

gwdevices

# Helping Paralan Corporation serve the US Energy market via touchscreen technology



## GWD helped Paralan Corporation

to deliver excellent payment services through self-service devices for major energy providers in The United States. Through many years of working closely together, GWD has helped Paralan Corporation to pivot from SCSI hardware devices to self-service bill payment experts, by providing a consistently high level of technical expertise, software development and hands-on customer relationship management.

**PARALAN**  
—  —

# Why are Paralan in business with GWD?

Paralan are a US company who design and manufacture hardware solutions. Paralan made their name in the manufacture and supply of SCSI convertors, but have realised that with the SCSI market shrinking they need to invest in emerging technologies and have established a thriving sister business serving the US energy market with interactive touchscreen payment devices.

Given their track record with their existing hardware portfolio they felt confident in repurposing their existing team and facilities for the manufacture and service of interactive kiosks, but invited GWD on board to provide the technological knowledge and experience to tie the project together.

## How did GWD add value to the project?

Having advised and supported Paralan whilst the project got off the ground, GWD's software development team stepped forward to create the bespoke payment system that is now in use by energy co-operatives right across USA.

Paralan then demonstrated the utmost faith in GWD by asking us to act as the main point of contact for software with their energy customers. This arrangement has led to an improved experience for

Paralan's customer and help to retain their clients. Proof of the strength of the partnership between GWD and Paralan can be seen by the referrals Paralan has received into other energy companies and the rate of growth of this revenue stream is impressive.



TOUCHSCREEN USER INTERFACES

PAYMENT HARDWARE

PAYMENT PROCESSING INTEGRATION

CUSTOMER DATABASE INTEGRATION

@gwdevices  
info@gwdevices.com  
www.gwdevices.com