

PAYBASE_

**WHAT PAYMENT
TECHNOLOGY
DOES YOUR
BUSINESS
NEED?**

THE DIFFERENCES
BETWEEN PAYMENT
GATEWAYS AND
EMONEY

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WHAT PAYMENT TECHNOLOGY DO I NEED?

If you're starting an online business, the payments aspect is not something to be overlooked.

Many entrepreneurs don't realise that there are different options to choose from when it come to payments. Choosing the wrong one can add unnecessary cost and overhead to your business, as well as causing you to miss out on advantageous features.

Don't make the mistake of leaving payments as an afterthought. Figure out what you need, get the right provider, and build the business you want!

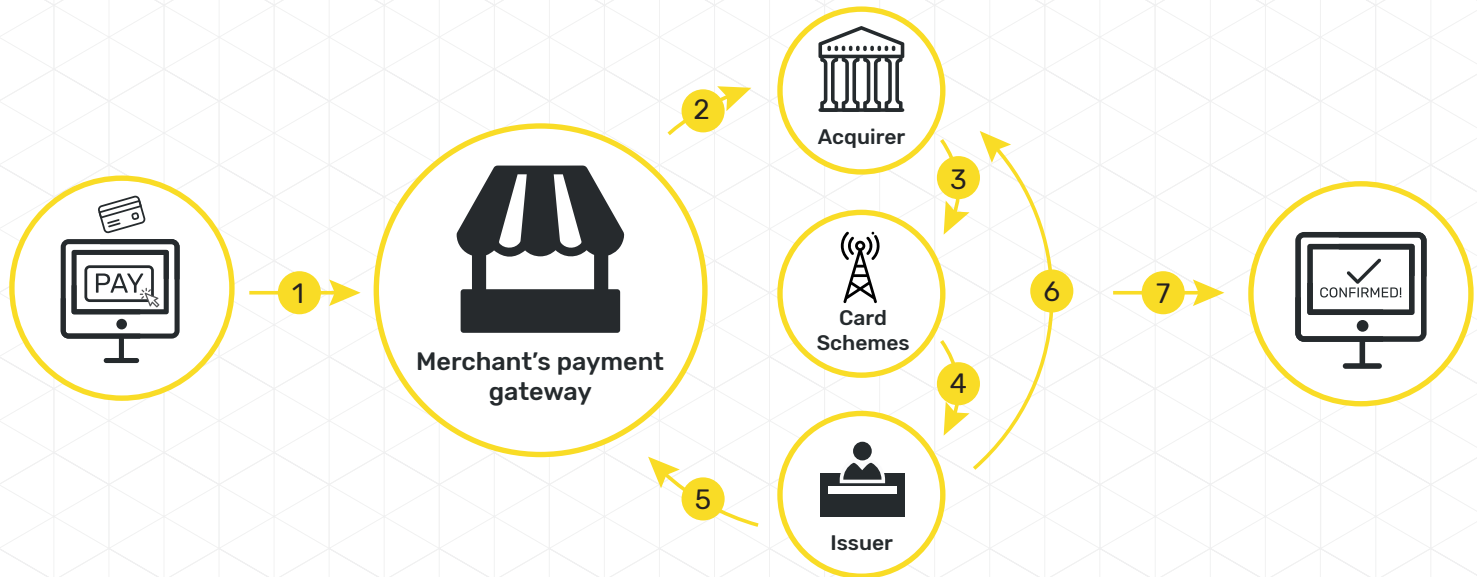
eMoney VS Payment Gateways

TAKING PAYMENTS ONLINE

When taking any payment online, a payment gateway and acquirer are used.

Think of a payment gateway as the equivalent of a card machine in a shop.

It is the instrument used by the merchant to connect to the customer's bank - through the acquirer, card scheme and a few more parties - to authorise the transaction.

