

The easiest all-in-one platform for online payments

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Simple e-payment solutions for all

- Payrex is a software as a service (SaaS) provider. SaaS is also known as Software on demand.
- Payrex simplifies sales through all online channels. Thanks to Payrex's innovative tools, companies as well as institutions, individuals and public organizations have an opportunity to sell online, regardless of their knowledge and capital.
- Payrex achieves that by using today's most innovative technologies and converting e-payment and e-commerce processes into a simple and customer-oriented solution.
- **This gave birth to the world's easiest e-commerce tools.**

Facts & Figures

Payrex AG

Legal form: AG

Legal company domicile: Thun

UID: CHE-483.447.300

Market entry: 01.04.2015

Industry: e-commerce & e-payment

Product: SaaS software

Employees: 9 FTEs

Customers: 3'000+

<https://www.payrex.com>



References

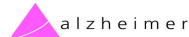
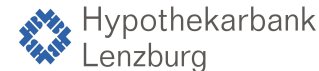
SMEs AND LARGE ENTERPRISES



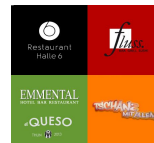
ALEXANDER WANG



MAURITIUS

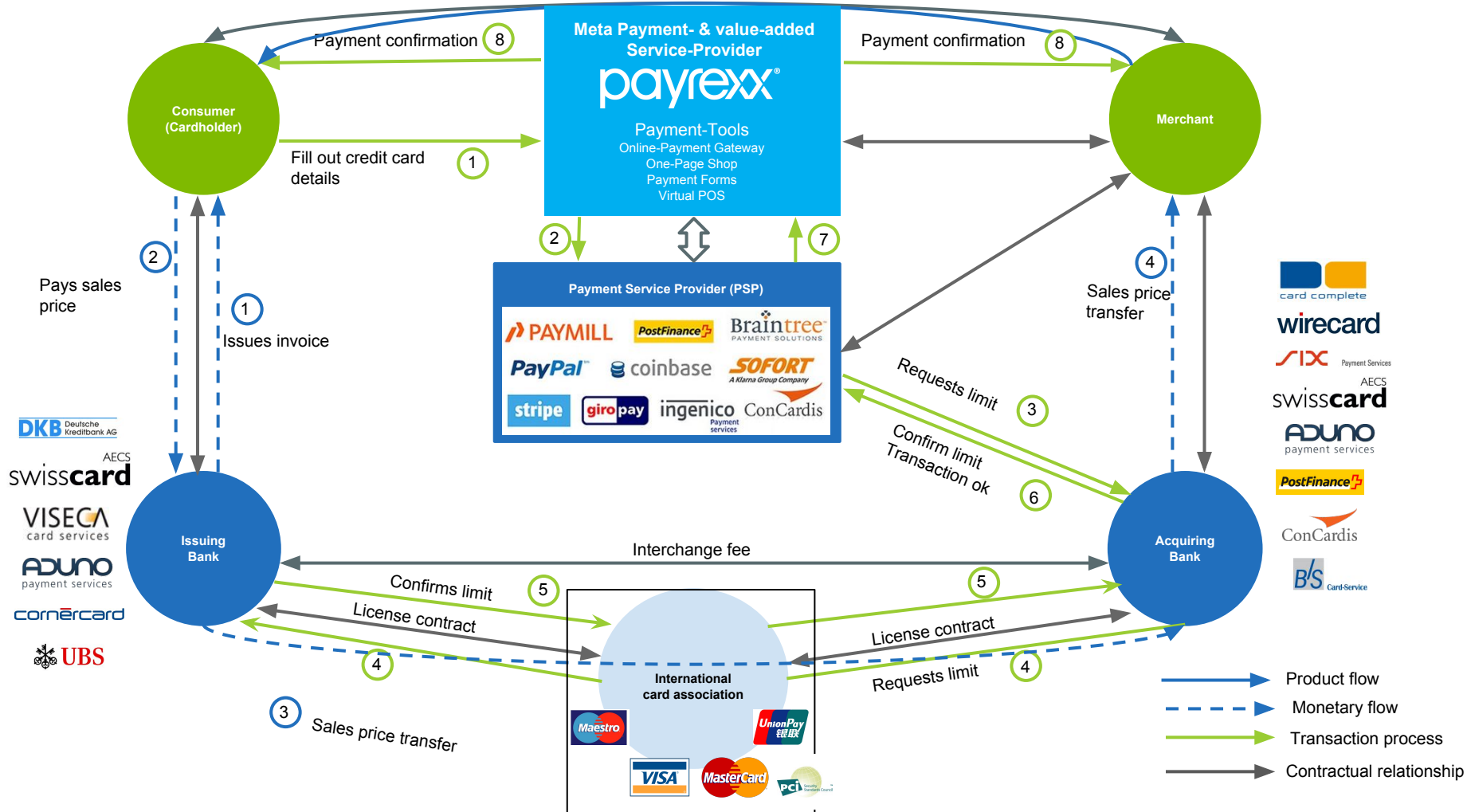


Stadt Winterthur





Market positioning in e-payment industry based on chain value infographics



What is Payrex?



→ One Page Shop

Sell products or services online on one page with your own shop.

→ Business Paylink

Send a simple paylink by email or share it on social media.

→ Virtual POS

Virtual POS suits everyone - no app, no hardware, no fixed costs.

→ Payrex Gateway

Thanks to ready interface other cloud software providers can be easily connected.

One Page Shop

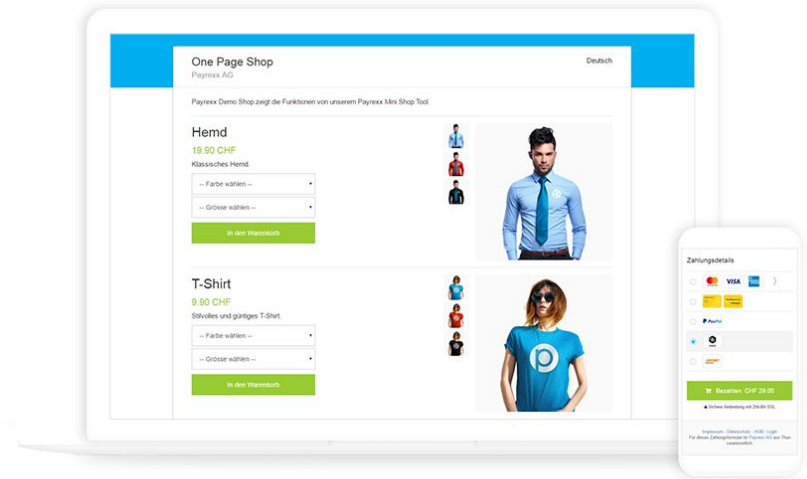
THE FIRST ONLINE SHOP ON ONE PAGE



With the One Page Shop you provide your customers an easy and secure way to purchase products and services online.

Payrex One Page Shop provides you with the easiest entry into the world of e-commerce. Thanks to Payrex, One Page Shop can be easily created allowing to start selling immediately.

Demo URL: <https://demo.payrex.com>



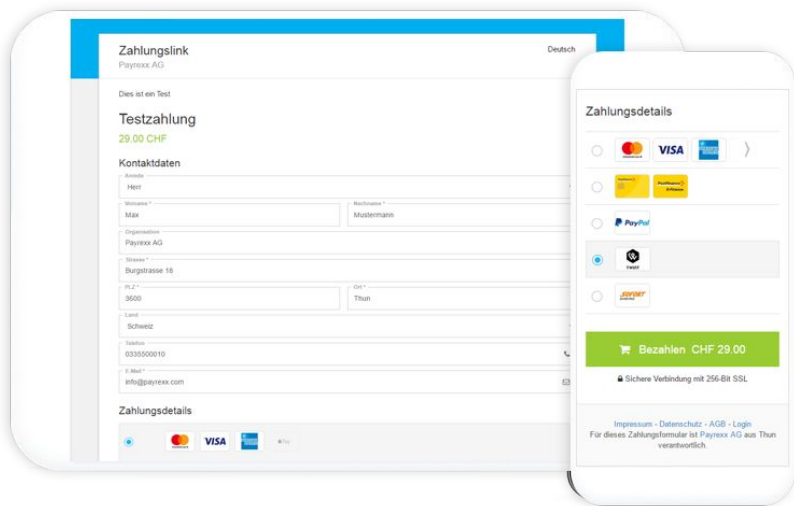
Business Paylink

Paper invoices are a thing of the past.

