

## PRESS RELEASE / The Future of Shopping

06 July 2018

### Wirecard and T-Systems offer innovative concept for connected shopping

- **The prototype of a digital shopping cart shows what is already possible today: Complete purchases via an app in-store – without the need for a proprietary till system**

Aschheim (Munich)/Bonn. Wirecard and T-Systems are working with retailers on the digital supermarket: The concept is designed to let consumers draw up their shopping list using an app, for example, at home. In-store, shoppers link their smartphones to a shopping cart that will take them interactively through the store to the items on their shopping list. The shopping cart is equipped with a screen showing which products on the list are already in the cart and, in line with this, customers also receive appropriate personalized information and offers. Sensors capture the route at certain points in the store. Customers scan the products they selected with the app and at the end of the shopping process, they pay quickly and conveniently in a single click.

Customers and retailers benefit to an equal degree: Consumers can quickly link their app, including their digital shopping list, with the shopping cart and – most importantly – save time when paying. Retailers can identify actual customer paths and preferences from the data captured. This gives them valuable insights into where best to place their products. The new prototype of the networked shopping cart uses IoT technology with AI algorithms. It makes clear how fully digitized solutions can completely revolutionize in-store shopping experiences – and can replace proprietary till systems.

Dirk Rumler, Vice President Retail at T-Systems, says: “High-street retailers must make huge changes, because this is the only way they will be able to keep pace with the fast growth of online retail. Genuine innovative spirit is required. This starts by combining the channels and extends to personalized shopping in-store without having to wait in line. New digital approaches in combination with strong partners will strengthen retailers in the face of the competition over the long term. We are delighted to introduce retailers to the digital supermarket concept together with Wirecard.”

Alexander Hahn, Vice President POS Retail Solutions at Wirecard, adds: “We are assuming that in five years’ time, the major proportion of retailers will be offering seamless checkouts and other services via apps. Successful retailers are already concentrating more on perfecting the in-store shopping experience than on actual retail transactions. With this, payment processes are increasingly fading into the background to make way for the fully-integrated digital solutions of the future. With their digital shopping concept, T-Systems and Wirecard are showing retailers how they can now adopt a proactive focus on the needs and wishes of their customers.”

Wirecard and T-Systems provide digitization support to retailers and have been working together on this since April 2016.

## Wirecard media contact:

Wirecard AG  
Jana Tiltz  
Tel.: +49 (0) 89 4424 1363  
Email: jana.tiltz@wirecard.com

## About Wirecard:

Wirecard (GER:WDI) is one of the world's fastest growing digital platforms in the area of financial commerce. We provide both corporate clients and consumers with a constantly expanding ecosystem of real-time value-added services built around innovative digital payments by using an integrated B2B2C approach. This ecosystem concentrates on the areas payment and risk, retail and transaction banking, loyalty and coupon programmes in addition to data analytics and conversion rate enhancement across all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, in addition to holding issuing and acquiring licenses from all major payment and card networks. Wirecard AG is listed on the Frankfurt Stock Exchange (TecDAX, ISIN DE0007472060). Visit us on [www.wirecard.com](http://www.wirecard.com), follow us on Twitter @wirecard and on Facebook @wirecardgroup.

## Deutsche Telekom media contact:

Deutsche Telekom AG  
Corporate Communications  
Tel.: +49 (0) 228 181 49494  
Email: medien@telekom.de

## About Deutsche Telekom:

Deutsche Telekom is one of the world's leading integrated telecommunications companies, with around 168 million mobile customers, 28 million landline customers and one million broadband connections. We offer fixed network/broadband, mobile, internet and internet-TV products and services for private customers and also provide major clients and corporates with IT and communications technology services. Deutsche Telekom is present in more than 50 countries. With approximately 216,000 employees around the world, Deutsche Telekom achieved sales totaling EUR 74.9 billion in financial year 2017, with around 66% of this generated outside Germany.

[www.telekom.com/medien](http://www.telekom.com/medien)  
[www.telekom.com/fotos](http://www.telekom.com/fotos)  
[www.twitter.com/deutschetelekom](https://www.twitter.com/deutschetelekom)  
[www.facebook.com/deutschetelekom](https://www.facebook.com/deutschetelekom)  
[www.telekom.com/blog](http://www.telekom.com/blog)  
[www.youtube.com/deutschetelekom](https://www.youtube.com/deutschetelekom)  
[www.instagram.com/deutschetelekom](https://www.instagram.com/deutschetelekom)

## About T-Systems:

T-Systems, headquartered in Europe, is one of the world's leading cross-manufacturer digital service providers. T-Systems operates as a partner for its customers on the road to digitization. The company offers integrated solutions for corporate clients. As a subsidiary of Deutsche Telekom, T-Systems supplies everything from a single source: from the secure operation of stock control systems and classic IT and telecommunications services through to cloud transitions including international networks, customized infrastructures, platforms and software right up to new business models and innovation projects for the Internet of Things.