



## The Quality Network for E-Payment – Pago Partner Program

 pago.

Wanted: Expertise and Experience for Mutual Success!

## Pago Partner Program – Join our International Quality Network



*Pago's Licensing Area for Visa and MasterCard*

E-Payment is the key to success in online business. From its founding in 1999, Pago eTransaction Services GmbH has developed into one of Europe's leading credit card acquirers and service providers in the E-Payment market. The well proven Pago platform and all Pago services are being continuously enhanced so that Pago's clients are well-equipped for future trends and developments.

In addition, Pago is an acquirer for Visa and MasterCard for the European licensing area offering payment solutions to merchants of all sizes in different industries from one source.

### ➤ Conquering the European Market

Pago, backed by Deutsche Bank and Beisheim Holding, is now launching a quality partner program and inviting companies from all over the world to take up the opportunities in the European market place.

Even though E-Commerce growth outside Europe has slowed down in the last few years, EU enlargement and the increasing acceptance of virtual shopping by consumers has created an increasing potential for service providers in this field. The credit card is also establishing itself as the number one online payment method in Europe.

### ➤ Certified Quality

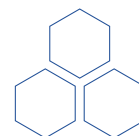
Pago is establishing long-lasting relationships with technical service partners as well as sales and acquiring partners who are willing to contribute solid expertise and comprehensive experience in the E-Payment market and in their customer's industries.

Pago's technical excellence and market know-how is appreciated by hundreds of clients throughout Europe. Pago partners benefit from Pago's reputation with new clients. This makes acquisition and contracting of merchants much easier for service providers, who want to enter the European market.

Pago Certification shows that a company has undergone intense examination of the quality of its organization and meets the high standards of Pago and credit card organizations.

### ➤ Your Benefits in a Nutshell

Partners benefit from Pago's outstanding position in the European market and from the quality of Pago's products and services. Pago offers its partners a variety of training, technical and marketing services.



**pago**partner  
program

## > Pago Partner Program Facts

Pago has structured its partner program in response to demand and has defined three different types of partners:



Pago Service Partners offer technical or software solutions integrating Pago technology. Pago Sales Partners act as agents for Pago's acceptance and value added services. Pago Acquiring Partners are at the highest level of Pago partnership. As an ISO a Pago Partner takes full responsibility for revenues as well as for the enhancement and risks of his portfolio.

Pago Sales Partners should cooperate with one or more Pago Service Partners. A Pago Acquiring Partner should either operate his own technical platform for connecting and clearing or cooperate with a Pago Service Partner who operates a platform certified by Pago.

## > Training and Certification

To ensure the quality of the partner network, Pago trains staff from applicant partners. This training and completion of relevant examinations is a prerequisite for a Pago partnership. Pago experts also verify the quality of the partner's technical platform, especially system availability and interface functionality.

If the required standards and quality levels can be met, the Pago Partner Certificate is awarded. This is valid for a defined range of services and interfaces.

## > Pago Services for Partners

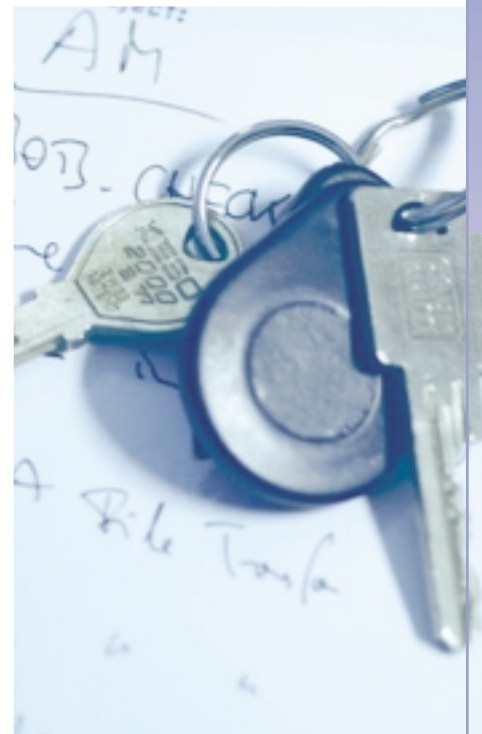
Being a member of the Pago Partner program not only enhances your reputation opening new business opportunities, but also gives you access to a full range marketing and know-how support. Pago has launched a special website for its partners – the Pago Partner Portal, which includes inside information from different sources, online technical support, marketing material and promotion tools.

## > Apply now

Companies interested in a Pago partnership can apply conveniently using the special contact form on Pago's website.

Visit [www.pago-international.com/partner](http://www.pago-international.com/partner)

Pago Partner Services:	Sales Partner	Acquiring Partner	Service Partner
Certificate and PartnerCard	yes	yes	yes
Pago Partner Program Logo	yes	yes	yes
Access to Pago Partner Portal	yes	yes	yes
Access to Pago Partner Mall	yes	yes	yes
Lead generation	yes	yes	no
Allocation of Pago staff for client projects	yes	yes	yes
Support and sales promotions	yes	yes	no
Basic marketing materials	yes	yes	no
Support for costing and pricing	yes	yes	no
Info package	yes	yes	yes
Pago Customer Care	yes	yes	yes
Fast track for merchant implementation	yes	yes	n.a.
Project protection	yes	yes	no
Partner debt collection	yes	yes	yes



## ▶ About Pago

Pago eTransaction Services GmbH is an international Acquiring & Payment Service Provider for E-Commerce enterprises, bricks-and-mortar shops (point-of-sale) and mail-order business. Our range of payment methods includes Visa and MasterCard, American Express, Diners Club, JCB, Switch/Solo as well as locally used direct debit methods.

Pago was founded in 1999 and offers its services through a global network of partners. Currently Pago has over 5,700 active online-shop connections. Among its clients are more than 780 companies from many industries including E-Retailing, telecommunications, online gambling, online pharmacy and travel.



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Pago eTransaction Services GmbH is a Deutsche Bank AG and Beisheim Holding Schweiz AG company and member of the ELECTRONIC TRANSACTIONS ASSOCIATION 



**Be sure. Business powered by Pago.**