Send paylinks to your customers by email. Your customer can then choose a preferred payment method, enter payment details and pay. After successful payment, you and the customer will receive a payment confirmation by email.

Encrypted URL:

<https://demo.payrex.com/en/?payment=98ddcc3453b045fbd5d0b8fbaa81d5b7>

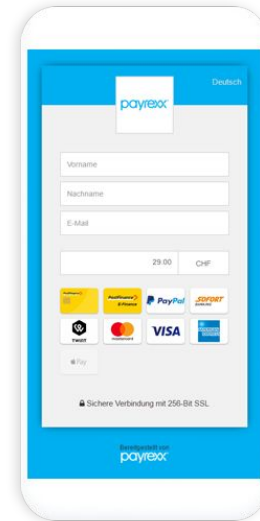


Transform every browser into a POS terminal

The Virtual POS allows you to accept payments under any circumstances. It has an identical mission as a standard POS terminal in retail stores. The difference is that you don't have to rent or purchase any additional expensive hardware since everything works in a web browser. You can also use any device, the most important is to have internet connection.

URL Demo with added parameters:

<https://demo.payrex.com/en/vpos?amount=29¤cy=CHF>



Payrex Gateway

Payrex is compatible with all content management systems (CMS) and most leading shopping cart providers including WooCommerce, Magento, PrestaShop, Bigcommerce, OpenCart and many more.

Payrex Payment Gateway can be easily used for an established e-commerce website. This allows you to obtain the checkout page, which supports major payment methods and can be easily integrated into your established online shop as well as tailored to shop design.

Link to RESTful API: <https://developers.payrex.com>

Plug'n Play or develop the integration yourself:



Function-wise

Payrex is a secure payment gateway:

This means that the credit card details are transferred by an encrypted connection using application programming interface (API) to **PCI-DSS** (Payment Card Industry Data Security Standard) certified payment service provider (PSP) without Payrex saving or managing the data.

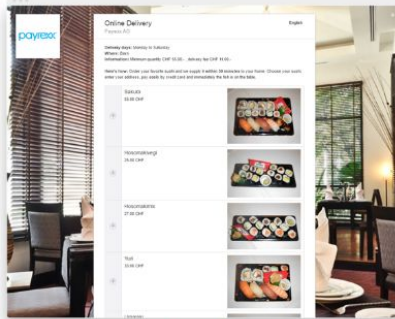
Encryption

- Highest data security with encrypted data entry.
- Security environment according to PCI, 3-D Secure, 256-Bit-SSL encryption.
- Encrypted data entry in the Payrex merchant account as well.

