



Date: 2023 -1-13

## **Microsoft for Startups to Partner with Harmony on Retail Data Management**

Microsoft for Startups will be partnering with new startup Harmony Fintech Solutions Limited (Harmony) who are currently in their pilot phase of their Retail in the Cloud Initiative. Harmony's Virtual POS System is being setup amongst merchants who support the underbanked population in Jamaica that accounts for 70 - 80% of the population.

"There's a huge potential within this target audience" says Peter Shand, Startup Mentor and Principal Cloud Solution Architect at Microsoft Corporation. "Harmony's Virtual POS System is a comprehensive micro-payments solution that runs in the Azure Cloud, thanks to a sponsorship from us that will enable merchants to manage their inventory, customers within its CRM, manage income and expenses and accept payment from debit/credit cards and will be one of the first in the region to facilitate Central Bank Digital Currency transactions in communities that didn't have these options until now" added Shand.

The partnership will see Microsoft playing a leading role in guiding Harmony on how best to extract additional business value from data that will be generated from merchant and customer spending habits in the coming months. This kind of data can prove to be of great value to suppliers, financial institutions, and statisticians within both private and public sectors in Jamaica.

When asked about the impact this could have on the economy, Harmony co-founders, Christopher Howe and Damion Miller were more than grateful for the opportunity to work with a global powerhouse such as Microsoft. Both Howe and Miller reiterated a quote from Steve Jobs that says, "if you don't understand people then you don't understand business."

Harmony's Virtual POS will utilize the operational databases, descriptive and predictive analytical services of Intelligent Data Platform within the Azure Cloud. Local companies will be able to benefit from this synergy as early as June this year.

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