



## OPTIMIZER

### The future of payments management for enterprises

Optimizer enables modern organizations to take control of their payments for greater efficiency and flexibility.

-  Improve customer experience by reducing failed transactions
-  Increase revenue and profits by lowering transaction costs
-  Single-point management & routing- no coding required!



Using 1 payment gateway makes your business lose revenue, customers, and brand value ...

**33%** of failed transactions are not reattempted



**30%** of digital revenue is lost to failed payments



 Lost revenue and value

... but using multiple gateways requires building complex infrastructure that takes ...


**3** months of coding effort to set up




**1** month of maintenance effort / year



Optimizer is an out-of-the-box solution to manage multiple gateways with no coding effort

 **10%**  
Increase in Revenue

 **5%**  
Increase transaction success rate

 **28x**  
Reduction in integration costs & time

 **1440x**  
Reduction in routing & rule management cost

#### Rule Conditions

●	Payment method	equals to	Credit Card
●	Channel	equals to	Website

#### Payment Providers

●	Route	50	%	via	Razorpay	▼
●	Route	50	%	via	Select Provider	▼