

Infraxis X

PayStorm
Coupon
Processing

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PayStorm

Retailers and brand owners are under constant pressure to increase sales volumes within an increasingly competitive marketplace. Using coupons as part of a promotional campaign is a very effective way to entice customers to spend more in a store or on specific goods.

With the advent of smart mobile devices came the ability to hold coupons electronically for use in both physical stores and online. Coupons can now be issued to specific individuals, allowing offers to be more accurately targeted towards receptive potential customers.

The PayStorm e-Coupon solution provides central coupon management covering coupon issuance, redemption and settlement for both electronic and paper-based coupons.

PayStorm & Coupons

Coupon Definition

Generic coupon types can be defined either directly through PayStorm's user interface or loaded externally via a campaign management system, either online or in batch mode.

The enormous range of coupon types and associated processing options supported by PayStorm means that the solution is ready for even the most sophisticated of campaign using both paper and electronic coupons.

Retailer specific, own funded and brand related coupons are supported along with coupons originating from third-party coupon issuers.

Coupon Redemption

PayStorm's powerful logic processor is used to control the redemption process for the coupons attached to an incoming transaction. The individual rules applied to a single coupon type are evaluated first before evaluating the rules that apply to redeeming multiple coupons simultaneously in a single transaction.

When coupon redemption is tied to the purchase of specific goods, PayStorm ensures that the configured combination of goods is in the shopping basket before redemption is permitted. PayStorm is even capable of checking the sales price and discounts applied at the point of sales to ensure the price paid for the goods item falls within the configurable retail price range before redemption can take place.

Coupon Issuance

PayStorm supports unique coupon identifiers or bar codes, which are different on each issued coupon, along with generic identifiers, which appear as the same identifier on all coupons of a specific type.

PayStorm can be informed about ranges of coupons previously issued or it can fully control the issuing process internally. Issuing requests can be received from till equipment, campaign management solutions or from electronic wallets. The issuance request contains the generic type identifier for the coupons to be issued and is responded to with the coupon identifier or bar code, description, expiry date and reference to the imagery which can then be used by the till or electronic wallet for display and printing purposes.

Settlement

PayStorm records data for each coupon redeemed, with the information including the retailer identifier and the specific elements of the transaction that enabled the redemption to take place. This information is made available as a report or series of reports ready for settlement processing. Full evidence is available to demonstrate that specific goods or brands were purchased and that all financial restrictions were satisfied when redemption took place.

Why Use PayStorm?

PayStorm is an established financial solution used for processing payments for millions of credit cardholders across Europe, 24 hours every day throughout the year. This same reliable technology forms the base for the PayStorm e-coupon solution, so you can be assured that your business has chosen reliable infrastructure to satisfy your coupon processing requirements.

PayStorm is a highly scalable solution and is therefore guaranteed to be capable of processing your full business load at peak the times of year.

Coupon management is made easy through PayStorm's browser-based interface, which is available in any language by installing the appropriate language pack. Coupon configurations can be defined, activated, deactivated, modified and reported upon in real-time, keeping you in full control of your coupon processing service.

PayStorm makes seamlessly integrating with your tills, store controller, website, electronic wallet and campaign management solutions a much simplified task, saving you both time and money.

PayStorm empowers your business to drive sales by distributing enticing offers to customers and processing redemptions consistently within the omni-channel retail environment.

PayStorm e-Coupon:
Ready to deliver your
sales campaigns.

Other PayStorm Capabilities

Architecture

- Service-oriented, workflow driven.

Database

- ODBC cluster – controlled by PayStorm or through native cluster management; automated replication and failover.

Operating environment

- Virtual machine (Linux based).
- Replicated nodes and services for scalability and business continuity.

Network connectivity

- GRID technology – highly scalable, dynamically reconfigurable; rapid deployment using network profiles.

Web services

- Standard XML and SOAP with WSDL.

Monitoring & alerting

- Natively via Infraxis' IQS or externally via Syslog.

About Infraxis

We at Infraxis are proud of our growing reputation for delivering high quality, business focussed products and services, where our experience and efficiency combine with state-of-the-art technology to help empower our customers to continually reach their business goals.

Infraxis is a dynamic company with a strong footing in the electronic payments market. Formed in 2009, we set out to become the supplier of choice within the European financial processing market by offering outstanding solutions for processors of financial transactions.

Over the following years Infraxis built and deployed solutions for card issuers, fuel station operators and general retailers, helping prepare those businesses for expansion in today's highly competitive market.

Infraxis is also engaged by numerous internationally recognisable financial institutions to provide supporting services in the area of card payments.

Infraxis

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PayStorm - the business focussed, service oriented financial-processing solution from Infraxis AG.

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