



CASE STUDY

Serrala Request to Pay cloud-based platform

How Serrala manages to be relevant in the ever-changing market of payments

AcceptEasy (known as **Serrala** as of 2020) offers a market-leading omnichannel SaaS solution for electronic invoicing processing. The **cloud-based platform** reaches customers from any company system, like ERP or CRM, with unique request-to-pay links via contextual communication channels. It enables fast, easy, cheap, irrevocable, flexible payments.

2008



AcceptEasy becomes the pioneer of email payments in The Netherlands

2020



In February 2020 AcceptEasy became part of Serrala

Today



Serrala offers a state-of-the-art payment and communication solution for customers across Europe

1

THE STRIVE

Making online,
mobile and touchless
Request-To-Pay
easy and effortless

Digitalization and touchless payments are trends that need to be pursued in order to appeal to the new generation of users as well as catering for the vast majority of user basis.



Request-to-pay is the missing link between bill and payment, enabling online payments from any system or channel. The common denominator in any business scenario is the actual payment, therefore Serrala offers **seamless payments** through its platform that is already successfully connected to **100+ payment gateways**, becoming a universal payment connection.

2

THE CHALLENGE

**Build a solution flexible
to the everchanging
environment of
payments**



Billers want to push payment details to their customers, and their customers want to have a **flexible and secure** way to pay.

This context becomes more complex when considering the vast amount of payment gateways available, or **security and privacy** concerns, the most challenging aspects in today's software development world.

Moreover, a simple **interface** that allows all flows to be easily configurable for the customer, combined with chosen payment methods is a continuous challenge.

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THE SOLUTION

**A cloud-based
Request-to-Pay platform
handling tens of thousands
of transactions
every month**

***From the customer to take care of payment,
for the customer to make that easy and obvious.***



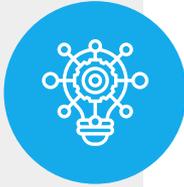
100+
PAYMENT
GATEWAYS

50+
PAYMENT
INSTITUTIONS

Serrala's business model is to always follow market demands, striving to innovate and optimize the way customers pay organizations in every industry. To be able to stay ahead of the competition, Serrala:

- builds a reliable solution that handles **multiple transactions per second**
- allows **real time payment** processing
- **reduces time to market** by adopting a CI/CD pipeline and release new features every two weeks
- **expands the payment possibilities** by integrating with more than 100 payment gateways and over 50 payment institutions
- sends **millions of messages** every year

Serrala offers an elegant concept that touches customer contact, money flows and data, bringing multiple benefits:



Detailed tracking of bill delivery and payment status, real time-insights



Meeting regulation and compliance requirements



Reducing the high number of costly invoice queries



Delivering improved conversions, reconciliation and increased efficiency



Reporting insights on behavioural data



Changing regulations were a great opportunity to replace a high-maintenance method of payment with a new and innovative digital replacement for paper bills.

MARCO VAN KATWIJK

Manager Tone of Voice Payments at Essent

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THE RESULT

**Instant payments
everywhere**



Serrala's cloud based multi-channel payment and bill presentment is today a big success.

Companies across industries rely on Serrala to transform billing, streamline internal processes, and optimize customer journeys, a must for digital transformation.

Customers create flows faster than ever, add payment methods, configure the payment methods per country, even per end-customer and rely on the platform to handle all transactional data in a safe and efficient way.



**Europe's 50 hottest
Fintech company**



**Around 2 billion messages
sent every year**



**Millions of bills paid
yearly**



**Member of the European
Fintech Association**



**Thousands of bills or
reminders sent every week**



**Bimonthly
production releases**



When I think about Maxcode the first things that come to mind are loyalty, domain knowledge, and the eagerness to apply the latest technologies. Maxcode has been an important factor in our adoption of Scrum methodology, and a Continuous Integration/Continuous Deployment process. The quality they deliver, together with our own professional developers, is always at a very high standard, and they all work flawlessly together as one team.

GEERTEN OELERING

VP Cloud Engineering Europe at Serrala



ABOUT MAXCODE

Helping FinTechs offer improved payment experiences to their customers across Europe

Our clients are using the Open Banking opportunity to innovate the financial services sector, making the international payments safe and secure. Fast delivery of Open Finance solutions is a must in positively impacting a company's revenue, therefore Maxcode's mission is to support its clients in transforming the financial sector by developing high-quality payment related software and financial applications.

We believe it is possible to offer innovative and secure financial experiences. Contact our office today and let's start discussing your idea.

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