

First Data to resell DimpleDough solution

First Data, a global leader in electronic commerce and payment processing services, is now making the DimpleDough card management and marketing platform available to its gift card customers worldwide.

DimpleDough's card management platform is the world's most advanced, and gives merchants broad capabilities, including: 1. the ability for customers to upload pictures and immediately customize prepaid cards in an easy-to-use web interface, and 2. sophisticated sales and storefront configuration features for business to business and business to consumer sales of custom or digital prepaid cards.

With the combined capabilities of First Data and DimpleDough, merchants will be able to integrate their payment and card management platforms and reduce the time and cost of implementing new programs. Merchants will be able to implement creative card programs more quickly and with greater overall control.

For more information, please contact:

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