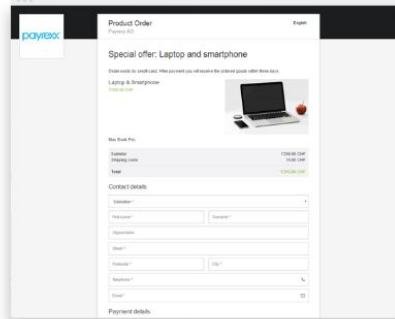
Application examples

SUITS WELL FOR ALL INDUSTRIES 

Online Shop

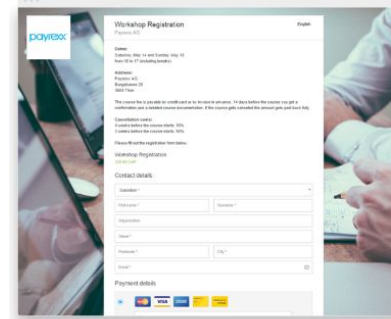


Online Delivery

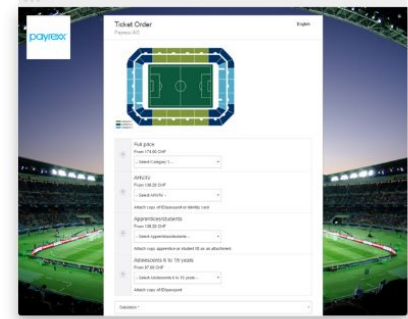


Product Order

Events, Tickets

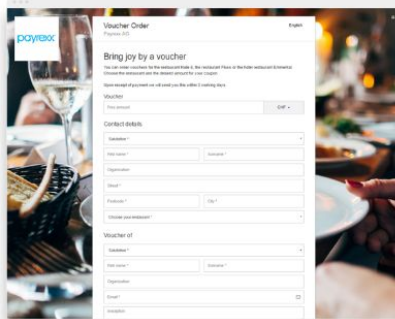


Workshop Registration

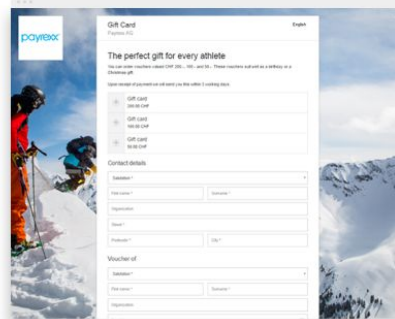


Ticket Order

Voucher Solution

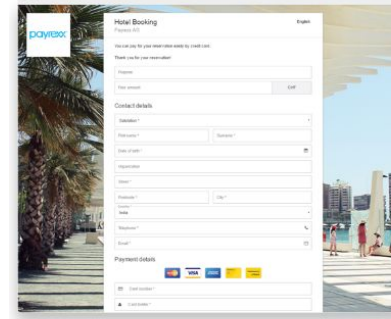


Meal Voucher

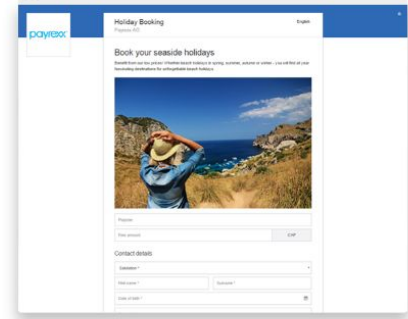


Gift Card

Bookings



Hotel Booking



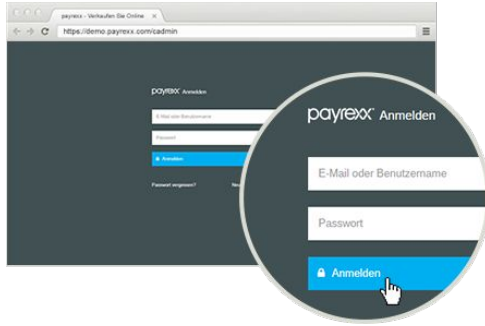
Holiday Booking



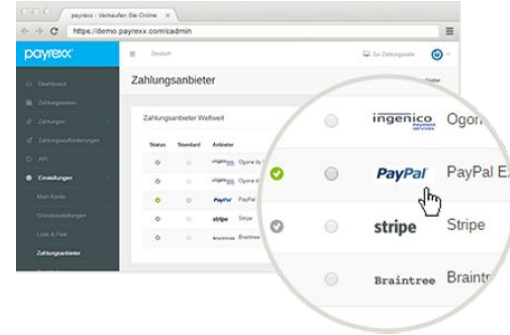
How Payrex works?

Signup

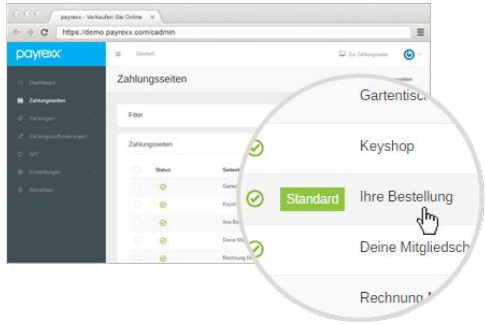
1. Sign up



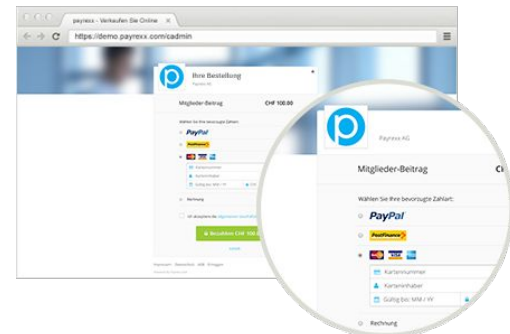
2. Select a PSP



3. Choose tools



4. Get paid



Integration options

Content Management System (CMS)

