

## T-CETRA, LLC Joins the National Wireless Independent Dealer Association (NWIDA)

Columbus, OH / West Orange, NJ The National Wireless Independent Dealer Association (NWIDA), a trade and advocacy association for independent wireless dealers, is pleased to announce the addition of T-CETRA, LLC, a top Technology Service Provider (TSP) for the prepaid wireless industry. T-CETRA specializes in creating innovative payment solutions for independent wireless dealers and underserved, cash-preferred customers. With the help of big-name partners like TracFone, Verizon, and Ultra Mobile, T-CETRA services all aspects of the prepaid industry, from MNOs to MVNOs, utility companies to long-distance service providers, all the way to the cash-paying end customer.

The company is most well-known for its proprietary flagship product, VIDAPAY – an all-in-one solution for converting retail cash transactions into cashless payments for premium products and services like wireless, home internet, e-commerce, and more. The VIDAPAY portal gives dealers a unique, integrated solution for managing wireless top-ups and activations, customized incentives, commissions, bill payment, and handset ordering via one streamlined platform. The associated VIDAPAY Marketplace offers flexible terms on all products purchased, competitive margins, unbeatable rebates, and an unmatched selection of handsets ranging from flip phones to iPhones. VIDAPAY is currently in use by over 80 million subscribers and counting. VIDAPAY's subscribers enjoy hassle-free returns and superior customer service seven days a week.

Abdul Akel, founder and CEO of T-CETRA, said of the partnership: "Joining the NWIDA is a natural move for T-CETRA, as our core value aligns perfectly with serving the independent wireless dealer. We are looking forward to making a difference in helping NWIDA strengthen the network of wireless dealers. We strongly believe that the independent wireless retail stores we service are essential fixtures in neighborhoods across the country. They fill a vital gap that no other store or corporation can fill, and their contributions to their communities go beyond just wireless. We're dedicated to doing everything we can to empower these independent wireless dealers and provide them with the tools they need to better serve their customers. And a membership with the NWIDA will definitely help us achieve that."

Adam Wolf, President of NWIDA, said "We're thrilled to have T-CETRA join us. VIDAPAY is a cutting-edge platform in the wireless world and having T-CETRA as a member certainly makes NWIDA stronger. NWIDA exists to help the relationship between the dealers and the service providers grow. We feel that working directly with T-CETRA will help facilitate that."

Wireless Retailers, Repair Shops, Carriers and MVNOs can join by visiting NWIDA on-line at [www.nwida.org](http://www.nwida.org) or by calling 919.694.3298 (919-NWIDA-98)

For more information about T-CETRA, LLC, visit [www.tcetra.co](http://www.tcetra.co) or call 1.877.956.2359.

About NWIDA

**T-CETRA LLC.**

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TCETRA.COM



The National Wireless Independent Dealer Association (NWIDA – [www.nwida.org](http://www.nwida.org)) was established to provide competitive balance to the independent wireless retail and repair stores. NWIDA provides an advocacy and strong voice at the local, state and federal levels for industry and dealer friendly legislation. By taking advantage of extended buying power, NWIDA members save 10-50% on products and services used every day.

Retail Membership is open to any independently owned wireless business and is available in 3, 6 and 12 month options. There is no application fee. NWIDA can be contacted through their website ([www.NWIDA.org](http://www.NWIDA.org)), via phone (919-NWIDA-98) or email ([info@nwida.org](mailto:info@nwida.org)).

#### About T-CETRA, LLC

Headquartered in Columbus, Ohio, USA, T-CETRA, LLC specializes in creating innovative payment solutions for independent wireless dealers and cash-preferred customers. With the help of its propriety technology, VIDAPAY, T-CETRA facilitates over 20K transactions for some 10K active merchants each day and, by extension, services approximately 15M cash-preferred customers across the U.S. and Canada each month. For more information, visit [www.tcetra.co](http://www.tcetra.co).

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