



ALVARA | Digital Solutions to Launch Joint Market Presence for All Subsidiaries in 2021



Leipzig, 06.01.2021. True to their slogan 'Always an idea ahead', ALVARA | Digital Solutions is beginning the new year with a strong concept. Its three subsidiaries (ALVARA Cash Management Group AG, IT Kompetenz GmbH, Safelogy / MLSA) have been very successful with their software solutions up to now, and have established a strong position in the cash industry. These

strengths are now being bundled under the umbrella of the joint ALVARA | Digital Solutions brand. The subsidiaries shall remain as they are now, but shall increasingly trade their products and services under the new brand.

'The companies in our group are nudging ever closer together. We aren't just bundling our resources when it comes to software development,' says ALVARA | Digital Solutions CEO Bernd Hohlfeld. 'Our clients will benefit from a consistent presence at all levels.'

The aims that the company group has set itself for the establishment of the ALVARA | Digital Solutions brand for 2021 and beyond are challenging and trail-blazing. For example, the product and service portfolio is to be expanded for all national and international clients.

'In future, we want to cover all players in the cash cycle and logistics under one roof,' says Bernd Hohlfeld. 'Customer needs are changing quickly, just like the market situation. With joined forces and bundled skills, we can react dynamically and purposefully.'

The group's subsidiaries along with their solutions and skills complement each other perfectly. Overall, they have over 30 years of experience and comprehensive expert knowledge when it comes to the cash cycle, cash management and the needs of related players (retailers, banks and cash-in-transit companies). Their skills are reflected in the company group's modern, innovative IT solutions for cash processing, money ordering and pick-up, monitoring and clearing. They aid the digitisation and optimisation of cash handling and logistics processes, and simplify cash management overall.

Even today, the software solutions offered by all three companies can be easily combined. 'By harmonising the products and expanding to include additional functions, we can offer our clients a complete solution under one roof,' says CEO Thomas Vietze. 'What's more, ALVARA | Digital Solutions maintains a broad network of partners from various industries - a real benefit for our customers. The merging of cross-industry experience and technical know-how helps all those involved. The results are creative ideas and innovative approaches that will push the track & trace sector forwards as a whole.'



Further development of the 'CashPoint' solution shows that this has paid off. With over 2,500 licences installed in more than 10 countries for various projects, the CashPoint application by ALVARA | Digital Solutions subsidiary Safelogy has proven its worth in European retail. The group has made use of this position and general industry know-how to develop a new, intuitive cash point user interface especially designed for front-office recyclers at staff-operated and self-checkout cash desks.

Find out more:

www.digital.alvara.eu

About ALVARA | Digital Solutions (a trademark of ALVARA Holding GmbH):

ALVARA | Digital Solutions is a brand of ALVARA Holding GmbH. The group of companies is positioned as a leading European provider of track & trace software solutions for the cash cycle and logistics - from cash handling, monitoring, process automation to clearing. With its customized solutions for recording and tracking cash flows, the Group enables retailers, cash-in-transit companies and financial institutions to optimize their cash management processes and reduce their process costs. ALVARA | Digital Solutions' customers include companies from the retail, CIT and banking sectors worldwide. www.digital.alvara.eu

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