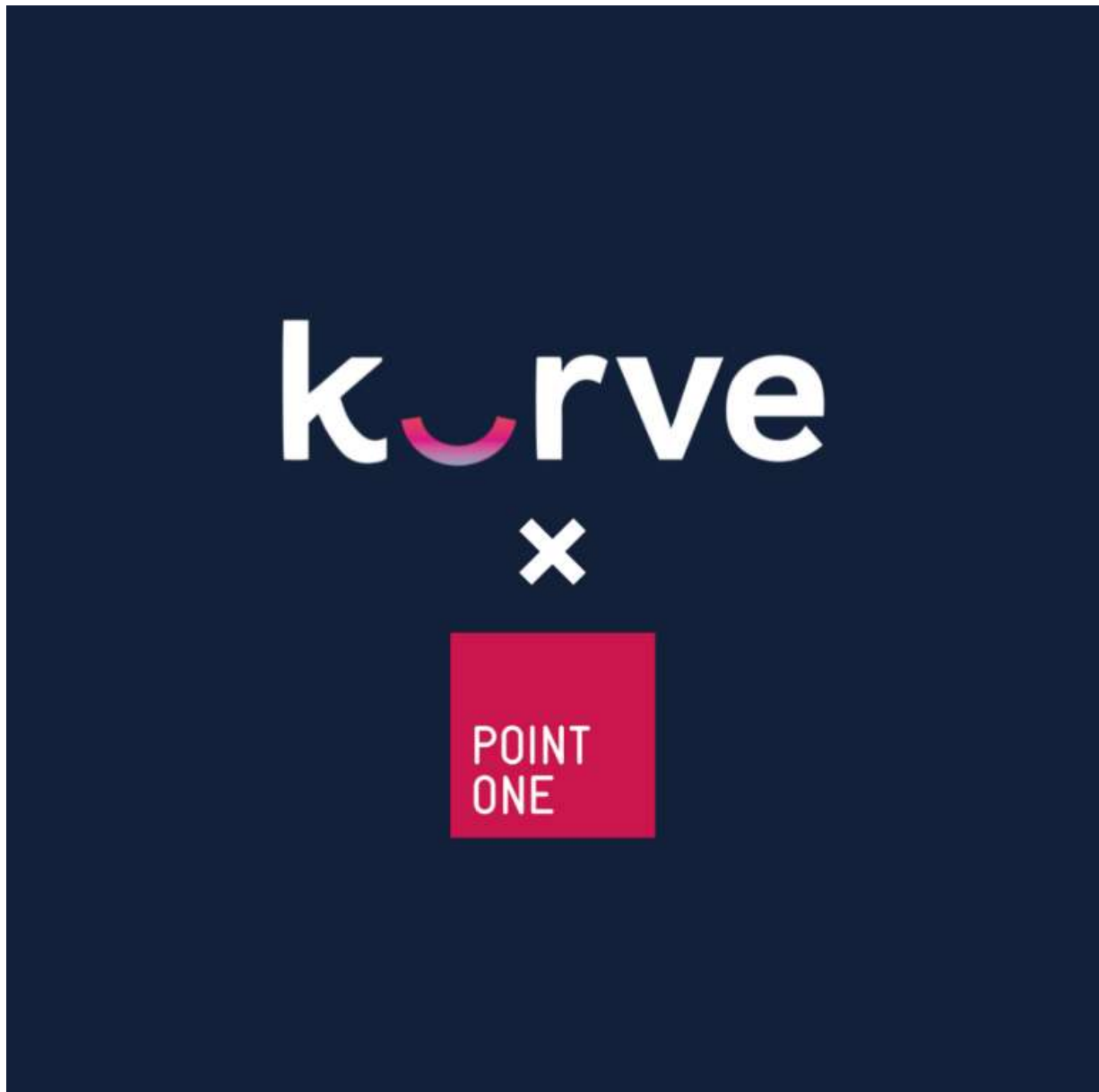


SERVICE DEFINITION

pointOne EPOS for Arts & Cultural Venues – A Kurve Product

G-Cloud 15 | Version 1.4



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Introduction

G-Cloud 15

pointOne is provided as Cloud Software under the G-Cloud 15 framework, available as a public cloud service with optional hybrid operation for POS resilience.