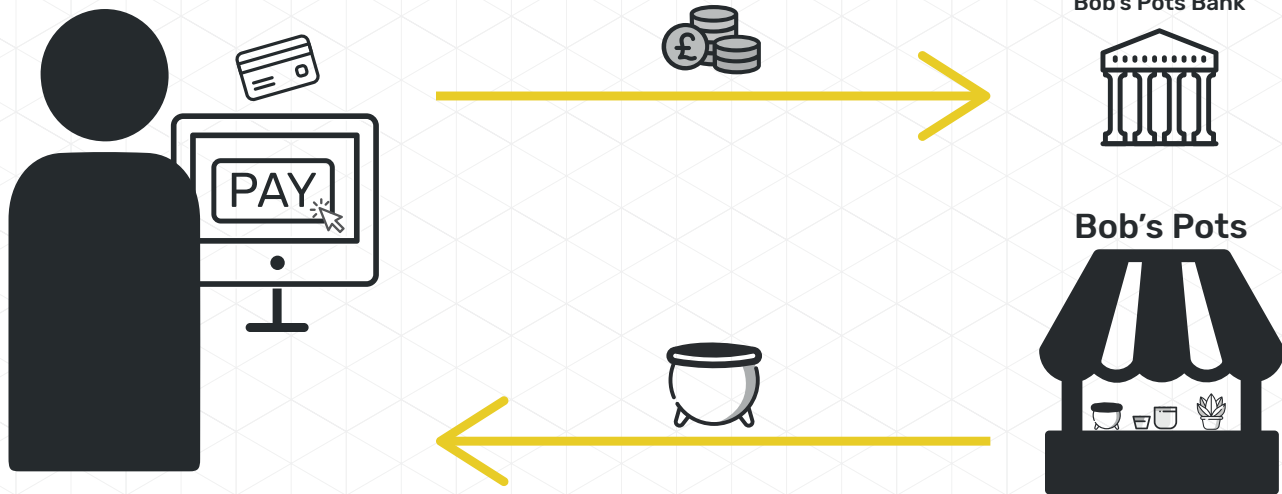


THE TRADITIONAL ONLINE PAYMENT MODEL

If you are only selling your own products/services online, rather than providing a platform for others to sell their goods and services, a payment gateway and acquirer are all you need.

It doesn't matter whether you're a huge multinational store or a local potter setting up a small webshop.

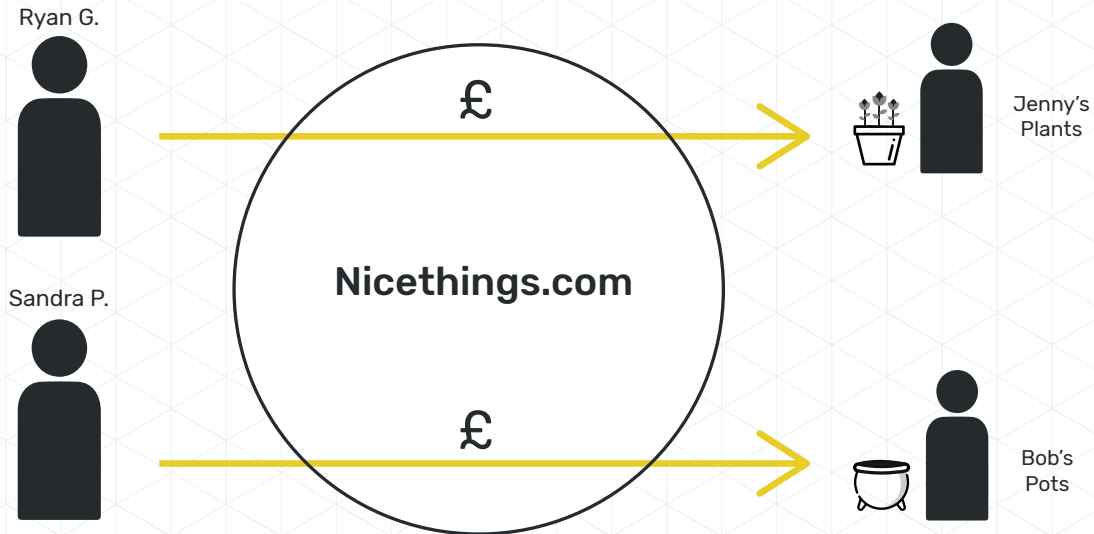
There are many providers to choose from, so speak to several to see which is best for your business model, industry and location.



A DIFFERENT TYPE OF COMMERCE

But what if you are not simply selling your own goods and services? What if you are an online marketplace, or a gig/sharing economy platform that connects buyers and sellers?

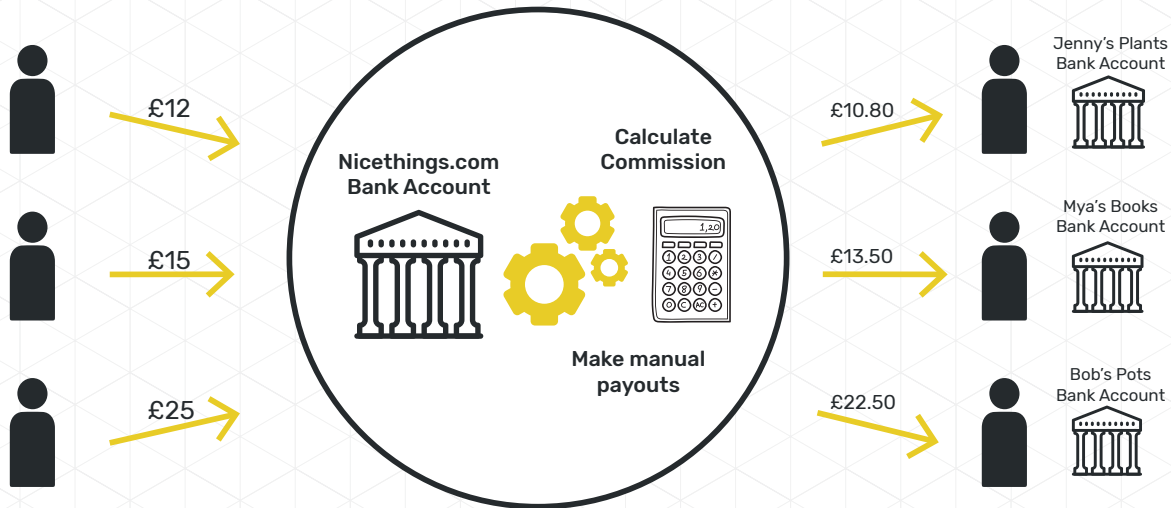
These platform businesses vary from eBay and Etsy to Uber and AirBnB, providing an interface that connects merchants and consumers. This means that payments need to be passed from one party to the other, with the platform business also needing to take their commission.



