



BLUE BAMBOO

simple. reliable. affordable.

A taxi cashless payment solution offers customers a smooth, quick and easy cashless payment option through their partnership with Blue Bamboo.

ABOUT this organization

Tired of carrying cash and fed up with the state of the Taxi payment industry, the team of entrepreneurs at this taxi organization work towards modernizing cab payments across the United States. This solution provider accomplishes these goals with fleets in the United States' top 25 cab markets.

THE CHALLENGE

Design a low cost, high quality payment system that is as easy for cab drivers as it is for their customers. Of chief concern was strict protection of customer's information, and conducting high speed transactions as quickly as cash can change hands.



THE SOLUTION



Engineers were given the right set of tools for the job: Nextel phones and data plans, this solution provider's own payment gateway and application, and Blue Bamboo's P25-m printer. Designing the application to work with the p25's flexible application interface, a simple payment system utilizing Bluetooth and DUKPT secure encryption technology was developed and deployed. Riders can now swipe their card and send encrypted data through the gateway, confident of its safe delivery and free from the burden of carrying cash.

SUMMARY

When the entrepreneurs at this taxi solution provider sought help in creating the 21st Century taxi, Blue Bamboo stepped up to the plate. The new cashless payment option installed in taxis across the country proves that the P25's "anytime, anywhere printing" includes the inside of a cab.

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