

# Paython

[www.paython.cz](http://www.paython.cz)

The most advanced  
Payment Centre  
for secure internet  
payments

AARON  GROUP



## A comprehensive solution for your online payments

The Paython payment centre is a unique and comprehensive solution for online payments with a direct connection to **more than 90 different payment methods.**

Why is Paython unique?

- **The payment is transferred directly to your account**, so there is no transaction through any intermediary account.
- No great investment, you will just share a part of what you have **saved** with us.
- Fully automated online bank transfers that save money on transaction fees.
- **Pairing of the payment** with the order **within a few minutes** of the payment and authorization.
- **Paython is a unique system and the first of its kind in the Czech Republic.**
- **The most effective solution in three categories in the 2011 IEA competition.**





## How can you save money with Paython

**Lower fees** for alternative payments via online bank transfers will increase your profits.

### How much can you save with Paython?

#### EXAMPLE

The monthly turnover of an e-shop: 240 000 EUR  
Credit card fees: 2,0 %

#### Without Paython

Annual fees for credit card payments: 96 000 EUR

#### With Paython \*

Total annual fees: 60 000 EUR

**SAVINGS** for one year: 36 000 EUR

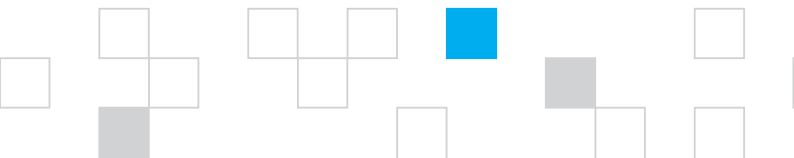
\* The expected share of alternative online bank transfers in the total volume of payments is 50%.





## The main advantages of the Paython payment centre

Paython has **advantages** which are appreciated by every retailer offering his/her products and services via the Internet.

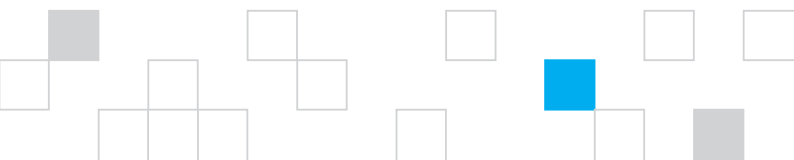
- **Payment without intermediaries**  
The payment is transferred directly to the retailer's account.
  - **Money savings for fees**  
You can save up to 45% of your expenses with online bank transfers.
  - **Easy integration**  
Paython provides its own interface via secure web services (WebServices).
  - **Dozens of payment methods**
  - **Payments in different currencies**
  - **Service support 24 hours daily**
  - **Verified by our customers**
- 



## Security always comes first

The main pillars of the whole Paython system are **credibility** together with **high-quality and secure technology**.

- **The ISO certification** is a guarantee of quality and secure procedures ensuring the credibility of the Paython environment.
- **Paython is in compliance with the PCI DSS.** It confirms the safe method of dealing with the sensitive data of payment card holders.
- **3D Secure, Verified By Visa and MasterCard Secure Code** are nowadays a standard security attribute of reliable online payments.
- **The Paython abuse prevention system** is an integrated tool for detecting and blocking suspicious transactions or attempts to misuse credit cards.





## About AARON GROUP

**We are specialized in delivering comprehensive solutions in the field of e-Commerce.**

We are a strategic partner for our customers, delivering solutions that increase productivity and efficiency, reduce expenses and enhance competitiveness. The quality of our work is guaranteed by the established policy of integrated company management according to ISO 9001, 14001, 18001, 20000 and 27001.

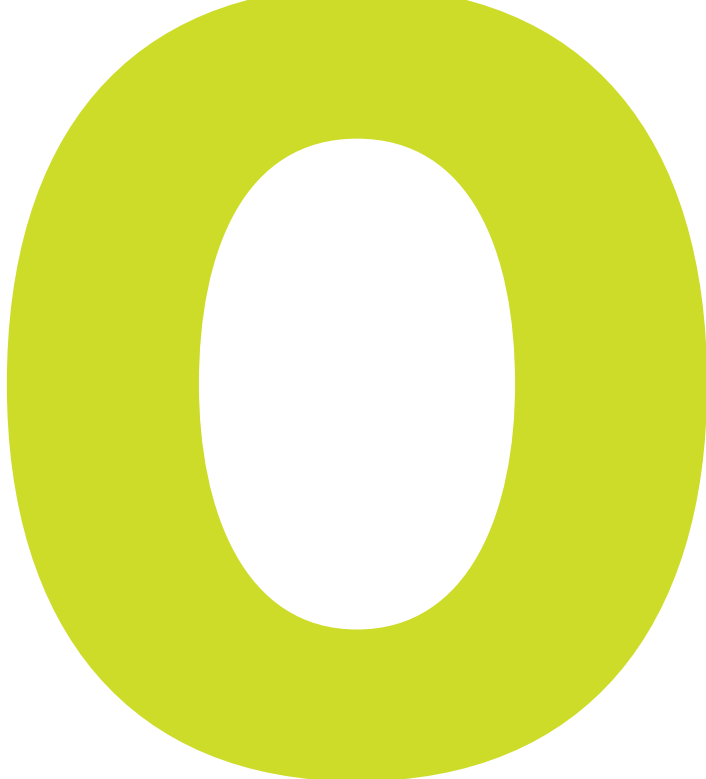
**We cooperate with the most important Czech, European and world companies.**

We are responsible for running successful international projects and solutions in more than 35 countries.

Among our long-term partners are: Czech Airlines, Amadeus, Letuška, Vodafone, SITA, ERV Evropská pojišťovna, Asiana, ČSOB, BlueStyle, Smart Wings, České dráhy, Altron, ČD Cargo, Sky Team, Phoenix-Zeppelin, Vegatour, Čedok, Fischer and many others.

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## Payment system providers and methods of payment

The Paython payment centre is connected to a number of global and local banks and payment providers. The system aggregates dozens of different payment methods which are utilizable not only in Europe but in most countries of the world as well.





## Always a complete overview of the status of all payments

One feature of Paython is a large back-office system that **gives you a complete overview of all realized payments**, including **detailed information about the flow of your finances** and which allows you to:

- **Respond flexibly to your customer's questions** about the status of his/her payment.
- **Have a complete overview about all realized payments.**
- Find out detailed **information about the status** of all **payments**.
- **Display global reports of sales** through different types of graphs.
- **Set up the parameters** of individual **payments** including permitting payments for various sales channels (e-shops, web, etc.).
- **Administration** of your **bank accounts** and required **currencies**.

