

CLIENT VeriPay
PROJECT Website page: Features
OBJECTIVE Create a Features page for the client's website

COPY EXCERPT

Simplicity

We make it simple to accept online payments from anywhere in the world.

We've refined our merchant on-boarding process to get you set up as quickly as possible.

Our secure Payments Platform integrates easily with your existing e-commerce tools and allows you to accept multi-currency payments via the Web and mobile apps through a single integration.

Plus, our online reporting facility makes it easy to find any information you need with just the touch of a button. It lets you evaluate how your business is doing – and determine how to adjust it – instantly.

Secure Payment Gateway

Built and maintained to the highest industry-accepted security practices, Veripay's Payments Platform furnishes all the required monitoring and reporting necessary for PCI DSS Level 1 compliance. Its sophisticated, behaviour-based network security and fraud prevention algorithms protect your business from network attacks and assure your customers their card and personal data are secure.

The gateway is also highly flexible. Built on new technology that supports modern browsers and accessibility, it can be easily configured to work with your existing shopping cart and other eCommerce apps, and to present only those features which are applicable to your business.

Fraud Prevention

The Veripay Payments Platform employs real-time, reputation-based analysis and a proprietary network of sensors, recognition methods and tools to detect and prevent fraudulent transactions.

Our sophisticated heuristic algorithms incorporate browser technology analysis, IP address history, geo-location, card company data and behaviour analysis to determine the likelihood of fraud. Potentially fraudulent transactions are instantly blocked and real-time alerts issued to Veripay for manual investigation.

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This sample is of copy delivered and approved by the client for a website that never went live. Following delivery of the copy, the client restructured their company and eventually reopened under another name.

Call or write CopyEngineer to request a copy of the full web page sample.