The integration into your website created for example with Jimdo, Weebly or WIX is very easy:



The client remains in the same browser tab. Payrex opens in a **modal window** or will be displayed in an **iFrame**.



The customer lands directly on the Payrex link. It opens in a **new browser window** or additional tab.

Payment button



Donation button



Share link



API

RESTful API, Webhooks, Plugins

Multichannel paylink

GET PAID THROUGH ANY CHANNEL 





Partner

Payrex provides innovative cobranding and white label solutions for financial institutions.

Payrex cooperates with the largest and strongest payment service providers, acquirers, internet agencies, ecommerce experts, developers and other affiliates in order to ensure that the merchants get a superior assistance during the onboarding process.



Affiliate Partner

40 USD for you / 10 USD discount for customer

Get a one time commission on each referred customer

Affiliate Partner



Solution Partner

30% recurring

Earn lifetime commission for referred customers.

Solution Partner



White Label Partner

Starting at 159.- / month

Buy Payrex at a fixed price and sell it to your customers at your own price.

White Label Partner

Payrex partner page: <https://www.payrex.com/en/more/partner-program/>

If you are an existing customer, blogger, social media influencer or an online marketer, then our Affiliate Partner Program is an easy way to earn money. Apply today and start growing your revenue.

Referral payback

- **Commission** - you receive 40 USD credit per referred customer and the customer gets 10 USD discount
- **Regular payout** - as soon as you reach a total of 100 USD, you will get the payout automatically to your PayPal or bank account.

Example

Having referred a STARTER customer paying 108 USD for the first year, you earn 40 USD.

If you're an ecommerce designer, developer or have your own internet agency then our Solution Partner Program is an easy way to earn money. Join today to grow your revenue and help your customers to sell more by connecting them with the leading ecommerce tools.

Referral payback

Get 30% lifetime commission on subscriptions

- **Industry-leading commissions** - get lifetime 30% commission per referral, with no commission caps, obligations or commitments.
- **Free Payrex account** - get a Payrex PLUS subscription for free (not for resale version). You can use this license to demonstrate Payrex functionalities to your potential customers as well as to accept payments yourself.
- **Public website** - get listed and promoted on our website as well as on social profiles for free.

Example

Having referred a PREMIUM customer paying 588,00 € you earn 30% on the monthly subscription (176,40 € per year, every year).

Do you want to become Payrex yourself? If yes, we can offer you a complete white label at a fixed cost per month. Customers will not notice Payrex running the application allowing you to present Payrex as your own SaaS service.

The outsourcing from a trustworthy partner with years of experience in e-payment industry guarantees you full service.

- **Powerful tracking** - white label dashboard offers a complete overview of your customers, acquisition channels, sold subscriptions and more.
- **Your look'n'feel** - market a powerful e-commerce software under your own brand.
- **Templates** - the front end and back end can be customized to appear in your corporate look'n feel by default
- **Pricing** - create and invoice your own price plans.
- **Your domain name** - get your own domain name (<https://customer.yourname.com>).
- **Emails** - customize sales emails that your customers receive after the singup. You are free to generate as many automatic emails as you want.
- **Dashboard** - send individual notifications to your customer's account dashboard.
- **Setup cost** - USD 950.- one-time.
- **Contract duration** - 12 months, automatic extension to another year. Termination period: 1 month.
- **Cost** - from USD 159.- / month (charged per year).

