

Thyron targets growing e-commerce/m-commerce market from new North European office

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8 September 1999: Thyron, the UK's leading provider of secure payment solutions for electronic and mobile commerce applications, has opened a new sales and support centre in Copenhagen, Denmark, which will target the markets in the Nordic countries and Northern Europe.

This is the first step in a world-wide expansion programme for Thyron following its recent \$9.6m investment from US-based Warburg Pincus Equity Partners and Warburg Pincus Ventures International. The investment is designed to help Thyron to build on its successes in supplying secure commerce solutions to blue chip and multi-national companies throughout Europe, the Far East, the USA and India, where it already has a subsidiary.

According to Sales & Marketing Director Rohit Patni, the main aim of the new office is to provide local sales and support services to a market where there is an extremely high level of awareness and acceptance of such technology as e-commerce, m-commerce and smart cards.

"Thyron has had a presence in the Nordic countries and Northern Europe for almost 10 years," says Rohit, "but now we are strengthening our position in these important markets by setting up a local facility.

"Staffed by local people who can not only communicate more effectively with users but who also understand the market better, the new office will support all Thyron's activities in payment and transaction processing, e-commerce and m-commerce. Among the many major benefits to customers will be faster response times and easier access to sales and support functions. In addition a demonstration centre will enable customers to view our secure e- and m-commerce products and solutions."

The management team for new office will be headed up by Managing Director Stig Plougmand, formerly of PA Consulting, who will be supported by Sales & Marketing Director Niels Boje Lund, also ex-PA Consulting and Tele Denmark, and Technical Director Henrik Hansen, previously with Incase Consulting and Cap Gemini.

Thyron is renowned for its technical expertise in providing secure payment and transaction processing solutions for blue chip and multi-national companies in finance, transport, retail, utility and telecommunications industries.

The company's systems have been used for a variety of applications, including setting up secure remote banking and smart card-based payment systems, national bill payment infrastructures for various utilities companies, central management systems for transport ticketing applications, and national loyalty card and electronic purse infrastructures. The company has also designed, delivered and implemented several EFT card transaction systems in the retail industry as well as the entire national payphone management infrastructure for a country with more than 200 million population.

Thyron's solutions are based around such products as its Front-end Transaction Processing (FTP) system, Customer Management System (CMS), Financer and PayCell card terminals and TASK - the Thyron Application

Security Kernel which provides the foundation for secure public key infrastructure (PKI). Support services include consultancy, systems integration and project management.

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