



German IAD Business Model

Defined, packaged and launched a new model in Germany

Background

A new IAD business model was required for the German market.

The business model included establishing the first Dynamic Currency Conversion (DCC) function in Europe.

Solution

Established a new IAD business model, defined and launched the product.

Client Benefits

- Achieving profitability after 2 years.
- The business is now generating €6m EBITDA.
- DCC function launched with full Visa & Mastercard compliance.

**Business
is now
generating €6m
EBITDA**

The facts

Client

**Independent
ATM Deployer**

Project

**German IAD
Business Model**

Location

Germany

Services

**Launch of
new IAD
business
model**