



Case Study:

Ephlux built the **1** Stop Payment processing solution

Ephlux and our LA partner planned to build a **1** stop payment processing solution that could take care of all needs of an online retail business!

Industry: Ecommerce & Online Retailing
Solution: Payment Processing Solution
Technology: PHP/MySQL, Linux
Location: California, US

The Need

According to 'The State Of Retailing Online 2008', a study by Forrester Research Inc, retail sales will rise 17% in 2008 to \$204 billion USD, despite the economic recession. Due to this fact, every emerging or prevalent ecommerce solution would require a dependable, efficient and agile backend payment processing solution.

Though there are several payment processing solutions available, but 1 that would include all the best features of each of them, along with an ongoing improvement in its feature set is the need of the time.

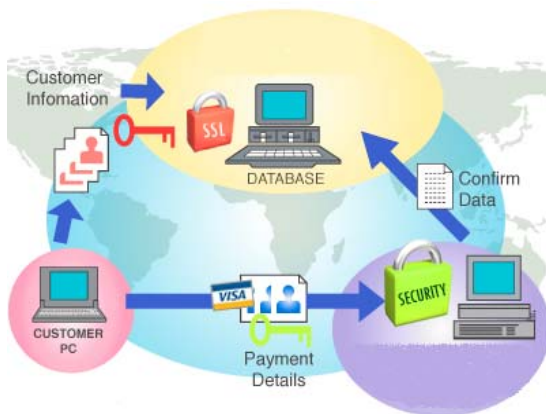
In early 2006 Ephlux, along with our partner in Los Angeles, we planned to develop a payment processing solution that could compete with any similar solution available, capable of evolving continuously via research and analysis.



The Focus

Ephlux began by analysis and research of top rated similar products in the market. These studies produced some very interesting requirements for the intended product. The target was to develop a product that fulfills the requirements of every customer wishing to setup an online business. Several key elements were identified and the following norms were finalized.

- Efficient processing
- Seamless integration with any platform/existing product
- Simple yet robust transaction engine
- Data Security
- Fraud detection & Control
- Risk management
- Financial reporting
- Flexible merchant account



The team studied and drafted the requirement specifications with the best features for the intended product.

After light

The initial version of the product was successfully launched in late 2006. Since

then, it has been integrated with most of the ecommerce product suites Ephlux has done, while itself maturing through ongoing revisions. The product has proven its pragmatism via some of the best features available in the market and generated results which surpassed expectations.

Most of the clients requiring an ecommerce solution that opted for Pay1secure were amazed by the easy, 'plug n play' integration process, while others were happy with detailed and customizable financial reporting options.

Pay1secure facilitated our clients with several online payment options, not only via credit cards but also allowed debit cards acceptance with complete authorization.

The product keeps going through a continuous improvement process by continual research and development to assure that the it stays agile and competitive.

You Want **1** Too!

If you are looking for a secure and efficient payment processing solution, well look no more. Here's the product that will satiate all your requirements. Visit www.pay1secure.com for more details or contact us for your personalized needs.