

Solution for Bitcoin Exchanges

Payment processing

Credit your customers trading accounts and repay them in days instead of weeks, at reduced costs.

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AML compliance

Stay in business, now and tomorrow, by complying with know your customer requirements, without hassle

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Make it legal

Make sure you are able to legally address your target markets, without having to deal with MSB registration

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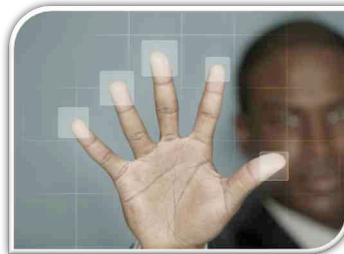
Bitcoin exchanges are facing a grinding halt due to banks

Hostility of mainstream banks towards the Bitcoin industry has disrupted exchanges operations. Winners on this highly competitive market will be the companies who provide efficient pay-in and payout to their customers.

Since this spring crackdown on operations of major bitcoin exchanges, most of them have seriously been hampered in their capability to service their customers, as several payment processors have withdrawn from the market, leaving the exchanges with no choice but to rely on their local bank to perform in and out wire transfers .

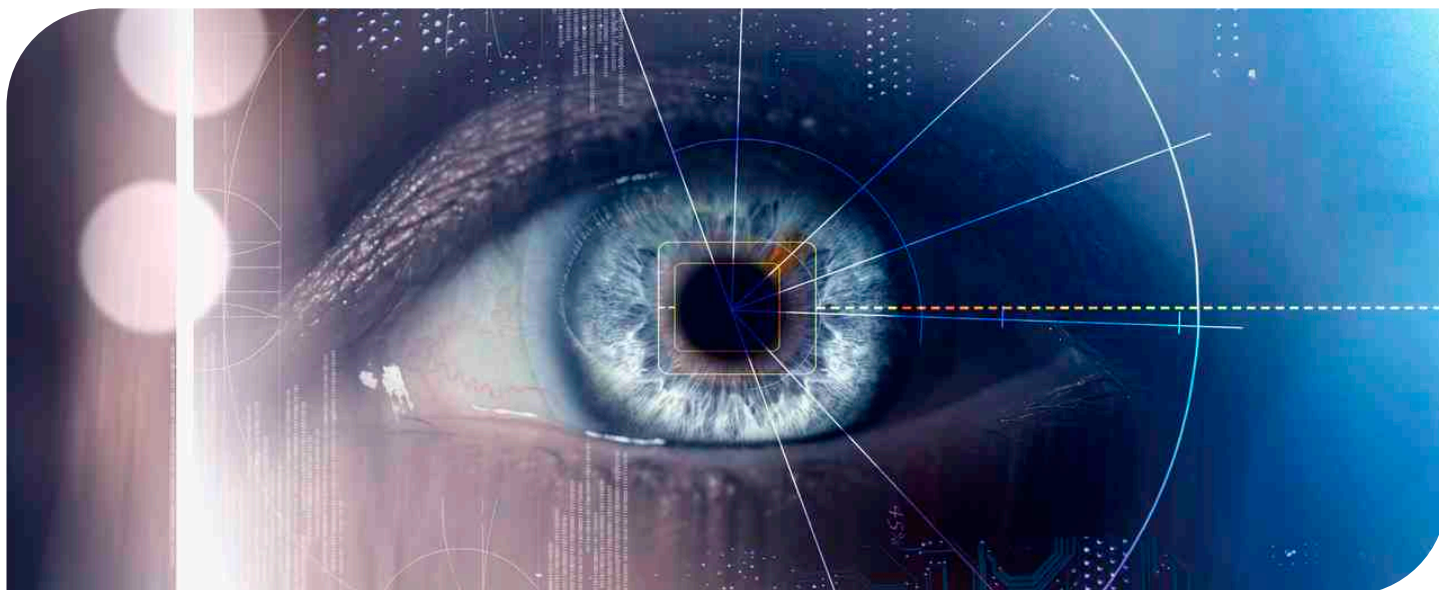
Delays create dissatisfaction...and costs.

Online forums are full of comments of users dissatisfied with their exchange : weeks for accounts to be credited, weeks to receive their payouts, astronomical fees charged by the banks....It seems like every bitcoin user is now ready to leave its exchange partner, to save couple of weeks on the time necessary to perform these operations. Exchanges which are too slow to perform payouts might very well be put out of business by the more reactive ones. Moreover, as exchanges earn their revenue from....exchanges, in a market which has switched from currency exchange online facilities to speculative trading, every day during which the user's funds are "in transfer" to the exchange and cannot be engaged in trading activities represents a direct hit on the exchanges revenue.



