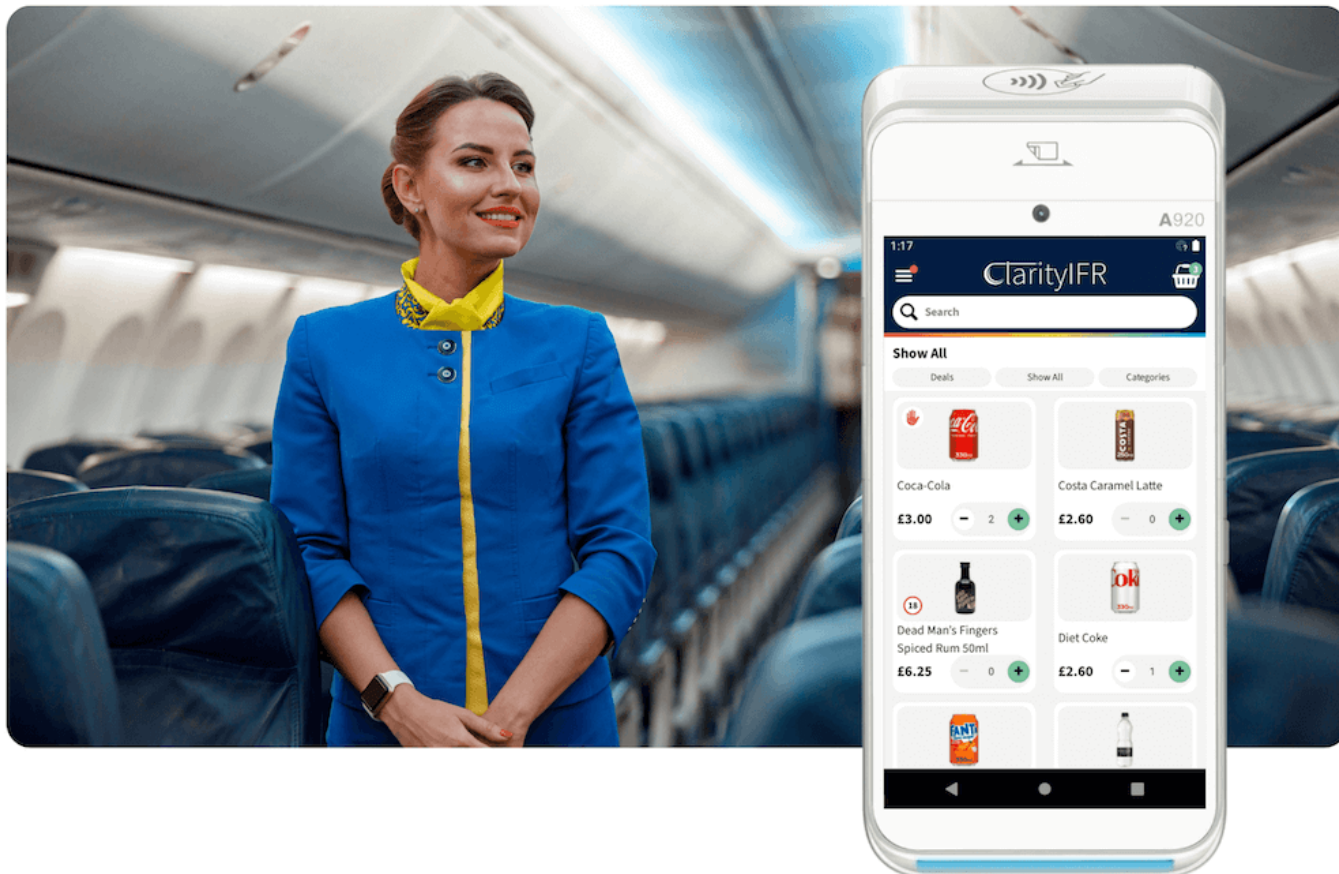


Data Clarity and Smart Payment Technologies partner to streamline inflight retail



Data Clarity has partnered with Smart Payment Technologies to link its retail and analytics software with the G8 payment gateway, creating a smarter, more seamless inflight retail experience

[Data Clarity](#), a global provider of airline retail and analytics software, has partnered with Smart Payment Technologies (SPT), a payments solutions provider, to integrate its platforms with SPT's G8 payment gateway. This collaboration aims to deliver a more streamlined and intelligent inflight retail experience.

The system provides secure, rapid payment processing while generating real-time business insights. For inflight teams, this offers better visibility into sales, inventory and crew activity, helping reduce stock issues and improve service efficiency. Passengers benefit from faster, seamless transactions even when connectivity is limited.

"We are thrilled to collaborate with the team at Data Clarity. Combining our G8 payment platform with their advanced retail systems offers a future-ready solution that drives sustained innovation for aviation clients around the world," said Will Stone, Chief Technology and Innovation Officer at SPT.

Paul Bilham, Chief Revenue Officer at Data Clarity, added, "This partnership combines the power of data-driven intelligence with advanced payment technology, enabling forward-thinking airlines to enhance passenger engagement, streamline operations and lead industry change."