

iZettle®



iZettle has been a pioneer in mPOS (mobile point of sale). Similar to more traditional POS systems, central to the iZettle platform is a credit and debit card reader. Two models are available – the “Pro” contactless reader

<http://www.re-envisage.it>
iles. Company No: 9547992

(circa £79+vat) and the simplified and free, "Lite" variant. Both work in tandem with a free smartphone app, available on Apple iOS, (iPhone, iPad) and Android platforms. It also works with an in-store POS system.

The solution operates on a 'pay as you go' model – a revolutionary approach in card payments industry when the product was first introduced, but now copied by other providers. There are no monthly fees and no minimum contract period. The per transaction fee is on a sliding scale so that the more you sell, the less you pay, currently a sliding range from 2.75%-1.5%.

At this point in time, of all the European mobile payment providers, iZettle supports the widest range of payment cards. The Card Reader Pro can process Visa, MasterCard, American Express, Visa Electron, V Pay, Maestro, Diners Club, and most recently, JCB. The Lite reader does not support Diners or JCB, but accepts all the rest. The latest version of the Card Reader Pro Contactless now also accepts contactless payments and Apple Pay.

The smartphone app provides bookkeeping tools and smart sales reports. It also Integrates with Xero – the cloud based accounting platform (refer to the paper on Cloud Based [SME Accounting Systems](#)).



Paypal Here

Paypal is now very well known as a key player and disrupter in the online money payment and transfer business. PayPal is now attempting to break into the European mobile payment market, and the PayPal Here product is part of this strategy. PayPal highlights that their solution builds on their existing payment solution capabilities with advanced fraud screening and Buyer and Seller Protection Policies.



With their mobile POS solution customers need just an email address and password or mobile number and PIN to pay quickly and more securely.

Paypal offer two versions of their PayPal Here Chip and PIN card reader, and which works with iPhones, iPads and some Android phones that support Bluetooth 2.0 or higher, but this card reader device does not



Changing perspectives, driving opportunities, working together

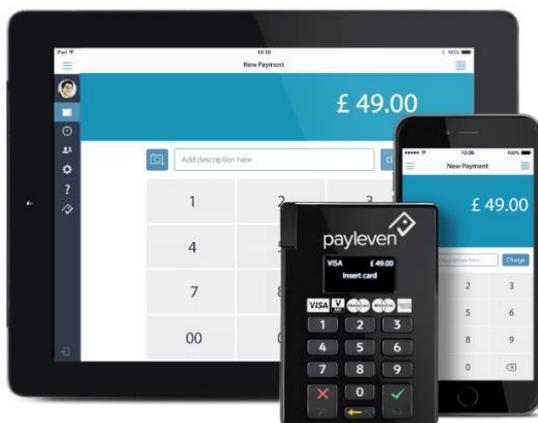
work on many Samsung Galaxy devices, nor with Windows phones. The card reader is connected to the mobile device via Bluetooth.

Currently the supported cards are Visa, MasterCard, Maestro debit and credit cards, but not American Express and JCB cards (unlike iZettle).

As with the other solution providers mentioned in this article, PayPal Here provide a free app to the mobile device. This app provides some accounting capabilities to track payments, which can include cheque and cash, and will issue invoices and receipts.

The solution also integrates with online PayPal payments and eBay sales. For vendors who already do business online with PayPal, this is a key benefit, along with the eBay integration – as if you already get a significant portion of your revenue through PayPal and/or eBay and find that the sales tracking it offers meets your requirements, it can make life easier to be able to track mPOS payments as well through one overall PayPal system.

The fees are on a per transaction basis, and are not volume based (unlike iZettle and other solution provides), with additional costs for cards that do not have Chip & Pin or for manual input of card details. Also there are some additional fees for foreign cards.



[Payleven](#) also provide a similar solution for accepting card payments.

Their Chip & PIN card reader (circa £49+Vat) connects to an appropriate smartphone or tablet via Bluetooth and is managed through a free Payleven app, which provides some management information.

At the time of writing the supported platforms are: Apple (iOS 7.0 and higher) and Android™ devices (version 4.0.3 and higher).

Pay-as-you-go pricing for credit card processing starts at 2.75% reducing to 1.50% for higher volumes of transactions.

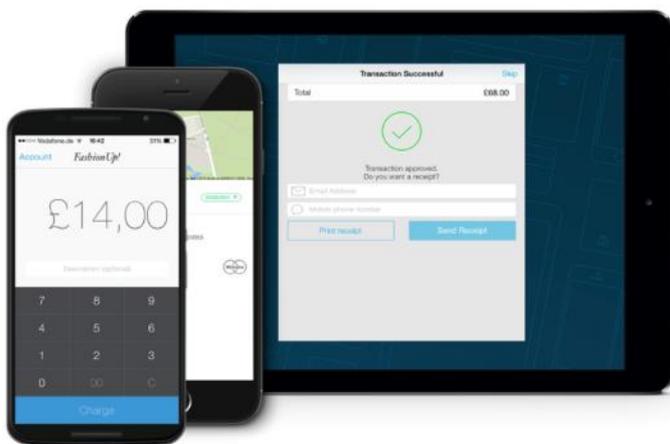


Changing perspectives, driving opportunities, working together

Re-envisageIT Ltd. <http://www.re-envisage.it>
Registered in England & Wales. Company No: 9547992



Sum up also provide a similar solution for accepting card payments.



Currently the Chip and Pin Card Reader device is circa £59+Vat. The App is free, and the only charges are the per-transaction charges, currently fixed, irrespective of volume at 1.95% per transaction.



The mobile App provides full detailed transaction history that can be filtered by month, week, day, and type of payment. This data can then be exported for further analysis into Excel or into other systems using the CSV export file format to support data integration into other tracking and analysis systems.