Software and Clients

pointOne is designed specifically for organisations that deliver rich cultural, artistic and visitor experiences. The platform supports the operational needs of theatres, performing arts centres, immersive attractions, heritage sites, museums, town halls and mixed-use cultural venues. Our core applications, pointOne POS, pointOne Go, pointOne Head Office, and pointOne Stock, provide a complete ecosystem for managing revenue, stock, customer activity and multi-site operations, all tailored to the pressures and workflows found in live performance and cultural environments, where maximising secondary spend is essential.

Thousands of users across the UK rely on pointOne daily to run high-demand bars, cafés, kiosks, retail counters and hospitality spaces. With over two decades of experience in the cultural sector, pointOne has become a trusted technology partner for venues that require reliability during peak service, deep integrations with industry-leading ticketing systems, and tools designed around the expectations of modern audiences. The latest generation of our cloud-enabled applications can be accessed through browser-based management tools, giving teams real-time visibility and control wherever they work.

History

pointOne started development in 2001 with the goal of creating a dedicated EPOS platform built for the needs of theatres, cultural venues and live performance environments. From the start, the system was shaped around real venue workflows, where fast service, reliability and audience-driven operations are essential. Over the years, pointOne expanded into stock management, head office reporting, mobile ordering and integrations with leading ticketing and CRM systems, establishing itself as a widely recognised theatre EPOS standard in the UK.

In 2024, pointOne became part of Kurve, a modern hospitality technology company founded by the original creators of pointOne more than two decades earlier. The combination of Kurve's innovation in digital ordering and self-service with pointOne's deep heritage in cultural venues strengthens our long-term ability to support theatres,

performing arts centres, immersive attractions, museums and wider cultural organisations. Today, venues such as Birmingham Hippodrome, Sheffield Theatres, Sadlers Wells and Blackpool Winter Gardens rely on pointOne as a trusted operational platform for delivering exceptional visitor experiences and maximising secondary spend.

Ownership

pointOne operates as a product within Kurve, a UK-based technology business specialising in digital ordering, point-of-sale and self-service solutions for hospitality and cultural venues. Kurve was founded in 2021 by a team of industry specialists with extensive experience in EPOS and digital ordering technologies. The pointOne platform, originally created in 2001, became part of Kurve in March 2024, bringing together two complementary product families under a single organisation. pointOne does not trade as an independent company; it is delivered and supported entirely under the Kurve brand.

Kurve is registered in the United Kingdom (Company No. 12589923) and operates independently, with strategy, development and support managed by its internal leadership team. Both Kurve and pointOne are developed and supported from within the UK, providing customers with a stable ownership structure, transparent governance and long-term investment in the platform.

Operations

pointOne is delivered and supported by Kurve's UK-based team, with the same experienced specialists who have implemented and operated the platform for many years now working under the Kurve brand. This continuity means customers benefit from deep product knowledge, established theatre-sector expertise and reliable delivery processes that have been refined over decades.

Our operational model combines distributed UK staffing with dedicated EPOS installation, project management, development and support teams. This structure enables rapid decision-making, fast issue resolution and consistent nationwide coverage. Continuous investment in product development ensures pointOne evolves in line with sector needs, with new features, integrations and performance improvements released regularly.

People

The strength of pointOne comes from the people behind it. Our team includes specialists with extensive experience working directly with theatres, arts venues and hospitality operations, giving them a practical understanding of the pressures venues face during peak service, interval trading and complex event schedules. This sector familiarity allows us to anticipate challenges, configure systems more effectively and resolve issues with greater accuracy and speed.

We invest heavily in the development of our staff, providing continuous training, mentoring and product knowledge development to maintain a high standard of expertise across installation, support and product delivery. As pointOne now operates under the Kurve brand, our teams benefit from the stability of a long-established product combined with the energy and innovation of a growing UK technology business.

