



Press release

## Lyra marked its presence across the country with Vodafone network

*Source: Vodafone*

### Find the link of the news below:

<https://discover.vodafone.in/business/why-vodafone/case-studies/lyra-network-widening-a-companys-reach>

Mumbai, October 15, 2017

Vodafone helped Lyra Network, a leader in electronic funds transfer at point-of-sale transactions, set up a network of PoS terminals across the country. The connectivity solutions equipped the company with secure, swift wireless access across India, making it a Ready Business.

### Business Challenge

- Lyra Network specialized in secured transaction routing services through multi-brand PoS terminals.
- Their aim was to expand their services in India. However, setting up a network of POS terminals across the country was proving to be a challenge.
- Lyra was looking for a network provider who could ensure secured, restricted wireless access across India via GPRS/EDGE.

### Vodafone Solution

- Backed by a robust network infrastructure and over 300 PoPs spread across 130 locations in India, Vodafone offered a wireless network through a dedicated, secure private APN with IPsec as last-mile connectivity.
- This ensured that data transfer between terminal and mobile devices was seamless and secure.

## **Business Benefit**

- Reliable connectivity ensured that payment transactions through terminals was instant.
- Easy data transfer between mobile devices and terminals and increased network uptime enabled efficient seamless transactions.
- Real-time transaction flow analysis offered an easy way to trace EFTPOS connectivity straight from retail stores.
- The infrastructure supported Lyra's stringent data transfer and IT policies.
- Vodafone's pan-India coverage brought down TCO for Lyra.
- Lyra Network has emerged as the leader in PoS systems in India, successfully executing millions of EFTPOS transactions.

### **About Lyra:**

Founded in 2001 by Alain Lacour, Lyra secures e-commerce and proximity payments and develops value-added services to manage transactions and POS equipment on a daily basis. Based in Toulouse, Lyra is present internationally with 10 subsidiaries (Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru). The group has over 250 employees for a turnover of €53M in 2017.

Lyra's key figures:

Over 10 billion payments secured and transmitted in 2017 worldwide

Over 50,000 e-merchants

Over 3,000,000 payment terminals worldwide

Lyra's services are certified PCI DSS, Visa Merchant Agent and approved by GIE Cartes Bancaires.

<http://www.lyra.com>