

Success Story

Strategic investment for maximum impact

"Mövenpick needs a service-oriented technical partner. SIX Payment Services is our favorite payment service provider, because our account manager personally handles every single issue. SIX worked with us strategically to devise a system that would interface with our payment infrastructure and allow us to use existing POS terminals."

Stefan Kellmann
CFO, Mövenpick Group



Mövenpick's CFO Stefan Kellmann recounts how SIX Payment Services provided a completely integrated payment solution at minimal cost.

Mr. Kellmann, why did Mövenpick choose to consolidate its payment processes this year?

Over the years, our Swiss business has expanded into Europe and then the Middle East, Africa, Asia and North America. As we established hotels, restaurants and wine cellars in each location, we installed payment systems to comply with local standards. The terminals and cash registers vary according to the respective business; and we have an acquirer in each country. Of course, many people book their hotels online now; and we also sell wine online, so we had another payment platform for that.

Our global operation had grown to the degree that we needed to simplify administration as much as possible. We decided to employ a single payment system for everything, including online business.

Was it difficult to incorporate so many different terminals and cash registers, as well as your online transactions, into the new system without investing a lot of money?

It certainly was complicated. We needed to streamline for administrative purposes, but a new system was not going to generate more business for us, so we also had to be careful not to overinvest.

It made sense to begin the process this year with our core business in Switzerland and Germany. SIX Payment Services worked with us strategically to devise a system that would interface with our payment infrastructure and allow us to use existing POS (point of sale) terminals.

The cost was minimal; our employees required no further training and there was no perceptible difference to customers. All in all, it was a success. We plan to incorporate other European Mövenpick entities into the system in the near future.

Why did you choose SIX Payment Services to replace your other acquirers in the new integrated system?

Mövenpick needed a service-oriented technical partner and SIX meets this requirement. Our account manager personally handles every single issue. We could not ask for better streamlining than to be able to contact just one person for one comprehensive payment system.

Mövenpick's initial position:

Multiple processes established during Mövenpick's gradual corporate expansion resulted in a decentralized European payment network. The company was funding numerous local systems in addition to its online payment platform. Reporting was complex and labor-intensive.

The company could not justify an expensive system overhaul. A unified payment system would simplify administration and accounting while lowering maintenance overhead, but would not raise profits significantly.

The goal:

Mövenpick required a comprehensive payment solution that would align perfectly with its existing infrastructure and not necessitate new POS terminal hardware. The system must accommodate online hotel bookings, and credit card data would have to be protected to meet the PCI (Payment Card Industry) security benchmark. Data from all sources should be funneled into one clear, comprehensive statement.

The SIX Payment Services solution:

Careful analysis of the Mövenpick structure enabled SIX to roll out a comprehensive payment solution without exorbitant costs. Online bookings were routed through Saferpay, the top-security online payment system.

Mövenpick's online hotel site, along with all establishments in Switzerland and Germany, were then connected to SIX's Web-based reporting software, creating centralized, sortable reports for Mövenpick's core business.

SIX Payment Services' account manager personally supervised every aspect, down to Mövenpick's employee discount credit cards, ensuring that the transition to the integrated system was seamless.

As a bonus, DCC (Dynamic Currency Conversion) capability offers further savings as Mövenpick introduces the system to other countries. Commissions are lower at SIX Payment Services with DCC.

About the Mövenpick Group

Mövenpick is a Swiss group of companies with a global presence. Its core competency lies in the hospitality business with a focus on restaurants, hotels, wine and premium branded products. Mövenpick is structured as a holding company with four independently operating business units: Mövenpick Hotels & Resorts, Marché International and Mövenpick Restaurants, Mövenpick Wine and Mövenpick Fine Foods. Mövenpick is present in Europe, the Middle East, Africa, Asia and North America. At the end of 2009, the group employed approximately 16,200 people worldwide.

The SIX Payment Services solution

Secure

- SIX Payment Services is PCI DSS-compliant, supplying the highest level of data security in the industry.
- SIX stores all credit card data in one specially constructed, high-security database.

Customer-oriented

- Solutions are tailor-made to precisely meet individual client needs.
- Service lines are staffed 24 hours a day, seven days a week.

Everything from a single source

- SIX Payment Services combines acquiring, payment processing and reporting in one coherent system.

Cost-effective

- Solutions are streamlined to deliver the highest benefit at the lowest cost.
- One total system means lower maintenance costs.
- DCC reduces commissions.
- SIX rewards higher transaction volume with lower service fees.

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