Personal and Payment Data Security

pointOne is designed in line with GDPR principles of data minimisation, security by design and default, and does not require the processing of personally identifiable data to complete standard EPOS transactions. Where personal data is stored within optional customer or account modules, pointOne acts as a data processor, operating strictly under the instructions of the customer as data controller, and in accordance with documented contractual obligations.

Any personal data held within the pointOne platform is encrypted at rest using AES-256 encryption, with organisation-specific encryption keys, and access is restricted through role-based permissions, auditing and masking controls. pointOne personnel cannot view or edit personal data when providing remote support, and all access to personal data and exports is logged and auditable. Data retention, subject access requests, erasure and portability are supported in line with GDPR requirements and overseen by a designated Data Protection Officer.

Where pointOne integrates with ticketing or audience systems, only non-identifying membership or category tags are exchanged to support pricing rules, benefits or reporting. No personal data is imported or retained within the EPOS as part of these integrations.

For payment processing, pointOne does not handle, transmit or store cardholder data. The EPOS passes transaction basket information only to the integrated payment terminal, after which all cardholder data is processed directly by the payment provider via PCI DSS-compliant payment infrastructure. Sensitive payment data therefore never enters the pointOne environment.

Kurve, the provider of pointOne EPOS, operates an internal information security framework aligned with the Cyber Essentials scheme, applying appropriate technical and organisational measures to protect systems, services and supporting infrastructure.

Data Backup, Restore and Disaster Recovery

pointOne's cloud-based services are hosted within UK-based Microsoft Azure infrastructure. Automated backups are taken on a daily basis and stored in encrypted form to protect data integrity. Backup and restore processes are managed by pointOne as part of the service, with no customer action required.

In the event of data loss or service disruption affecting cloud reporting or management tools, restore activities are coordinated by the support team. Fixed EPOS terminals are designed to continue operating locally if cloud services are temporarily unavailable, supporting business continuity during network or platform outages. Disaster recovery is delivered as part of the managed service and aligned with pointOne's overall operational resilience approach.

Security Governance

Security governance for pointOne operates under a shared responsibility model between Kurve and the customer. Kurve is responsible for the security of the pointOne software, cloud-hosted services and supporting infrastructure, and operates in line with the requirements of the Cyber Essentials scheme. Technical and organisational controls are applied to protect systems, data and integrations within Kurve's control.

Customers are responsible for the security of their on-premise environment, including venue networks, user devices and EPOS hardware owned by the customer. This includes maintaining operating system updates, antivirus protection, physical security and local access controls in line with their internal IT policies. Security practices are reviewed as part of ongoing service delivery, and guidance is provided to customers to support secure operation of the system.



Testimonials

“pointOne’s solution has truly improved our operations, and we look forward to continuing our partnership.”

Alejandro Castaño, Head of Catering, Sadlers Wells

“Crucially we have seen a growth in sales since using the application and can see further potential and beneficial use to come. Overall, pointOne has undoubtedly made a significant positive difference to our theatre business.”

Head Of IT, Birmingham Hippodrome

“I think pointOne is now the operational beating heart in our front of house retail experience at Hull Theatres, it’s revolutionised a full internal web of systems which are a fundamental element to any theatres day to day operations – whether that’s how our customers order, how our staff record their retail exercises or how we use crucial data to record, report and review what retail trends happen year on year within our world class theatres”.

Jozef Csendes, Operations Manager, Hull Theatres

“I think the flexibility and efficiency we have experienced with the pointOne has been a very real benefit. As a start-up group, we have ambitious growth plans when we can safely reopen and so the ability to roll out the same EPoS set up across multiple venues has been crucial”.

Anna Marie Idle, Director of Hospitality, Selladoor Venues

“The EPoS solution is intuitive and staff find the equipment easy to use, long standing staff are used to it and it doesn’t take long to train new staff as it’s simple and everything’s there. We keep a similar setup across the venues making it streamlined as we have staff working across multiple areas.”