USING THE TRADITIONAL PAYMENT MODEL AS A PLATFORM BUSINESS

Using the traditional payment model with a platform business is possible, but far from ideal. Funds for all sales on your platform will be sent to your bank account. This will require you to calculate how much you owe every one of your merchants on a regular basis (including calculating your commission which may vary from merchant to merchant), before manually sending payments to all your merchants via your online banking interface.

This option is time-consuming, arduous and as of January 2018, requires you to be regulated as a payments institution.

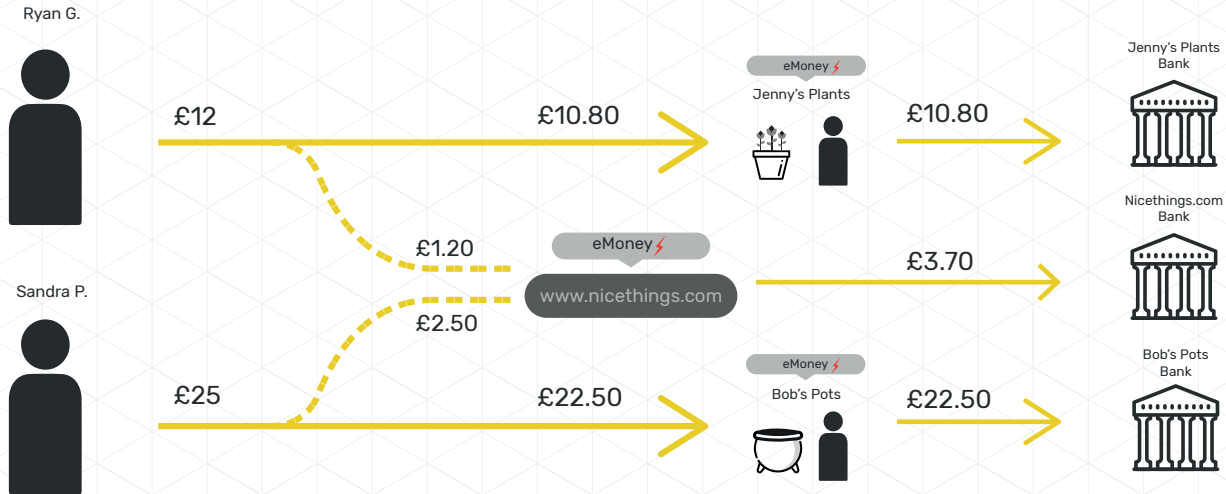


USING EMONEY AS A PLATFORM BUSINESS

There is another option which works differently. Electronic Money (eMoney).

Using eMoney, a buyer can send money directly to a seller's eMoney account. Sellers can then withdraw their funds to their bank account at a time which suits them.

As the platform business, you receive your commission automatically when transactions are made. Your funds can then be sent to your bank account at the end of each day or at a preferred time. No manual calculation, no reconciliation.



PAYBASE

The Paybase eMoney solution removes the need for you to handle funds centrally and offers so much more.

Not only can you receive your commission as a platform automatically, but with our custom-built Logic Engine this percentage can even differ between seller, value of transaction, date and more.

We apply the same technology to compliance, providing you with tailormade rules which suit your business model. For example, if you are a marketplace, you may want to block a transaction over £200 for a user that created an account in the previous 24 hours, but permit a £500 transaction for a more established user.

Paybase also offers close-contact support to ensure that your business is truly leveraging payments to your advantage. Fraud/Compliance training is provided by in-house experts and a team with decades of payments experience are on hand to offer advice.

	Paybase eMoney solution	Payment Gateways
Accept payments online	✓	✓
Responsive support team	✓	?
Avoid payment reconciliation	✓	×
Automatic commission	✓	×
Product enhancement	✓	×

CONCLUSION

Payment gateways are wonderfully useful and new providers have made them even more efficient and user friendly in recent years. For simply selling your product or service via an online store, eMoney is not something you need.

However, for businesses that connect buyers and sellers, using the traditional payment model will cost you money and time.

Modern business models require modern payment solutions. Paybase provides a flexible, accessible and affordable eMoney solution to take payments from being an uncomfortable afterthought to a leverageable tool.

If you need an eMoney solution, speak to us today at hello@paybase.io or click [here](#) to visit our website.

