

# ICO Solutions Chooses DataCash for e-payments

Submitted by: 2thefore

Wednesday, 1 June 2005

---

ICO Solutions, the online marketing solutions provider, has teamed up with DataCash to provide its clients with a secure, sophisticated online payment facility. The new contract with the payment services provider means that ICO can now offer its clients an additional product from its growing portfolio.

Over the last five years ICO Solutions has evolved from a company that built web sites to an online solutions provider, covering all aspects of the online industry. As the company prepares to introduce its publishing clients to the world of online transactions, ICO is confident that the partnership will bring success to both parties.

Chris Hall, director of ICO Solutions, said: "Over the past five years, our business strategy has evolved to include more aspects of online web and marketing solutions, including search engine optimisation and consultancy. To further enhance ICO's standing as a solution provider, it's imperative that we choose to work with partners who enhance our services. DataCash offers us the complete online transaction service, whilst ensuring full data protection and security."

He added: "E-payments is a highly specialised area and it was important for us to find a partner that could easily integrate with our business and develop a long-term relationship."

Business Development Director for DataCash, Gavin Breeze, said: "ICO Solutions has developed a very strong presence in the publishing sector, which increasingly is looking at ways to monetise products and services online. By combining ICO's skills and talents with our payment services, the company is well-placed to do more business with its existing customers whilst attracting many others who need robust, reliable and secure online payments services."

Chris Hall, of ICO, concluded: "In my experience, clients prefer web partners who can provide a complete service. As online business continues to grow I am confident that the integration of the DataCash payment facility will appeal to many, existing and prospect, clients."

## Editors Notes

For further press information, please contact:

Glen Goldsmith  
2thefore Ltd  
Tel: 01483 811234  
Mob: 07812 766338  
Email: [glen@2thefore.biz](mailto:glen@2thefore.biz)

For information about DataCash, please contact:

Russell Wilkinson

DataCash  
Tel: 020 7421 9290  
Email: russell.wilkinson@datacash.com

DataCash – <http://www.datacash.com>

DataCash is the only quoted payment solution provider in Europe, providing outsourced solutions for the authorisation, settlement and fraud management of credit and debit cards as well as direct debits, direct credits and cheques. Transactions are accessible to merchants through a real-time MIS Reporting suite. DataCash's fraud management solutions support industry initiatives such as AVS/CV2 and 3-D Secure's Verified by Visa and MasterCard SecureCode as well as traditional, rules-based, fraud screening.

DataCash's solutions are suitable for merchants selling through any channel including High Street Point of Sale, the Web, Interactive TV, Kiosk, Call Centre and Interactive Voice Response. DataCash works with partners, such as IBM, to provide mid-tier retailers with solutions for Chip and PIN and smart card value added services.

For information about ICO Solutions, please visit: [www.icosolutions.com](http://www.icosolutions.com)

ICO Solutions – <http://www.icosolutions.com>

ICO (Intelligent, Creative, Online) provides online marketing solutions. ICO specialises in devising tools that either generate new revenue for clients or save money over existing web strategies. The company, founded in 1998, adopts a consultancy approach enabling it to add value by thinking through the client situation. ICO deliberately has a non-technical style enabling it to talk clearly with clients, many of whom are marketing, and not technical, experts. All ICO's projects are delivered in-house using the company's twelve strong team, ensuring full content and cost control.