Kelvin Charles, Events & Hospitality Manager, Sheffield Theatres

“Very often EPoS systems are designed specifically for the bar and restaurant sector but the refreshing thing about pointOne is that they really understand the needs of a theatre. The system is customised to the extra demands that come from merch sales

and ticketing as well as the F&B and all the back of house functionality that is needed to allow seamless integration of this data.”

Brandon Plummer, Bar Manager, Bridge Theatre

“We have to serve 700 people in around 15 minutes and we can now achieve this. When we were on our previous system, we would still have people queueing when the curtain was about to go up for the second half! With our pointOne system, we can achieve this easily.”

Martyn Darvell, Customer Services Manager, Royal Spa Centre

“We looked at several solutions, however, pointOne offered a range of features and benefits that together made a complete package that was designed to meet the specific challenges of theatres.”

Lyndsey Tickle, Hospitality Manager, The Lowry

“Since introducing pointOne, customers are waiting less time to be served and can even re-order from their seats, which has really enhanced their experience. We’ve also noticed far fewer negative comments about wait times, and the ability to offer in-seat ordering has been a great benefit for visitors with mobility challenges.”

Lucy Manning, Visitor Experience Manager, Minack Theatre

pointOne Functionality

Introduction

pointOne is built to meet the demands of theatres, performing arts centres, museums, immersive attractions and wider cultural venues. It streamlines operational workflows, enhances speed of service and increases secondary spend through a combination of intuitive POS design, smart menu management and real-time reporting. With configurable roles, permissions and workflows, the system can be tailored to match each venue's operational model, staffing structure and commercial objectives.

As cultural organisations place increasing importance on accessibility and inclusivity, pointOne supports multi-channel service delivery including kiosks, Order & Pay apps and mobile tills, to create comfortable, low-pressure options for neurodiverse audiences and visitors who prefer independent or reduced-interaction transactions.

pointOne sits at the centre of the cultural digital ecosystem. It integrates seamlessly with leading ticketing systems such as Spektrix, Tessitura and TicketSolve, enabling membership and concession tags to be applied at POS without exposing personal data. The platform also connects with audience engagement and messaging tools such as CrowdEngage VisitOne, and Up App, allowing venues to deliver connected pre-show, in-venue and interval experiences that drive revenue and improve customer satisfaction.

Built for performance, flexibility and reliability, pointOne ensures venue teams can deliver consistent, high-quality service across every touchpoint while maintaining the operational visibility needed for commercial success.

Point-of-Sale (Fixed Tills)

- High-performance Windows-based terminals designed for fast interval service
- Oxhoo fixed terminals supplied as standard in most deployments
- Customisable screen layouts for different outlets and workflows
- Secure staff authentication via fingerprint, Dallas key or PIN
- Stable performance under heavy load across single or multi-site venues
- Offline trading mode for continuity during network interruption
- Real-time synchronisation with cloud reporting, menus and stock
- Centralised cloud-based configuration of menus, products and pricing
- Time-based, event-based and outlet-specific pricing rules
- Allergen, ingredient and recipe management
- Scheduled menu and price update
- Modifier, bundle and category-based product structures

Ticketing Integrations (Spektrix, Tessitura, TicketSolve)

- Recognition of membership, donor or concession tags at POS
- Only non-identifying tags transmitted for GDPR compliance
- Syncs ticketing benefits and pricing rules into EPOS
- Passes back basket data for future customised buyer journey
- API-first design enabling extended integrations

Audience Engagement Integrations (CrowdEngage, VisitOne & Up App)

- Supports digital F&B pre-order journeys
- Syncs eligibility for pre-orders, benefits and promotions
- Integrated communication and messaging flows
- Connects pre-show, in-venue and interval experiences

Payment Integrations (Dojo, Verifone & others)

- Basket information passed securely from EPOS to payment terminal
- Cardholder data not handled or stored in EPOS
- PCI DSS-compliant processing through payment partners
- Integrated refund and reconciliation workflows

