

ATSL TELESOFT

ATSL TeleSoft is an Access Group company specialising in technology that enables mobile transactions using contactless modes of payment. Its niche technologies focus on Near Field Communication (NFC), allowing smartphones, smart cards, tags and an array of NFC-enabled devices to share data, creating a platform to innovate m-commerce solutions.

These solutions – complemented by GPRS and GSM technologies – create a real-time information and transaction management eco-system, which can be utilised by diverse business sectors and helps create a cashless transactions eco-system.

ATSL TeleSoft's pioneering GPRS-enabled transport ticketing technology made forays by adding value to the transportation sector in Sri Lanka. Today, its technology is operated by the Sri Lanka Transport Board and the private bus sector, processing over one million transactions a day. This aids the country's transportation sector, to focus on operational efficiencies and ensure service quality.

In addition, ATSL TeleSoft says it has garnered the largest market share in the industry, with over 5,000 buses using the technology. A leading mobile network operator and a state bank have partnered with ATSL TeleSoft, to launch Sri Lanka's first NFC card-based cashless payments in transport, extending the platform to reach greater potential.

The Southern Expressway is considered a boon to the people of Sri Lanka, and is patronised by motorists who want to reduce



their travel time. But a little known fact is that the highway processes over 20,000 toll tickets a day, using the comprehensive GPRS-enabled platform provided by ATSL TeleSoft.

This total transaction monitoring and reporting engine enables highway management personnel to assess data, and assists in their daily operations.

ATSL TeleSoft pioneered Sri Lanka's first smart card loyalty platform with a leading entity in the hotel and leisure sector. This solution enables better profiling and segmenting of the customer base, by using their buying patterns.

It is complemented by NFC and GPRS technology, and creates a real-time, targeted marketing eco-system for relevant sectors, by adding value to customers.

Many of us are familiar with the concept of bricks and mortar structures, when it comes to banking transactions, particularly in remote areas. But in reality, this should not

be the case, according to ATSL TeleSoft.

It has initiated a programme to empower the microfinance sector with a Branchless Micro Loan Collection Agent Network, via a powerful NFC/GPRS-based solution. ATSL TeleSoft's payment card industry-approved point-of-sale devices can accept smart cards, and credit/debit cards, to enhance the customer payment experience while extending payment options in the field.

Chief Operating Officer Sampath Paranavitane states: "Our current focus is on the mobile and contactless payments/transactions business applicable to any industry in Sri Lanka and anywhere in the world. We, at ATSL TeleSoft, firmly believe that technology must create value for businesses and people, in the form of convenience, security, accuracy, scalability and profitability. We are at the forefront of this technological progression."



Sampath Paranavitane
Chief Operating Officer

– Tyrone Jayamanne