

Increase International Expansion with PXP Financial



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Increase International Expansion with PXP Financial- Case study of success

Our client, one of the world's largest sports betting and gaming groups offers sports betting, casino, poker and bingo and operates some of the industry's most popular online brands. The organization has a gaming operating license across Europe and the US. PXP Financial has been supporting the company as its payment solutions provider for over a decade following a successful implementation that solved many of the payment issues the organization was facing in its early days.

One solution that meets all requirements

Our customer's goal was to expand into new markets and territories on a global scale. However, new territories present new landscapes to navigate due to local currencies, regional regulations and customer habits. In order to meet these requirements while providing a steady and hassle-free payments service, that was also future proofed for additional expansion, they needed a custom-built payments engine.

Having very specific requirements, the client needed a single, wide-reaching, payment solution that was all-encompassing. The solution needed to be able to operate in multiple international regions and support a large number of currencies and alternative payment methods (APMs) with ease. It had to be future-proof, ready for any future expansions into new territories and able to easily remain compliant with each region's regulations.

The payment service required was one that came with a lot of international experience - an effortless payment solution so customers, regardless of region, wouldn't even need to think about it and could focus on playing the games they wanted.

An all-encompassing solution with an end-to-end payment solution

PXP Financial has established a robust partnership with the client by providing an ideal solution tailored specifically for large, state-of-the-art entertainment companies. Leveraging their extensive experience across various markets, PXP Financial possesses a deep understanding of the unique needs of gaming customers. With a comprehensive suite of payment-supporting software, PXP Financial can deliver a bespoke end-to-end payments solution that perfectly aligns with customer requirements.

PXP Financial's portfolio of payments tools are designed to function across all of Europe as well as the US market. This allows PXP Financial to support many of the needs that the group requires, like full compliance with international and local regulations. PXP Financial has the ongoing tools the client needed and was able to create a bespoke solution that works for any of the brands under the label. These benefits include:

Analysis of Payment Data

PXP Financial has the capability to monitor success rates on a 24/7 basis, which allows them to quickly react to feedback and improve its solution based on it. This reflects directly on customer retention through enabling meaningful fall-backs and optimising payment flows.

Regulations

PXP Financial has an expert team, that guides on upcoming regulatory questions and translates them into the product on the technical end. This ensured the client is always processing in a compliant way.

One Click Payments

To match players expectation on speedy payments PXP Financial has enabled one click payment solutions, that allow in game deposits, so the player does not need to enter payment details again and again. This also means players do not need to leave a game to secure additional funds.

In addition, the tokenisation helps to improve payment security as the data does not need to be processed and, in many cases, shifts the liability to the payment partners.

Dominating the UK high street and expanding globally

With PXP Financial's collection of high-end tools, the client could put its focus globally and continue brokering relationships with new brands and expanding into new territories worldwide. And PXP Financial supported them on every step of the way.

Then in 2019/2020 new US regulations on sports betting opened a new market for the group. With PXP Financial's bespoke payments engine and proven track record of deployment across Europe, the client increased its market, expanding into numerous US states. This is an incredible undertaking and one both companies are proud of.