Head Office Reporting & Analytics

- Real-time browser-based dashboards
- Interval reporting tailored for theatre operations
- Sales, margin, void, discount and product trend analysis
- Automated scheduled report
- Export-ready CSV formats for finance systems including Xero

Stock & Inventory Control Module

- Real-time stock tracking across multiple storage locations
- Theoretical vs actual variance reporting
- Automatic recipe-based stock deduction
- Supplier management and purchase ordering
- Delivery reconciliation and waste logging
- Full audit trail of stock movements

Handheld EPOS

- Android Soft POS application with integrated payments via Dojo for mobile ordering, concessions and pop-ups
- Portable Windows-based tablet options
- Live synchronisation with stock, product and sales data
- Suitable for queue-busting, pop-ups and flexible service locations
- Supports low-interaction service options aligned with inclusivity and accessibility policies
- Integrated payment and EPOS workflows

Interval Ordering

- Dedicated workflows for pre-order and interval fulfilment
- Pre-show ordering enabled via mobile or POS
- Timed release of interval production tickets and prep instructions
- Automated routing to designated pick-up points and bar selection
- Support for multi-outlet pre-order distribution

Order & Pay (QR Code Ordering)

- Web-based mobile ordering for seat service, click & collect or remote pickup
- Seamless integration with POS menus, pricing and stock
- Supports pre-show and interval ordering workflows
- Ideal for low-interaction customer journeys and accessibility considerations
- Real-time order updates to preparation areas and service teams

Self-Service Kiosks

- Fully integrated kiosks for food, beverage and retail ordering
- Customisable kiosk menu layouts aligned with venue branding
- Order routing to kitchen, bar or prep stations
- Supports pre-ordering and timed fulfilment
- Reduces pressure on staffed counters during peak service periods

Hardware Ecosystem

- Oxhoo fixed terminals (Windows 10+) as primary EPOS hardware

- Portable Windows tablets for mobile use
- Android mobile ordering devices
- Self-service kiosks available through Kurve
- Optional biometric readers and customer-facing displays
- 5-year manufacturer warranty on fixed terminals purchased via pointOne

Restaurant, Café & Hospitality Features

- Table layout management and table service workflows
- Tabs, split bills and consolidated bill printing
- Kitchen printing and production routing
- Interval pre-ordering and timed fulfilment
- Service charge and gratuity configuration

Multi-Site Management

- Centralised management of menus, pricing and configuration
- Estate-wide reporting with site-level drill-down
- Replicable workstation templates across venues
- Uniform permissions and security settings

Security, Offline Mode & Resilience

- TLS 1.2+ encryption for data in transit
- Encrypted backups stored in UK Azure datacentres
- Offline mode maintains trading during connectivity loss
- Automated daily backups with restore points
- Cyber Essentials certified infrastructure

On-Boarding and Off-Boarding

On-Boarding

pointOne provides a structured implementation process managed by our dedicated Project Team, supported throughout by the Account Manager who handled the pre-sale engagement. The Account Manager conducts a formal handover with the Project Team, ensuring all operational requirements, menu structures, workflows and agreed deliverables are clearly transferred and maintained without loss of context. They remain involved throughout the installation and configuration process to provide continuity and consistency for the venue.

Hardware is pre-staged, configured and tested prior to installation, ensuring that terminals arrive ready to use. Approximately 70% of the system setup, including menus, products and pricing, is completed in advance based on data supplied by the venue. Final configuration is completed collaboratively during training to ensure users gain hands-on familiarity with the system.

On-site installation is carried out by pointOne specialists, followed by structured training delivered in small groups for management and operational teams. This supports a train-the-trainer approach for broader staff rollout.

Venues receive full support from the project coordinator and Account Manager, along with documentation, data templates and reference materials. Typical onboarding timelines are approximately four to six weeks, subject to customer responsiveness and project complexity.

