



BLUE BAMBOO
simple. reliable. affordable.

One of the leading solution providers in Latin America and Blue Bamboo implemented the first of its kind payment service for Brazil's Banrisul Bank

ABOUT this company

This company was founded to support and promote "the Mobility Era," that untethered time of total spatial freedom in which business now finds itself. Through its suite of wireless services and products, this solution provider facilitates the on-the-go lifestyle this era demands.

THE CHALLENGE

Develop a unique mobile payment solution for Banrisul—one of the largest private banking institutions in Brazil—to offer to clients at small to mid-sized establishments.

THE SOLUTION

Utilizing its extensive experience in providing wireless services and working closely with technical team, this solution provider developed a method for the bank's clients to make payments by cell phone using funds deposited in a Banrisul banking account. This new "Banri compras Mobile" application could be installed on any J2ME platform mobile phone, but the full solution required more than just a cell phone application. The critical piece of the puzzle for this solution provider was Blue Bamboo's own Bluetooth® P25-M Mobile Printer, which created the link between this solution provider's cell phone application and customers banking cards, a Banrisul private labeled credit card, and provided the means of printing receipts for these transactions.



SUMMARY

Seizing its chance to create an innovative product for the Brazilian marketplace, This leading Latin American solution provider found the support it needed in Blue Bamboo, and was thus able to pull off creating a world's first in mobile solutions.

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