

ASSIST

CREATING RUSSIA'S FIRST INTERNET PAYMENT GATEWAY

Challenges

New opportunity for online payment gateway

System needed to process payments quickly and safely

Both plastic and virtual cards had to be accepted

Solution

Leading banks co-operated in developing ASSIST

System complies with highest online security requirements

ASSIST accepts VISA and MasterCard as well as e-currencies

Result

Russian market leader in online transactions with 80% market share

ASSIST used by major online enterprises like Google and Yandex

Over 400 e-tailers trust ASSIST to process customers' payments



Client

ASSIST is an internet payment gateway providing various electronic payment options including all major credit cards and e-cash. The company was the first internet payment system in Eastern Europe to offer web services based on Microsoft technologies.

Challenge

E-commerce has emerged as an enormous force for change in business relationships. One of the most crucial and complex considerations in realising the potential of online retailing is providing the proper payment options. We took advantage of the gap in the Russian market by developing a payment gateway that would allow online payments to be authorised and processed quickly and securely. The aim was to design a flexible multi-banking e-payment system for use with both plastic and virtual cards.

- New opportunity for online payment gateway
- System needed to process payments quickly and safely
- Both plastic and virtual cards had to be accepted

Solution

We developed ASSIST, an e-payment platform for real-time authorisation and processing of credit card payments, for use with any computer connected to the internet. Commercial launch took place in 1999 and the development strategy of increasing the number of member banks and providing a wider scope of services to online retailers was fully implemented.

In 2001, ASSIST became the first payment gateway in Russia to implement the SET standard for online credit card payments processing. ASSIST also boasts MasterCard Site Data Protection and VISA Account Information Security certificates to comply with online security requirements.



Technology

Russian market leader in online transactions with 80% market share
ASSIST used by major online enterprises like Google and Yandex
Over 400 e-tailers trust ASSIST to process customers' payments

Type of service

Product R&D, infrastructure outsourcing, application management, application support, application maintenance

Scale

6 man-years

Timeframe

1998 – 2003

Solution (continued)

In addition to VISA and MasterCard, ASSIST accepts payments from Russia's leading e-money payment systems (WebMoney, Yandex.Dengi, Rapida, e-port, and Kredit Pilot) within a single user interface.

- New opportunity for online payment gateway
- System needed to process payments quickly and safely
- Both plastic and virtual cards had to be accepted

Result

Today, ASSIST is the Russian market leader, trusted with processing over 80% of all internet credit card transactions in the country. Thanks to this flexibility, Russia's leading online advertising systems - Google AdWords, Yandex Direct and Begun – all use ASSIST in their operations. By 2002, ASSIST's market position was already sufficiently established for the business to function independently.

Today, more than 400 online retailers use ASSIST on their sites, and the number of connections is constantly growing. ASSIST brings numerous benefits and compliance with data security makes it a trusted partner for online merchants, consumers and internet providers.

- Russian market leader in online transactions with 80% market share
- ASSIST used by major online enterprises like Google and Yandex
- Over 400 e-tailers trust ASSIST to process customers' payments

About Reksoft

Since 1991, Reksoft has been building great teams to develop, migrate or maintain complex, mission-critical software.

We have mastered the dynamics of distributed software engineering, developing a workflow and methodology that improves our performance on every key customer metric, including product quality, time to market, budget adherence, project transparency and issue resolution.

That's why over 97% of our clients come back for more.

Reksoft. Software engineering. Delivered.