Off-Boarding

Upon termination of the contract, customers can export selected data in CSV format, including product data, pricing structures, sales history and stock information. Data exports are available during the contract term and for a reasonable period following termination, subject to contractual terms.

pointOne does not provide API-based migration tooling for data extraction. Any additional or bespoke data extraction requirements may be provided on request and may be subject to additional cost. Once off-boarding is complete, access to cloud reporting and management services is removed.

Pricing Overview

pointOne operates on a per-terminal SaaS licensing model, with optional modules and hardware available separately. Full pricing is provided in the accompanying Pricing Document.

Service Constraints

Planned Maintenance

Planned maintenance activities, including platform updates and infrastructure maintenance, are scheduled to minimise operational impact on venues and are typically carried out outside peak trading periods. Where maintenance may affect availability of cloud reporting or management tools, advance notice is provided to customers. Fixed tills continue to operate locally during planned maintenance affecting cloud services.

Deployment and Hosting Constraints

pointOne can operate with locally installed tills supported by cloud-based reporting and management tools, or in a fully cloud-hosted configuration. Reliable local networking is required for fixed terminals, which must be hardwired to the venue network. Internet connectivity is required for synchronisation, reporting, updates and integrations.

Customisation

Venues can configure menus, pricing, products, workflows, permissions and reporting within the standard application. Deeper customisation, bespoke reporting or non-standard integrations may require professional services and are subject to scoping and additional cost. The preferred approach is to introduce enhancements into the core platform where they provide wider customer benefit.

Integrations

Integrations with ticketing, payment, reservation and audience engagement systems are provided via APIs and pre-built connectors. Availability of specific integrations may depend on third-party system capabilities, commercial agreements and API access. pointOne does not control the availability or performance of third-party platforms.

Deprecation of Features

There are no current plans to deprecate core pointOne functionality. Where future changes are required, customers will be notified in advance and provided with guidance. Support for outdated operating systems or hardware may be withdrawn over time in line with security and performance requirements.

Service Levels

Performance

All support agreements include access to pointOne's dedicated Support Desk. Support requests can be raised via telephone, email, WhatsApp/text message and remote access, and are logged centrally to ensure accurate tracking and prioritisation. All support services are provided remotely unless expressly agreed otherwise.

When a support request is raised, a ticket reference is issued and the issue is categorised by pointOne based on severity. Where appropriate, an issue may be resolved through a temporary workaround, with a permanent fix delivered as part of a scheduled release.

Availability

pointOne EPOS is designed to support continuous trading. Fixed terminals are capable of operating locally even where connectivity to cloud-based reporting or management services is temporarily unavailable. Availability may be affected by factors outside pointOne's reasonable control, including but not limited to:

- Customer network or infrastructure issues
- Third-party system availability, including payment, ticketing or connectivity providers
- Customer hardware or software outside supported configurations
- Scheduled maintenance
- Suspension or termination of service in accordance with contractual terms

Support Hours

Support is available 7 days a week, 364 days per year, between 08:00 and 23:00 (UK time). pointOne is closed on 25 December each year.

If a support request is raised outside of these hours, it will be logged and addressed at the start of the next working day.

Severity Definitions

pointOne will use reasonable endeavours to respond to and resolve faults in line with the priority definitions and response targets below, exercising all reasonable care and skill.

Priority Categories and Response Targets

Critical

A fault that renders the EPOS system unusable and prevents the customer from trading.

Target response: **Callback within 30 minutes**

High

A fault where core hardware or software functionality is significantly impacted but trading can continue in a degraded state.

Target response: **Callback within 1 hour**

Medium

Operational queries, configuration issues or non-critical hardware or software faults.

Target response: **Same working day**

Low

Non-urgent enquiries, enhancement requests or development-related items.

Target response: **Within 7 days**

Response targets represent time to initial response and do not constitute guaranteed resolution times. Where issues cannot be resolved remotely, onsite attendance may be arranged in accordance with the Premium Support Agreement.

