



Secured Ezypay@Mobile-Payment Services for mCommerce

Ultimate Payment Convenience

Overview

Mobile payment and collection brings value and benefits to all participants in the mobile payment and banking ecosystems. While many institutions have been aggressive in offering many modes and channels of payment, high-value mobile payment has not been widely adopted due to security issues and full integration to the bank's back-end system.

Ezypay innovative end-to-end secured mobile commerce system fills the mcommerce gap that will lead the business and banking communities in exploiting innovative marketing to reach this new horizon.

Features Summary

- ❖ PCIDSS secured certified payment gateway site.
- ❖ User Friendly menu and transaction flow for easy payment.
- ❖ Real-Time Credit Card Processing.
- ❖ Personalize icon and payment/collection screen page.
- ❖ Real-Time Web reporting and data download.

Benefits

- ❖ Improve your service offerings and competitive advantages.
- ❖ Enhanced on-time collection and remote sales and marketing.
- ❖ Increase revenue and cash intake.

EZYPAY is an innovator in secure mobile technology solutions that exploit and add value to the latest available mobile and broadband communications infrastructure.

EZYPAY provides payment and secure exchange solutions that promise to be multi-network acceptance which enabling pervasive mobile transaction, and is payment instrument agnostic.



Ezypay offers a mobile payment service and network that promises a secure, end-to-end mobile payment collection from the customer's mobile phone. This payment service uses a patent pending secured exchanged process for SMS and GPRS/3G to safe guard the authenticity and integrity of the payment transaction, thus opening the way for secure payment through the mobile device.

The friendly easier to use service enables merchants to adopt remote payment collections for services done or order and payment before delivery. With cashless collection the merchant will gain from on-time payment as well as reduction in risk of cash collection and credit card fraud. The customer also benefit from the secured transaction which shields the account and card details from the merchant, thereby giving full protection and peace of mind to the customer.

The solution offers new and exciting ways to fill the commerce-everywhere transaction gap for remote as well as high-value cashless payment. Business communities can exploit this technology with innovative marketing to open untapped horizons. **EZYPAY** acts as the service provider to benefit all parties, including banks, merchants, loyalty card associations, and the consumer. By providing efficient and secured sales cycle, with ultimate consumers' convenience, the economy will grow with an increase in the velocity of money.

Pricing Model

- ❖ No Software license installation.
- ❖ No Upfront Signup cost.
- ❖ Integration to Ordering system at Time and Material cost.
- ❖ Transaction fee from \$0.30 or 0.25% over prevailing MDR.

