



BLUE BAMBOO

simple. reliable. affordable.

China's premier sports and entertainment venues use wireless payment technology to manage volume, speed and security:

Big Bamboo selected Blue Bamboo to design and integrate a wireless payment network to support their hospitality requirements.

ABOUT BIG BAMBOO

Opened in December 2002, Big Bamboo is the premier sports and entertainment bars in Shanghai, China, and is a classic unpretentious place where the entertainment is as much a focus as the food, drink and service.



THE CHALLENGE



There were a number of challenges that had to be overcome including security, scale and efficiency in a neighborhood pub. The bar gets very busy during sporting events, with hundreds of guests served during peak hours time, how can the merchant make the "throughput" higher? If the server has to go back and forth to the cashier to settle the payment, this wastes time. Many visitors to Shanghai are used to the pay-at-table experience in their home countries. how to ensure customers feel secure when using their payment card.

THE SOLUTION

In hospitality, great service is critical with every single customer and payments might be taken at the curb, at the counter, upon delivery, at the table and at every possible venue.

Blue Bamboo provided a Restaurant Pay solution to meet the most interesting needs for secure and efficient electronic payments.

The Blue Bamboo H50 Terminal delivers fast, reliable and secure EMV (Level 1 & 2), PCI-PED, PTS, China UnionPay compliant payment transactions. A wireless portable battery powered device helped keep Big Bamboo's business open during the power-outage.

When Jinqiao location lost power, they just used the H50

GPRS under battery power and kept taking payments while the dial-up terminal did nothing.

Using a wireless solution provided wait staff with the freedom to move around the venue with "no wires" while staying connected. The Restaurant Pay solution is ideal for serving more customers in less amount of time and improves the efficiency of servers and counter clerks, freeing up their time to focus on serving the guest instead of processing payments.



SUMMARY

Blue Bamboo's Restaurant Pay Solution is significant as it brings increased security performance and efficiency right to the spot of the transaction. Today's retail merchants demand lower overhead costs and increased convenience without any compromise to security or performance. Contact Blue Bamboo today to learn how you can take advantage of Restaurant Pay Solution.

www.bluebamboo.com