

Case Study: Waves



*Sound-quality technology leader
maximizes payment flexibility with Zooz*

THE CUSTOMER

Waves

CUSTOMER URL

www.waves.com

OBJECTIVES

- Collect and store payment data
- Decrease card decline rates
- Reduce transaction processing fees

SOLUTION USED

- Zooz Platform

RESULTS

- Optimized processing fees by 12%
- Access to responsive payments experts
- Increased conversion rate by 4%
- 11% higher card acceptance rates
- Tokenized consumer data for personalizing the user experience

The Company

Waves is the world's leading developer and supplier of software-based audio signal processing tools for the professional, broadcast, and consumer electronics markets. The Grammy award winning company's cutting-edge technology is used in every aspect of the audio production for music, films, and even videogames. Waves has developed over 130 audio plugins, and engineers and audiomasters worldwide choose Waves technology to improve their products' sound quality.

The Challenge

Supplying industry-leading technology, Waves' extensive e-Commerce operations process transactions from studios and audiomasters globally. In order to facilitate these payments, Waves integrated an acquirer that enabled them to process transactions. While this met Waves' practical need to accept payment from customers, the high acquirer fees and, even more problematic inability to store user credit card information, quickly became frustrating for Waves. Waves develops solutions for a niche market and serves many returning customers

and studios. With the ability to store customer payment details and recognize returning customers, Waves would be able to improve the overall customer experience and streamline the checkout process. The company even weighed the possibility of becoming PCI compliant in order to store credit card details, but the process proved too complicated for Waves to manage.

The company recognized that integrating a different processor might better meet their payment needs, but the demands of switching processors were complex, requiring months of approval processes and complicated integrations. They instead began searching for an alternative payment solution that could cater to their needs with the versatility to adjust their payment infrastructure as their business scaled.

"We were immediately attracted to Zooz, because their solution could provide us with the flexibility to switch between processors to meet our evolving needs" said Zohar Niv, Waves CTO. Equally as appealing to Waves were the solution's abilities to securely store payment details, responsively provide payments expertise and technical support, and offer more competitive fees.



Maximizing Payments Performance

ZOOZ

Case Study: Waves



Optimal Integration with Zooz

With Black Friday fast approaching, Waves started the integration and worked closely with a member of Zooz's integration team to implement the SDKs necessary for the integration. Waves successfully integrated Zooz's platform for their e-Commerce site in time for their sale and the holiday season.

Zoos facilitated Waves' integration with both PayPal and First Data, an acquirer based in the United States, which offered Waves significantly lower processing fees. Moving processors not only reduced the company's payment expenses by 12%, but also decreased credit card decline rates, and Waves' conversion rates rose 11% due to the 4% increase in credit card approval.

Increasing Payment Efficiency

"Beyond achieving measurable results with our existing payment infrastructures, Zoos gives us the flexibility to quickly and efficiently integrate additional payment methods and acquirers and even replace our infrastructures, if needed," said Zohar Niv. By enveloping and enhancing Waves' e-Commerce infrastructure, Zoos provided the company with features such as increased processor versatility, payments expertise, as well as level 1 PCI compliance, enabling Waves to store user details using Zoos's tokenization technology. The ability to recognize returning customers and the efficiency of the streamlined checkout allowed Waves to both personalize the user experience and optimize payment performance. Since integrating with

Zoos, the company recognized 33% of returning customers, and, consequently, has been able to better personalize these consumers' experiences.



"Zoos gives us the flexibility to quickly and efficiently integrate additional payment methods and acquirers and even replace our infrastructures"

*Zohar Niv,
CTO Waves*

Zoos provides a data-driven payments platform designed to help merchants maximize their payments performance. Zoos offers the flexibility to connect with and route transactions between financial institutions. It is the partner of choice for any business seeking to extend reach, reduce decline rates, increase revenues, maintain strong customer relationships and meet the challenges of the dynamic global market. For further information please go to www.zoos.com.

Contact: US Office +1-855-585-9669 | UK Office +44-(0)333-939-0019 | Israel R&D Center +972-(0)73-742-9668

© 2015 Zoos®. All rights reserved.



Maximizing Payments Performance

ZOOS