



# Smart Payments

www.app55.com



White label, one-click payments from any device

Your customers pay  
your brand  
in one-click  
from any device

## The Online Payment Specialists

## Why your customers will buy more

A new payment ecosystem is emerging which includes e-commerce, m-commerce and increasingly, social commerce on Facebook.

Using App55, you can give your customers a safe, one-click buying experience without ever having to leave your brand, from any device and via any sales channel (app, m-site, website, Facebook store, etc.)

### Fast payments

After the first purchase, your customers just enter their password to buy again, significantly reducing cart abandonment.

*“The key is to get your customers through the buying process with as little friction as possible: the more they have to do to make a payment, the less likely they are to do so.”*

## How App55 works

App55 give you one-click payments on any device with complete control over the look and feel of the payment screens.



### Frictionless payments

An easy and intuitive checkout process is proven to increase sales and target impulse buying.

### Trusted payments

Your customers register and pay your brand with no third party involvement to slow down or confuse the checkout process.

### Multi-device payments

Give your customers the same buying experience from any web-enabled device.

### Secure payments

App55's payment system is PCI compliant to ensure card data security meets the highest standards.

**We haven't re-invented payments.** We understand that change involves cost and risk which why is our solution is designed to have *minimal operational impact* on your business.

Our technology is designed to work with existing bank and credit card operations and bolts on to – not replaces – your existing infrastructure. All transactions are processed in the same way; you keep your merchant acquirer and other back office operations while benefitting from a one-click, multi-channel payment capability.

*“Figures show that consumers abandon, on average, 70% of shopping carts and 62% of web forms before they are completed”.*

Looking to add  
one-click payments to  
your website or a  
mobile sales channel?  
info@app55.com

# Pay by password from inside your brand.

Payment screens can be customised to merge seamlessly with the rest of your website allowing your customer to pay by password, with no App55 logo or "Powered by App55" in sight.

**PIZZA PRONTO**  
Your local store: 343 Kennington Road, London SE11 4QE [change](#)

**Your order**

Qty.	Description		price
1	Large Pepperoni Supreme + jalapenos + mixed peppers	<a href="#">edit</a> / <a href="#">remove</a>	£11.99
1	Garlic bread	<a href="#">edit</a> / <a href="#">remove</a>	£2.99

Order info: From KENNINGTON London SE11 4QE. Deliver to SW9 6JT. 14/3/2011 at 18:00. Minimum order £9.99.

Got a voucher?  Enter code here [Update price](#)

Total **£14.98**

[Checkout](#)

**Add items to your order**

[Pizzas](#) [Pasta](#) [Deals](#) [Sides](#) [Dips](#) [Drinks](#)

**A BIT ON THE SIDE?**  
Pepsi Max 1.5ltr, £1.99 [ADD](#)

**PIZZA PRONTO**  
Your local store: 343 Kennington Road, London SE11 4QE [change](#)

**Your order** Thanks for your order, John.

Qty.	Description		price
1	Large Pepperoni Supreme + jalapenos + mixed peppers	<a href="#">edit</a> / <a href="#">remove</a>	£11.99
1	Garlic bread	<a href="#">edit</a> / <a href="#">remove</a>	£2.99

Total **£14.98**

Enter your password

[BUY](#)

**A BIT ON THE SIDE?**  
Pepsi Max 1.5ltr, £1.99 [ADD](#)

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Customers want safe, simple purchases from brands they trust.

## Blue-chip outsourced payment solution

We offer a complete enterprise-class payment service. Our system can be deployed within weeks without the additional cost of in-house software implementation, maintenance and support or banking and security skills. We can also support you with any additional integration requirements, no matter how complex.

## Enterprise-scale payments

App55 is an enterprise-scale payment solution. Our scalable and robust architecture connects with the banking infrastructure that processes millions of transactions a day and can handle large volume transactions in all major cards and all major currencies.

## Secure Payments

App55 is PCI-DSS (Payment Card Industry Data Security Standards) compliant, the most rigorous standard in the payment industry today. Card data is encrypted and stored in network-segmented dedicated servers and no confidential information is held on the device.

"More users are likely to connect to the Internet via mobile devices than desktop PCs by 2012".

## App55 partners

Using best of breed technology and solutions makes sense and App55 has partnered with established key players.

**WorldPay™** RBS WorldPay is a leading global brand in payment processing. It processes millions of payments every day, for every type of business: securely and quickly.

**valtech** Valtech are a global provider of enterprise and e-business software development consulting, outsourcing and organisational transformation services and specialise in Lean and Agile software methodologies. Their key areas of contribution are in software development, architecture and integration.

**DATAPIPE** Datapipe is a leading global provider of managed services and data centre infrastructure for IT and cloud computing. It delivers managed services to some of the largest software, banking, insurance, telecommunications and pharmaceutical companies in the world.



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