

The smart route to cross-border success

How AltoPay delivers for its merchants

AltoPay, a leading payments processor headquartered in Miami, Florida, needed a solution that would enable its U.S.-based merchant customers to seamlessly expand into the European market. As former merchants, AltoPay's team knew it needed scalability, connectivity, and the ability to work with multiple acquirers to help its merchants meet their cross-border growth and conversion goals. The processor partnered with ACI Worldwide to enable a fully white-label, multi-acquiring strategy, highlighted by new revenue-driving capabilities.

Overcoming the challenges of international expansion

While a U.S.-based company, roughly 70% of AltoPay's portfolio consists of EU-based merchants targeting EU customers. Over the years, this has meant relying on a handful of acquirers to service these merchants — something AltoPay planned to expand upon by adding local and regional acquirers to improve both acceptance rates and costs.

THE CHALLENGE

- AltoPay needed to support its U.S.-based merchants' plans to expand into Europe
- This cross-border expansion included the need to enable the right local payment methods, currencies, and acquirers in different geographies — plus support the latest global mandates
- Ultimately, AltoPay wanted a white-label solution that was acquirer agnostic and optimized for cross-border and reoccurring payments

THE SOLUTION

- AltoPay elected to deploy a multi-acquirer strategy driven by the ACI® Payments Orchestration Platform™
- ACI Payments Orchestration Platform offered new routing capabilities — including smart dynamic routing, smart retry, and optimized routing — to increase conversion globally
- Additionally, the single platform-as-a-service enables AltoPay to provide a unified experience to its merchants across all markets and channels they support via a single API

THE RESULTS

- AltoPay was able to successfully meet the expansion goals of its merchants through its partnership with ACI
- The ACI Payments Orchestration Platform helped AltoPay's merchant customers increase their conversion rate by 12%
- AltoPay is now able to accept additional business since expanding their acquirer network



These expansion goals included several of AltoPay's larger U.S. merchants who were expanding into Europe and using their U.S. merchant accounts to do so. Unfortunately, this led to high decline rates, and in some cases, accounts were being closed, as U.S. acquirers were uncomfortable or unable to meet compliance mandates with handling these overseas transactions.

To help ensure its merchants were meeting their business objectives, AltoPay had to rethink its acquiring strategy and enable a multi-acquiring approach. As a result, merchants gain greater flexibility in routing transactions intelligently, along with enjoying a host of benefits, including higher conversion rates, reduced transaction fees, lower risk, and greater availability and uptime.

A key component of this multi-acquiring strategy encompasses the following intelligent routing practices:

- **Smart dynamic routing** features transaction dispatching by sending transactions to different acquirers based on a variety of attributes such as BIN, card brand, IP address, and risk profile.
- **Smart retry** enables merchants to resubmit failed transactions through a different acquirer.
- **Optimized routing** reduces latency for cross-border card and alternative payment methods.

A payments gateway to Europe

AltoPay ultimately selected the ACI Payments Orchestration Platform to not only enable this multi-acquiring strategy, but also to achieve the scalability and connectivity demanded in this cross-border payments ecosystem.

Merchants need the peace of mind to know that when they expand into new markets, their payments gateway can handle new and unexpected volumes. The customer experience depends on this, and it is essential for merchants looking to create loyalty to provide a great experience from day one. The proven scalability of ACI's solution not only helps merchants today but will enable growth into the future.

"There aren't very many partners or gateway providers who you can rely on that can handle the volume surges we see from one day to the next," says Luca Bizzotto, AltoPay. "With other providers, you may be able to cut corners and save a few cents, but knowing you are with a partner that has the technical integration and uptime performance to support anyone you bring on is huge for us."

Connectivity is another absolute when deploying a multi-acquirer strategy. AltoPay's ability to seamlessly connect with a host of acquirers throughout Europe and beyond allows it to deliver a superior, fast, and flexible experience to its merchants. This connectivity also ensures uptime and high availability for merchants.

In addition, as a forward-thinking global player, AltoPay understood the need for a solution that could support global mandates and remove the burden of compliance for its merchants. From PCI to 3D Secure V2 currently in Europe, AltoPay is ahead of the curve and can enable their merchants to confidently provide a secure and seamless payments experience for its customers.

Lastly, ACI Payments Orchestration Platform allows AltoPay to provide its merchants with the same experience across all channels and all geographies, while being flexible enough to address individual merchant needs — via a single API. This powerful capability gives each merchant a unified business process, helping teams optimize their efficiencies and decision making.

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We wanted a solution that solved for today but that could scale with us and our merchants — a single integration that would serve our current and future payments connectivity requirements. The ACI® Payments Orchestration Platform™ solution meets those needs.”

Luca Bizzotto
AltoPay



Expansion success

The partnership of AltoPay and ACI has been very beneficial for AltoPay's merchant customers. AltoPay's work to enable seamless cross-border expansion has allowed its merchant customers to enter new markets and accept more business now than ever before. Its merchants typically see a 12% increase in approved sales at checkout.

AltoPay has not only reaped the benefits of this additional business, it has also been able to easily enter new industries and expand its portfolio of business.

Looking ahead, AltoPay is seeking to leverage the ACI Payments Orchestration Platform to move into new industries and help its larger merchants expand their acquiring options. The processor is also seeking to increase its fraud management capabilities through ACI, with a focus on helping merchants to optimize chargebacks and fraud ratios.

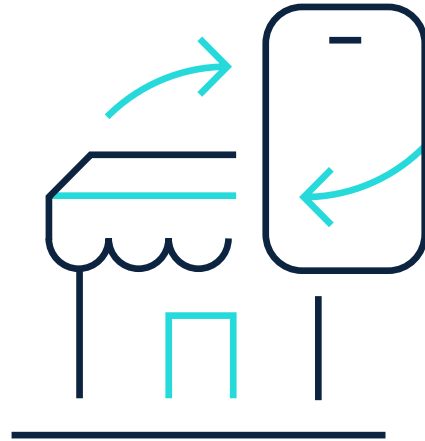
"It's important to us that we monitor our merchants' behavior too as we take the liability for our merchants. Helping them keep their fraud rates low is important to us on several levels," says Bizzotto, AltoPay. By improving these KPIs, AltoPay can further improve performance and become the go-to processor for both U.S.- and EU-based merchants.

For more information, visit

<https://www.aciworldwide.com/solutions/payments-orchestration-platform>.

About AltoPay

AltoPay is a worldwide payments solution provider specializing in global card acquiring for online businesses. For more than a decade, AltoPay has provided internet businesses the ability to transact in nearly every country of the world, in local currencies, and connect with every major card brand globally. Headquartered in Miami, Florida, with offices in Amsterdam, the company's drive is in simplifying global eCommerce by removing payment barriers with a dedication to client service and payments optimization. For more information, visit [altopay.com](https://www.altopay.com)



ACI Worldwide, an original innovator in global payments technology, delivers transformative software solutions that power intelligent payments orchestration in real time so banks, billers, and merchants can drive growth, while continuously modernizing their payment infrastructures, simply and securely. With nearly 50 years of trusted payments expertise, we combine our global footprint with a local presence to offer enhanced payment experiences to stay ahead of constantly changing payment challenges and opportunities.

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