Outage and Maintenance Management

pointOne actively monitors its cloud services and responds to incidents in line with the defined Service Levels. In the event of an unplanned outage, customers can report issues via the supported contact channels, and incidents are prioritised based on severity and operational impact.

Customers are kept informed of progress throughout incident resolution. Where a temporary workaround is available, this may be implemented to restore service while a permanent fix is developed.

Planned maintenance activities are scheduled to minimise impact on venue operations. Where maintenance affects access to cloud-based reporting or management tools,

customers are notified in advance. Fixed EPOS terminals remain operational during maintenance affecting cloud services.

Service Credits

pointOne does not offer service credits or financial compensation as part of its standard support or subscription agreements if service levels are not met. Support services are delivered on a reasonable endeavours basis in line with the agreed Service Levels and Premium Support Agreement.

Ordering and Invoicing Process

Ordering

Orders are placed by accepting a formal pointOne quotation. Once accepted, the order is confirmed and scheduled in line with the agreed delivery and onboarding plan.

Invoicing

Software subscriptions may be invoiced monthly, annually, or upfront, depending on the agreed commercial terms set out in the quotation and contract. Professional services and hardware are invoiced in line with the agreed project structure. For upfront capital costs, 50% is invoiced on contract signing, with the remaining 50% invoiced following installation completion. Services may be invoiced on receipt of a valid purchase order where required.

Payments

Standard payment terms for orders are on receipt of invoice unless otherwise agreed with the customer.

For services, payment is due by the 15th of the month.

Termination

By the Customer

Services are supplied in accordance with the commercial terms agreed at the point of order, as set out in the signed quotation, purchase order and contract. Where subscriptions are provided on a fixed or recurring term, termination by the customer must be submitted in writing and will take effect in line with the agreed contractual notice period and minimum term, where applicable. Fees already invoiced or paid are non-refundable, including deposits and upfront charges, unless otherwise agreed in writing.

By pointOne

pointOne may terminate the agreement by written notice where the customer is in breach of the Terms and Conditions, including but not limited to non-payment, insolvency, or misuse of the software or hardware. pointOne also reserves the right to suspend or terminate services where required by law or where continued provision would expose pointOne to material risk.

Removal from the G-Cloud Framework

If the pointOne service is removed from the G-Cloud Digital Marketplace, services already purchased under the framework may continue to be supplied in accordance with the agreed contract terms. In the unlikely event that pointOne withdraws the service entirely, customers will be provided with reasonable notice in line with contractual obligations.

Technical Requirements

Browser

Access to cloud-based reporting, management tools and dashboards requires an Internet connection and a modern web browser. Supported browsers include the latest versions of Microsoft Edge, Google Chrome, Mozilla Firefox and Apple Safari.

Hardware

pointOne requires supported EPOS hardware for fixed and mobile terminals. Fixed terminals must be Windows-based and hardwired to the local network. Compatible hardware includes Oxhoo EPOS terminals and approved peripheral devices. Self-service kiosks and additional hardware are available where required.

Operating System

Fixed EPOS terminals must run Windows 10 or above to be fully supported. Browser-based management and reporting tools are operating-system agnostic, provided a supported browser is used.

Software

No specialist client software is required to access cloud reporting or management tools. Applications capable of opening PDF and CSV files are required for viewing reports, exports and documentation.

Hosting Options and Data Location

pointOne is available in both a cloud-hosted and hybrid cloud-hosted deployment model. In a hybrid configuration, EPOS terminals connect to a locally installed database server hosted onsite at the venue, with reporting, configuration and management services delivered via securely hosted cloud services. In a fully cloud-hosted configuration, both operational data and management services are delivered via cloud infrastructure.

Cloud services are hosted within UK-based Microsoft Azure datacentres, operating on secure, industry-standard infrastructure. Data processed by pointOne's cloud services is stored and processed within the United Kingdom. Hosting regions are managed by

pointOne and are not customer-selectable. Internet connectivity is required for data synchronisation, reporting, software updates and system integrations.



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KURVE

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Registered in England and Wales
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