

## Best Payments Solution

**Product name:** 2Checkout Payments Solution

### What problem it solves:

2Checkout simplifies the complexities that merchants face when expanding and optimizing global revenue streams, whether derived from subscriptions or individual sales.

### What makes it unique/ sets the product apart apart/ how it excels above the competition:

A unique aspect of the Avangate Monetization Platform is the ability to work with multiple payment models, meaning clients can go to market using a Merchant of Record (MoR) model, a Payment Service Provider (PSP) model, or a hybrid of both. Within the MoR model, 2Checkout is the reseller, being in charge with everything implied by cross-border transactions – payment processing, sales tax management, invoicing, billing, tax and compliance. The PSP model enables 2Checkout to handle only payment processing and subscription management.

### Touch on how the product excels at each judging criteria:

2Checkout's all-in-one monetization platform helps businesses accept payments and grow digital commerce revenue streams across geographies, business models, or channels.

The Avangate Monetization Platform covers 200+ countries and territories, 45+ payment methods, 30+ languages and 100 billing currencies. The Intelligent Payment Routing feature and support for multiple payment processors secure the highest possible authorization rates. The multi-currency management feature increases authorization rates by up to 25%. Our solution provides advanced pricing configurations, including per unit/user/seat, usage billing, tiered pricing/volume discount, dynamic pricing, one-time service fees and trials.

The data centric platform provides merchants with instant access to pre-configured and customizable reports on all aspects of their online business. They can get insights into sales and trends as well as customer health metrics, overall or at business unit level. They can compare similar periods and drill down by market or channel - online direct, partners, or affiliates.





In terms of overall performance, in 2020 we conducted loading time optimizations, automation testing, and platform security audits. For performance and availability monitoring, we employ a global monitoring system from multiple sites across continents.

The recently launched API 6.0. is at the forefront of technology advancement for digital commerce, enabling frictionless payments, without merchants touching end-customers' sensitive information. This also allows merchants to manage all aspects of online purchases, sell via any channel, integrate any business model, have control over their branding elements, as well as retain and service customers from preferred systems.

Finally, to identify fraudulent activity and keep fraud from impacting merchants' operations, we offer a multi-tier defense strategy that uses a combination of artificial intelligence and manual review processes. We also comply with industry standards such as PCI DSS (PCI Level 1 certified), PSD2 and 3D Secure, GDPR, CCPA, ISAE 3402 and SSAE 18, BBB Accreditation, and more.