Customers want to be secured

Withheld funds, frozen accounts and bitcoin exchanges driven out of business horror stories are widespread on the web. Even the most established exchanges are now facing the scrutiny of the miners and traders, who have realized their hard earned money could be confiscated, not to mention disappear overnight with their exchange. As a result, Bitcoin users are more and more expecting from their exchange to reassure them.



For Bitcoin exchanges, providing their customers with simple, efficient, secure and hassle-free solution to accept payments and execute payouts is key, not only to success, but to survival.

The Bitcoin exchange market has grown so profitable that it has attracted hundreds of players competing to provide miners and traders with the same service : a simple, efficient and secure way to buy and sell cryptocurrencies. This was true until a few months ago, when the combined pressure of the governments and the financial establishment has seriously disrupted the capabilities of bitcoin exchanges. With major processors now refusing to support the business, it takes weeks for a customer to credit his account with an exchange, and weeks to receive its funds back. Moreover, while the market is international, the remaining processing facilities mostly operate in USD, adding the currency exchange costs to the costs and hassle to perform operations through international bank transfers.

UnifiedPay solution: secure, fast and inexpensive

With our solution, you are able to provide your customers with funding of their account in one or several currencies of their choice among the major ones, therefore also giving you capability to operate a multicurrency cryptocurrency exchange, instead of being tied to the use of exchanging USD only.

Customers are able to perform transfers using their local interbank payment scheme (SEPA, ACH21,) therefore strongly reducing their costs and the delays to fund their account.

You can also accept online payment methods such as major credit cards in order to immediately fund their account, again in the currency of their choice.

Moreover, as we are subject to observance of international financial services regulations, your customers benefit from the security brought to them by the segregation of the funds they deposit with you : these funds are kept in the custody of major licensed financial institutions, and inaccessible to any third party for another purpose than fulfilling an order of cryptocurrency purchase with your exchange.

In other words, this means that you can now advertise to your customers the fact that they are not sending money to you, but sending money to themselves, in the custody of fully regulated and supervised operators. The funds can only be disbursed to your merchant account based upon Bitcoin purchase operations executed by the customer.

The same goes for payouts: you can repay the customer in his account directly and instantly. He can then request payout to his bank account from our management interface. Payments are carried out through the same local interbank payment scheme, in a couple of days. Good news : you also do not have anymore to deal with the payout process !

Make it legal, without hassle

The pressure is high today on the Bitcoin Exchanges to identify their customers using the same Anti Money Laundering standards as financial services companies. Failure to comply with these standards can have dramatic consequences as any exchange operating with US customers can be subject to prosecution for money laundering and seizure of assets.

While many exchanges have built successfully their business without relying on the Darknet users, by successfully attracting miners and traders which are legit, and therefore can perfectly apply the Know Your Customer policies linked to AML regulations, two main problems remain.

First, most Exchanges do not operate with an organization allowing them to execute the requested procedures “in house”, due to the workload associated to these procedures.

Second, most Exchanges fear creating extra delay in customer acceptance, in the best case, or losing customers, in the worse case.

What is obvious is that, for Exchanges willing to pursue their business activities without legal risk, moving from an extremely low due diligence model to an extremely procedural one is going to be complicated.

UnifiedPay solution : 100% compliant with AML requirements

While being a registered financial services company, and operating solely through partners which are fully fledged financial services operators and financial institutions, we allow you to transfer the responsibility of the Know Your Customer procedures onto us.

As your merchant account is held and operated by a registered financial institution, the core of the reporting obligations is the responsibility of the financial institution, not yours anymore.

We also provide you with the full set of Know Your Customer procedures as part of our payment services.

Get rid of your Know Your Customer obligations by transferring them onto us

We are a licensed registrar of personal data, and are partnering with licensed law professionals, allowing us to collect KYC related information from your customers, and also to conduct online due diligence, for all your high volume customers. In addition, as we are a registered financial services company and are operating strictly through financial institutions, the management of due diligence requirements is simple to execute for us, as we can partly rely on the due diligence executed by our counterparts (for an example, your customers banks).

We allow up to 2 500 € credit per customer before requiring any due diligence information, and are allowing all the documents to be presented electronically, reducing to zero the delay before which a customer account becomes operating.



