



## Customer Focus

### [1. Queue Management Solution Case Study \(P25 Bluetooth Printer\)](#)

#### **ABOUT This Brazilian Solution Provider**

This is a Brazilian company specialized in software for Corporate Digital Solution and provides technological solutions to improve corporate communications.

#### **THE CHALLENGE**

This Brazilian solution provider found that retail services needed queue busting solution to prevent queue buildup and provide a better customer experience year round. They found this market opportunity, nevertheless, they needed to build a queue management solution which required a Bluetooth printer to print tickets.



## THE SOLUTION

Having developed an Android version of queue management application, this solution provider adopted Blue Bamboo's P25 Bluetooth printer to pair with an Android tablet via Bluetooth for printing the tickets with Queue ID. (See the sample tickets below.) Customers can have an idea what to do and where to go to avoid waiting in lines and retail services become faster.

## SUMMARY

This Brazilian solution provider embraced Blue Bamboo's P25 Bluetooth printer to pair with an Android tablet to print the tickets with Queue ID for retail services to manage queues and provide a much more comfortable, preferential and seamless shopping experience for customers.

[Read More](#)

## [2. Bus Ticketing Solution Case Study \(P200 POS Terminal\)](#)

### ABOUT This Indian Solution Provider

This is an India's number 1 bus ticketing and hotel room reservation platform, which provides the platform to book bus tickets with zero booking charges.

### THE CHALLENGE

This solution provider has developed an iOS and an Android application to receive payments made through credit / debit cards, and offers more information to improve passengers' traveling experiences. This app allows customers to search and book from more than 67,000 routes worldwide and choose from over 1,800 bus operators. However, they need a mobile device that comes with Contact-less function, receives credit/debit card payment and prints paper receipts.



## THE SOLUTION

Blue Bamboo's multi-functional Bluetooth P200 POS Terminal was adopted to integrate with iPhone 6 or iPhone 6 Plus to be part of the solution. Customers can choose to pay by contact-less card (close-loop solution) or by credit/debit card (open-loop solution). After receiving the payment, P200 prints the paper receipt and bus conductor/driver will hand out the receipts for passengers.

## SUMMARY

The world's largest online Indian bus ticket booking platform, connecting various cities across the globe has developed an iOS app and an Android, and allows passengers to search for more travel information and book bus services. This solution provider selected Blue Bamboo's multi-functional Bluetooth P200 POS Terminal to accept contact-less and credit/debit card payment and print paper receipts for bus passengers. [Read More](#)

## Product News

- Press Release: Shanghai, China, Mar 15th, 2016 - Blue Bamboo, an innovative electronic payment solution provider, today announces its cooperation with First Data: a global payment technology solutions company. This connection helps solution providers and end-users, including mobile merchants, small merchants and large merchants to deliver simple, smart and secure solutions. [Read More](#)
- Pricing **Alert:** Access to Blue Bamboo's 2016 Q1 Price Card at: <https://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2016%20Q1%20Blue%20Bamboo%20Rate%20Card.pdf>. Contact your account managers to request the password at [sales@bluebamboo.com](mailto:sales@bluebamboo.com).
- Stakeholders who like, share and follow Blue Bamboo on Facebook are valid to participate in the Blue Bamboo Social Media promotional program, and have opportunity to be granted a 5%-off or a 20-USD coupon. <https://www.facebook.com/bluebamboopocketpos> Contact Blue Bamboo sales for more detailed information at [sales@bluebamboo.com](mailto:sales@bluebamboo.com).

- Blue Bamboo is seeking partners who can leverage our MDF program, and will go to those events to show Blue Bamboo's devices. Contact Blue Bamboo Marketing for **Marketing Development Fund (MDF) program** information at [PR@bluebamboo.com](mailto:PR@bluebamboo.com). 2016 - 2017 Global Event List can be found at: <https://bluebamboo.sharepoint.com/marketing/Shared%20Documents/2016%20-%202017%20Global%20Events%20List.xls>. Contact Blue Bamboo Marketing to request the password at [PR@bluebamboo.com](mailto:PR@bluebamboo.com).

### **Upcoming Events:**

If you are aware of events that we don't have listed or are interested in any of these events, please contact [PR@bluebamboo.com](mailto:PR@bluebamboo.com). We look forward to hearing from you.

- ① 3rd International PLUS-Forum Online & Offline Retail 2016; [http://www.plus-forum.com/forum\\_2016\\_en/apr/](http://www.plus-forum.com/forum_2016_en/apr/); 04-05 April 2016; Moscow; Russia; [konstantin@plusworld.ru](mailto:konstantin@plusworld.ru)
- ② SCA 2016 Payments Summit; <http://www.scapayments.com/>; 04-07 April 2016; Florida; United States; ; Randy Vanderhoof; +1 800-556-6828; [events@smartcardalliance.org](mailto:events@smartcardalliance.org)
- ③ Money 20/20 Europe; [www.money2021europe.com](http://www.money2021europe.com); 05-07 April 2016; Copenhagen; Denmark; [europe@money2020.com](mailto:europe@money2020.com)
- ④ LOPEC - 8th International Exhibition and Conference for the Printed Electronics Industry; <http://www.lopec.com/>; 05-07 April 2016; Messe München GmbH; Germany; +49 89 949-11618; [lopec.visitor@messe-muenchen.de](mailto:lopec.visitor@messe-muenchen.de)
- ⑤ ExpoPrint Digital 2016; <http://www.expoprintdigital.com.br/pt/>; 06-09 April 2016; São Paulo; Brazil; Ana Flávia Grajeffe; [anaflavia@apsfeiras.com.br](mailto:anaflavia@apsfeiras.com.br)

⑥ Innovate Finance: Global Summit 2016; <http://ifgs2016.innovatefinance.com/#!/ifgs2015>; 11-Apr-16; London; United Kingdom; +44 20 3668 3691; [ifgs2016@innovatefinance.com](mailto:ifgs2016@innovatefinance.com)

⑦ 2016 17th Annual NAPCP Commercial Card & Payment Conference; <http://www.napcp.org/?page=ConfAbout>; 11-14 April 2016 Florida; United States; Ashley Csaki; 1-201-746-0725; [ashley@prepaidevent.com](mailto:ashley@prepaidevent.com)

⑧ Card Forum; <http://www.paymentsource.com/conferences/cfe/>; 12-14 April 2016; Los Angeles; United States; Melissa Sefic (212) 803-6067; [Melissa.Sefic@sourcemediacom.com](mailto:Melissa.Sefic@sourcemediacom.com)

⑨ Fintech Innovation Awards 2016; <http://www.paymenteye.com/events/fintech-innovation-awards-2016/>; 13-14 April 2016; London; United Kingdom;

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Blue Bamboo Instagram: <http://instagram.com/pocketpos/>

Blue Bamboo Pinterest: <http://www.pinterest.com/pocketpos/>



- Contact Blue Bamboo **Technical Support Team** via Skype: bluebambooshanghai

**About Blue Bamboo**

Blue Bamboo designs and markets feature-rich and exceptionally affordable products for the POS terminal and peripherals industry. Blue Bamboo's robust electronic payment technology delivers scalable, customer-centric wireless and retail payment solutions which meet PCI and EMV standards all in a secure, reliable and versatile design. For more information, please visit <http://www.bluebamboo.com/>

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