Partner models comparison (1/2)

FUNCTION DESCRIPTIONS



Function	Description	Affiliate Partner	Solution Partner	White Label Partner
Requirements	Minimum requirements in order to participate in the partner program.	personal Payrexx account	personal Payrexx account	-
Commission	Referral payback every half a year by an automated process to PayPal or bank account. The minimum payback amount is 100 USD. Payback refers only to paid subscriptions.	40 USD one-time	30% recurring on subscriptions and services	Custom pricing
Payrexx adjustments	Subscriptions (Free, Starter, Plus, Premium + Enterprise) and product features (transactions, PSPs, currencies, etc.) are adjustable	-	-	√
Branding	CI/CD, layout, URL	Payrexx (without URL)	Payrexx (without URL)	Partner
Support	Customer support 1/2nd level	Payrexx	Partner / Payrexx	Partner
Merchant contract and invoice	Customers enters into a legal agreement with...	Payrexx	Payrexx	Partner
Pricing	Pricing setup and adjustment.	Payrexx	Partner / Payrexx	Partner
Exclusivity	Options: geography, industry, segment.	-	-	√
Admin back office	Customer administration and own affiliates.	-	-	√
Sales + marketing	Distribution by...	Payrexx	Partner / Payrexx	Partner

Partner models comparison (2/2)

FUNCTION DESCRIPTIONS
























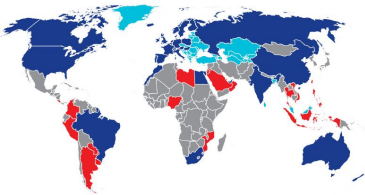


















Function	Description	Affiliate Partner	Solution Partner	White Label Partner
Setup fee	One-time setup fee for White Label Partner.	-	-	USD 950.-
Costs (invoiced yearly)	<ul style="list-style-type: none"> - Contract duration: 12 months, automatically extended by another 12 months - Termination notice period: 1 month 	-	-	from USD 159.-
Access to back office	Metrics, customers, subscriptions, references, settings/ contact details	-	-	✓
Visual, content and technical settings	Full White Label (without Payrex): <ul style="list-style-type: none"> - Standard front end, back office and email template - Automatic email, dashboard messages - Own invoicing 	-	-	✓
Own domain name	For Solution Partner: with cobranding extension: USD 950.- one-time.	-	optional	✓
SSL certificate	From Payrex AG: free of charge Own SSL certificate (only White Label Partner): USD 150.- one-time + USD 150 annually	✓	✓	✓
PSP restriction	Exclusion of payment service providers.	-	-	✓
Number of accounts	50 merchant accounts are included in the basic price. Additional merchant account package is priced at USD 95.- / month.	-	-	50
Invoicing	Invoicing of transaction and subscription fees to end customers.	Payrex	Payrex	Partner / Payrex
Optional Coaching	<ul style="list-style-type: none"> - Coaching at partner's location: USD 850.- + travel expenses - Online coaching: USD 490.- 	optional	optional	optional

- **Free setup** - setup of the partner model is completely free of charge.
 - **Earn more money** - by referring every merchant to Payrex, you receive industry-leading commissions.
 - **Differentiate from competitors** - provide an ultimate payment and e-commerce solution.
 - **Respond to a customer need** - answer the market demand with ready-to-use e-commerce tools.
 - **Unparalleled time to market** - launch Payrex for your clients in only 10 minutes.
 - **Offer all-in-one service** - with Payrex you will cover all your customer's needs increasing your customer lifetime value
- **No coding skills** - Payrex can be set up or adjusted with a few clicks by you or your customers.
 - **Promotional material** - use our or your own advertising material in order to successfully distribute Payrex.
 - **A dedicated account manager** - you'll have direct access to an affiliate expert who understands your goals and business.
 - **Partner directory** - being a Payrex partner you will be enlisted in the [partner directory](#) so that Payrex customers from the whole world can find you
 - **Newsletter** - extract the maximum out of Payrex by staying up to date with regards to new software features and updates.

