



Olivetti forms an alliance with SumUp to digitise payment systems for small companies

Thanks to this partnership the Italian Group will offer cash register systems integrated with the technological solution of the British fintech company

Milan/London, 29.01.19 -Revolutionising payment solutions for small companies: with this aim **Olivetti announces the partnership with SumUp**, a fintech company that enables companies of all sizes to receive payments quickly and easily.

Olivetti, a company strongly focused on innovation, has identified in SumUp the partner to offer commercial businesses an advanced and easily accessible technological solution.

Since 2011 SumUp has been supporting the growth of small businesses allowing them to accept, even without traditional POS equipment, in-store, in-app and online card payments on major credit and debit card circuits, as well as through Google Pay and ApplePay: its payment terminals simply need to be connected to a merchant's smart phone or tablet.

The new Olivetti cash system, based on the Android operating system, is so integrated with the SumUp wireless card reader: the two devices are connected to each other via Bluetooth to enable automatic switching of data relating to the transaction, avoiding the trader to double type the amount (on the cash and on the reader).

The solution also makes it possible to adapt to the obligations introduced by the electronic receipt directive. Olivetti is committed to supporting the operators at every stage of the compliance process and to facilitate the transition by making it as smooth and quick as possible. Sumup will be an important partner in this process thanks to consolidated experience in the field that showed significant improvements in business for traders after they introduced the acceptance of credit and debit cards.

"The shops continue to play a role of primary importance at a time when e-commerce grows exponentially. Therefore the customer experience at the store must become more and more satisfying", says **Antonio Cirillo, Managing Director of Olivetti**, emphasising full consistency of the partnership with Olivetti's strategy for retail. "The integration of Olivetti cash registers with SumUp goes in this direction: speeding up the payment process and at the same time ensuring the retailer access to a simple, economical and technologically advanced solution".

"The payments landscape is rapidly changing, technology and products are innovating and legislation is adapting," comments **Marc-Alexander Christ, Co-Founder of SumUp**. "We are happy to join forces with a strong partner like Olivetti to help small and medium-sized enterprises, from the Sicilian ice-cream shop to the Turin mechanic, to keep pace with the times and to grow through the acceptance of credit card".

Olivetti:

Olivetti, historical brand of the Italian industry and digital pole of the TIM group, its controlling shareholder, operates on the domestic and international market as a totally renewed and evolving industrial reality. With a wide range of cutting-edge HW and SW products, it operates as a Solution Provider offering turnkey solutions, capable of automating business processes and activities for SMEs, large companies and vertical markets. Thanks to its leadership in the Retail and Office sector, and to the know-how in the Internet of Things, Clouds, Big Data, Machine to Machine and advanced multichannel communication, Olivetti today has a distinctive positioning in digital innovation skills and a significant commercial presence in Europe, the Far East and Latin America. www.olivetti.com

SumUp:

SumUp is a fintech company that enables companies of all sizes to receive payments quickly and easily, both in store and online. Named as the fastest growing company in Europe in 'Inc. 5000', SumUp has more than 3,000 companies that choose it every day from around the world - and with its terminals on which businesses rely, from DHL to taxi drivers - SumUp has exceeded an annual turnover of 200 million dollars. In October 2018 SumUp released its 3G reader, a card terminal that allows merchants to process payments without the need for a mobile application or a constant Wi-Fi connection.

Subscription to SumUp is 100% digital, delivery is fast and setup is quick and easy, which means traders can be enabled for digital transactions within minutes of receiving their reader.

For more information: www.sumup.it

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