

Cielo

Deploying High Performance NewNet Secure Transactions Platforms Nationwide

OVERVIEW

Cielo is the world's fifth largest merchant acquirer and payment processor based in Brazil. Cielo manages an end-to-end card acceptance network responsible for the capture, transmission, processing and settlement of credit and debit card transactions. The customer has close to 100% coverage of the country with over 1 million affiliated merchants. The customer network supports all varieties of access technologies including dial, broadband and mobile and with the rapid growth of the Brazilian economy, They have experienced their transaction volumes surge rapidly.



In the coming years, Brazil will be hosting marquee international events with the FIFA World cup soccer event in 2014 and the Olympics in 2016. The growth and development, as they prepare for these events, and the surge in tourism during the events will in turn fuel an explosion of payment transaction activities across the retail, travel, media and hospitality verticals. In addition, the Brazilian GDP is expected to grow 7% or more a year. All factors will contribute to explosive growth in the use of credit and debit cards driving exponential payment transaction.

"After rigorous market analysis we selected NewNet as our partner to build out our payments service offering. We believe that the efficiency, security and performance offered by NewNet will enable us to offer innovative and superior m-commerce and e-commerce payments services"

— Paulo Guzzo, Cielo IT and Operations Vice-President

KEY CUSTOMER REQUIREMENTS

Growth and Volume

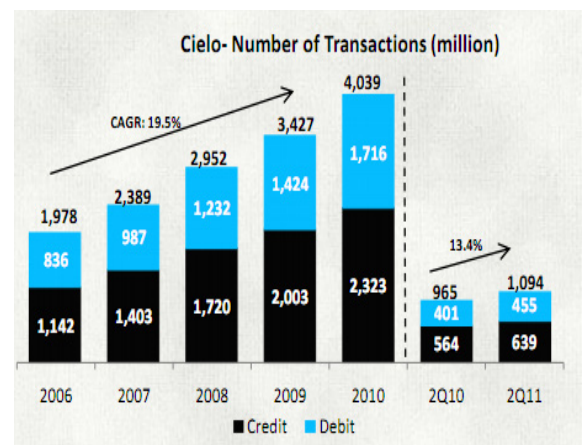
Cielo is experiencing exponential growth in volumes due to the overall economic growth spurt in Brazil over the last few years. The customer needs to be prepared well in advance for the anticipated growth due to the economy and international events taking place in the near future.

Performance

Deploy a very efficient and high performance solution that would speed up the time to process transactions thus driving the volume of transactions that could be processed.

Reliability and Security

Deploy a system solution that is highly secure, with carrier grade reliability and also designed for ease of future expansion.



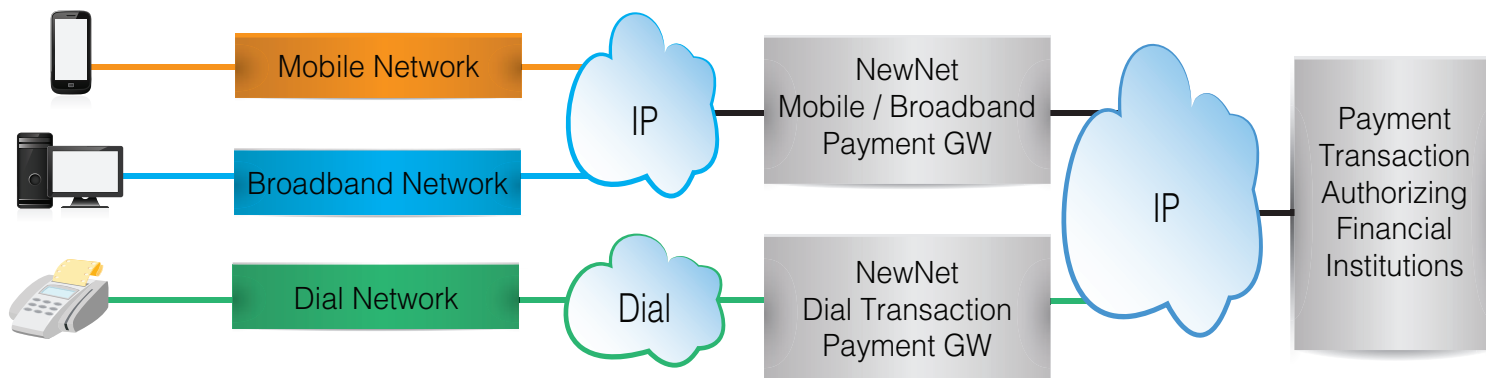
NEWNET SOLUTION PORTFOLIO

Total Control Secure Transaction Gateway (STGd)

Dial services with support for GPRS mobile payment services with IP or X.25 over TCP/IP connectivity to the host processor.

AccessGuard 1000

IP/Mobile Payment services platform for HTTP and Internet payment services with support for SSL security and IP based transaction processing.



Dial POS

The NewNet Total Control STG platform supports all dial transaction termination capabilities for POTS and ISDN lines together with the comprehensive transaction protocol feature set required by the customer.

Internet Payment

Secure and standards compliant, the NewNet AccessGuard is an IP payment platform that offers advanced security features such as SSL and HTTPS for secure transmission over IP towards the POS devices and massive expansion capabilities. NewNet provided custom enhancements to ensure that the AccessGuard implementation maintained compatibility with existing host processor interfaces.

Mobile POS

The NewNet payment platforms (Total Control STG and AccessGuard) also support secure and standards based payment processing for GPRS POS devices with faster completion of transactions and support for all required value added features and transaction protocols required by the customer. In addition, the NewNet AccessGuard solution is well positioned to enable delivery of advanced secure mobile payment services.

Backed by NewNet's global support infrastructure and professional services team capabilities, the comprehensive NewNet payment processing product portfolio not only addresses all the current needs of Cielo but is also able to provide the functionality and expansion required to match the anticipated transaction volume and business growth by the customer.