Partnerships

PAYMENT PROVIDERS & ACQUIRING PARTNERS

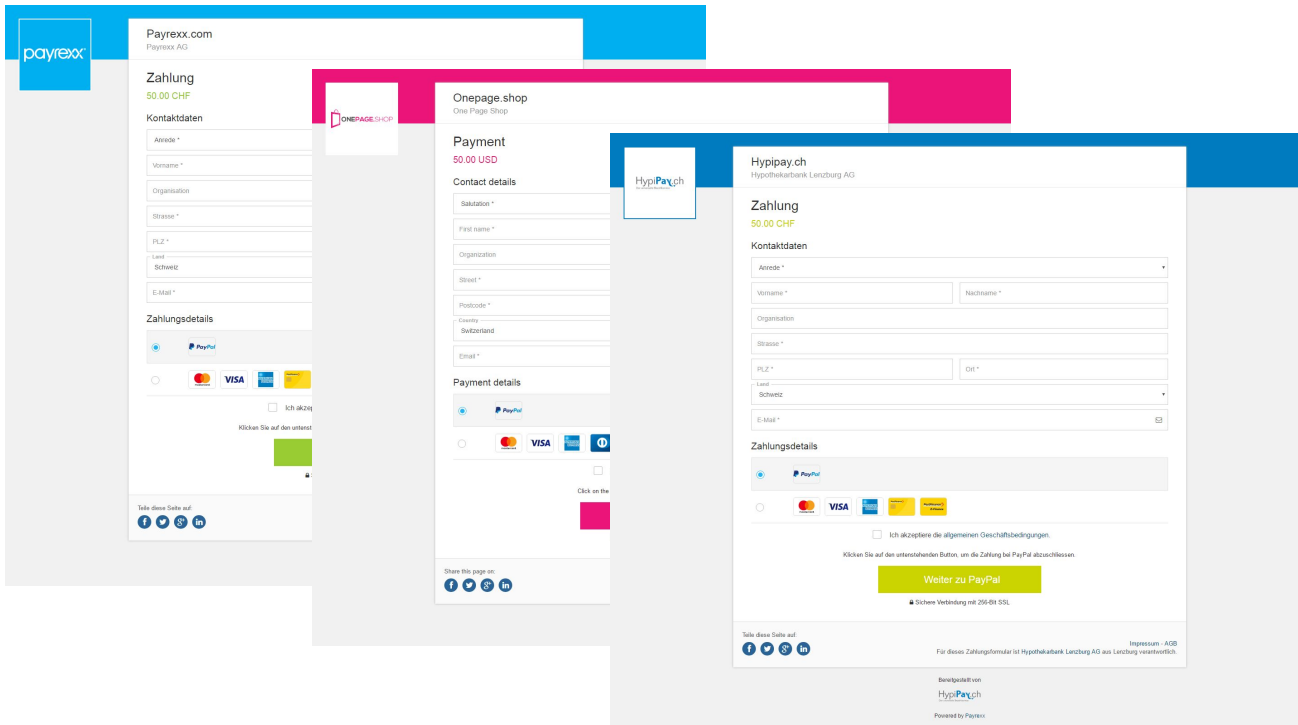


Integrations	Countries + Currencies	Payment methods
<p>Payment service provider</p> <div>    </div> <div>    </div> <div>    </div> <div>    </div> <div>  </div> <p>Acquiring partner</p> <div>    </div> <div>    </div> <div>   </div>	<p>Countries</p>  <p>Currencies 135 +</p>	<div>    </div> <div>    </div> <div>    </div> <div>    </div> <div>    </div> <div>    </div> <p>+ 150 others</p>



