

WAY4™ THE WAY FORWARD



MAY 14-15, 2007 | BOOTH 44A | AL BUSTAN ROTANA HOTEL, DUBAI, UAE

01 WAY4™ CARD MANAGEMENT

Explore new business opportunities and new markets ahead of your competition at a fraction of their cost. Invent, build and manage products — Credit cards and Consumer loans, Sharia-compliant products, Prepaid and Debit cards, Commercial cards. It is your smart product factory!

02 WAY4™ ADVANCED SWITCH

Implement an intelligent broker and deliver your products and services to your customers through multiple channels — ATM, POS, Kiosk, Web, Mobile, IVR. Its efficiency and security make it the ideal sales engine!

03 WAY4™ EMV IN-BRANCH INSTANT PERSONALISATION

Card issuance is the first step in a customer's relationship with a bank, but usually this takes too much time... Now you can win the confidence of your new customers instantly. A client comes to a bank branch or a mini-office, orders an EMV card — and it is personalised in 15 minutes!

04 WAY4™ BEHAVIOUR LOYALTY

Today, loyalty programmes become a combination of art, science and technology. Now you can use a full-colour palette of technology, business rules and functions to realise your business strategy based on client behaviour analysis.

OUR SPECIALISTS WILL DEMONSTRATE THE ADVANTAGES OF THE WAY4™ PROCESSING SYSTEM ARCHITECTURE AND BUSINESS SOLUTIONS.

WAY4™
PAYMENT PROCESSING SOLUTIONS



www.openwaygroup.com

OPENWAY



