

RedCloud's Further Commitment for Universal Financial Access Achieved by Offering Leading Digital CVU Capabilities

Designed to Overcome the \$34 trillion Payment Challenge



London, Dec 1, 2020 ([Issuewire.com](https://www.issuewire.com)) - *Helping Argentina's retail businesses to offer life-changing digital payment, buying and selling capabilities to better serve their communities also enables them growth opportunities by reaching more customers and selling more products.*

RedCloud's in-region digital commerce strategy continues to provide Argentina's customers with unmatched capabilities to succeed and buy better, sell smarter and pay simpler.

Micro, Small and Medium Retailers (MSMRs) made and accepted around \$34 trillion worth of payments in 2015. #World Bank Group

Today customers do not want to use cash and most do not have access to banking facilities and so look for a digital solution.

RedCloud today announced further product development of their market changing digital distribution platform, by supporting the Virtual Universal Key - CVU banking advancements in Argentina which enable customers who do not have a bank account to receive or make payments. This is a huge step in offering all three tiers of the supply chain from Manufacturers to Distributors and Merchant Stores with essential digital services to drive cost savings and to make better business decisions by opening up the big data that is otherwise hidden in old legacy systems and inefficient paper trails.

"With this latest CVU product advancement, we continue to strive towards liberating micro to enterprise organisations to succeed. Our digital platform decreases business costs with lower transaction charges, increases service capabilities with seamlessly integrated systems and enables market share growth with smart marketing capabilities," said Soumaya Hamzaoui, Chief Product Officer, RedCloud Technologies

Simplicity at the Heart of Your Business

Businesses part of a supply chain across LATAM and Africa who are looking to advance their business capabilities or to simply avoid the threat of being controlled by larger companies and just don't know how to avoid such challenges are invited to get in touch. We can easily explain the simplicities of digital and share with you how to enable real business success. We realise that technology advancements can be viewed as overwhelming, however, RedCloud's seamless digital commerce platform has been developed with simplicity in mind. We have collaborated with some of the largest and smallest of companies and can share that best practice knowledge with you today. For example, in Buenos Aires, a small retail merchant in 1 month alone increased his revenues by ARS9000 simply by downloading our merchant Red101 app, which provided him access to a new world of eData services and was able to sell them immediately straight from his corner store. That's the magic of digital – our solution enables greater access to the products and services that your customers want to buy.

"More than ever today, further impacted by the current pandemic, our development continues to meet our ambition to serve the heart of every community. And so, to all businesses and families that remain un-banked or see cash as a risk, our solution provides fast access to anyone with a mobile device. We help people globally to buy inventory, to pay their utility bills and pay for essential services, for example, Virgin, Movistar, Claro and DirectTV, with the simple press of a button on their mobile phone. Transacting could be from a remote store to sitting on the sofa at home. Life could not be simpler. That's RedCloud." explains Justin Floyd, CEO, RedCloud Technologies.

Partners & Suppliers

Businesses wishing to join our leading distribution network to extend your digital services into a global marketplace and reach more consumers through our network of brick-and-mortar stores are encouraged to also get in touch. We can easily and quickly plug you into our global expansion plans to help you reach more consumers, sell more products and increase sales.

Contact Info

Jan Eves-Down

RedCloud Corporate Communications

press@redcloudtechnology.com

About RedCloud Technologies

RedCloud is the new [seamless digital platform](#), liberating businesses throughout the supply chain to reach more customers and enter new markets. A leading UK-based provider of technology solutions, headquartered in London, with technology engineered in Cambridge, and offices in Latin America, Africa and Asia. www.redcloudtechnology.com or watch our [video here](#).

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Media Contact

RedCloud Technologies

press@redcloudtechnology.com

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