White Label Screenshots

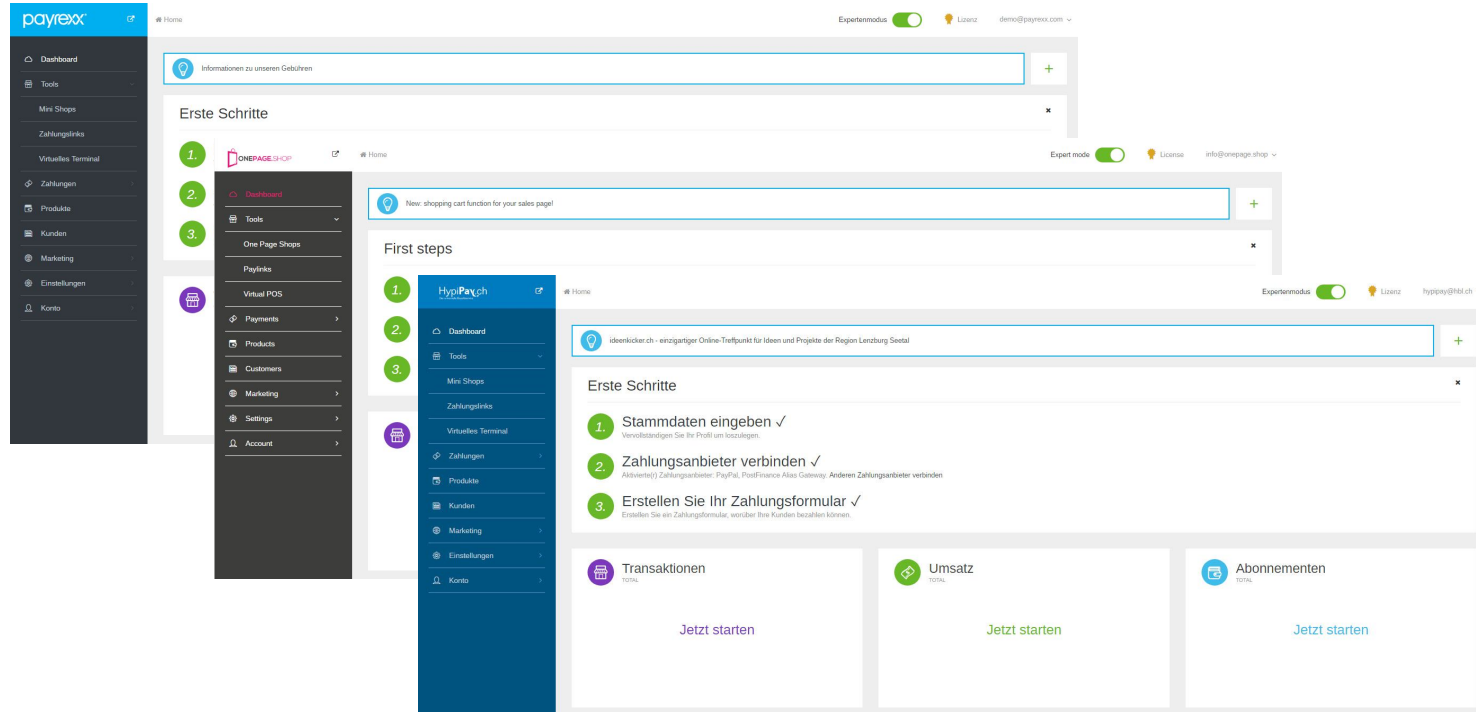
Payment page



The image displays three overlapping screenshots of payment pages from different merchants, all powered by Payrex. Each page shows a payment form for a 50.00 CHF transaction.

- Payrex.com (Payrex AG):** The form includes sections for 'Zahlung' (50.00 CHF), 'Kontaktdaten' (Address, Name, Organization, Street, PLZ, Land, E-Mail), and 'Zahlungsdetails' (Payment method selection: PayPal, Mastercard, VISA, etc.). It also features a 'Share this page on' section with social media icons.
- Onepage.shop (One Page Shop):** The form includes sections for 'Payment' (50.00 USD), 'Contact details' (Salutation, First name, Organization, Street, Postcode, Country, E-Mail), and 'Payment details' (Payment method selection: PayPal, Mastercard, VISA, etc.). It also features a 'Share this page on' section with social media icons.
- Hypipay.ch (Hypothekbank Lenzburg AG):** The form includes sections for 'Zahlung' (50.00 CHF), 'Kontaktdaten' (Address, Name, Organization, Street, PLZ, Land, E-Mail), and 'Zahlungsdetails' (Payment method selection: PayPal, Mastercard, VISA, etc.). It also features a 'Weiter zu PayPal' button and a 'Sichere Verbindung mit 256-Bit SSL' indicator.

Admin console





Your e-commerce solution with Payrex

Payrex AG
Burgstrasse 18
CH-3600 Thun
Telephone +41 (0)33 550 00 10
Email support@payrex.com

www.facebook.com/payrex
www.twitter.com/payrex
www.google.com/+payrex

Free signup: www.payrex.com