Bank institutions, since forever, are fighting competition by regulations
“I believe that banking institutions are more dangerous to our liberties than standing armies” (Jefferson)

UnifiedPay solution : KYC compliance, the e-business way.

We believe the key to success for Exchanges in this domain lies in the ability to keep on providing their customers with the responsiveness associated to an online business, not the one of a bank.

The whole problem for the exchanges is to perform due diligence on their prospective customers without delaying the moment when they can become active users of the Exchange.

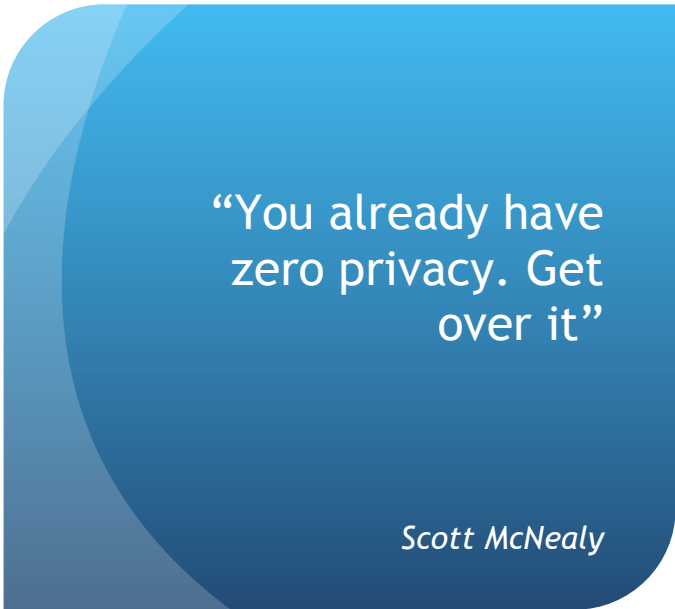
Our solution allows to solve this problem the e-business way : by providing your customers with a simple, fast, efficient....and online procedure to identify themselves.

For Exchanges using UnifiedPay, KYC procedures are dealt with almost instantly, using their computer and their webcam.

By default, any user can identify himself by associating his credit card with his account in our system. Such association is allowing him to load his account or receive money in his account up to 2500 currency units (USD or EUR), without providing additional identification. This means that an internaut willing to start trading with your platform can do it immediately, while awaiting for a cash remittance or a bank wire to be credited on his account.

Also, any user can request an online identification in order to validate his account for further transactions : UnifiedPay is using services of partner legal services companies to conduct 24/7 online KYC procedures : electronic copies of documents are communicated to us in a single click, and the identity of the person and its ownership of the original ID are assessed through a simple video conference, allowing assessment of his identity by a legal services company, which is more than enough to comply with KYC obligations.

This way, in a matter of minutes, your customer account can be validated. For customers using powerful online banking or cash remittance services in Canada, US or European Union, or paying by credit card or ACH, this reduces the time from subscribing to your platform to having an active, fully compliant trading account from weeks to hours.



“You already have
zero privacy. Get
over it”

Scott McNealy

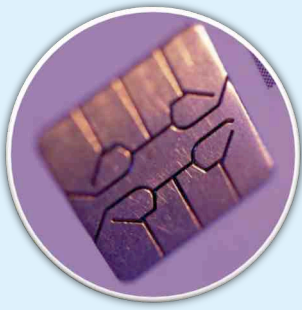
UnifiedPay : authorized registrar of personal data

One of the main additional issues one encounters when dealing “in house” with KYC procedures is that performance of these obligations are requiring collecting and storing sensitive personal data of your customers (ID, bank accounts,) which is a regulated activity in most countries.

UnifiedPay, through one of its specialized subsidiaries, is an authorized registrar of personal data.

Our solution is allowing you to declare us as processors and custodians of the personal data of your customers, therefore allowing you the hassle to have to comply with the heavy requirements associated with collecting and storing such data “in house”, while fully complying with your KYC obligations.

Continued...



Benefits of using a payment processor

There are two ways of accepting payments for a merchant : the first is directly through your bank, on your business account, the second through a payment processor.

In the first case, most of the banks will deny you the right to operate credit cards, or if providing you with this feature, will categorize you as “high-risk” business, resulting in high processing fees. Also, you will be subject to provision to your bank of information related to customer for all wire transfers and cash deposits over a certain amount, hereby resulting in your company having to comply with AML and KYC requirements.

Using a payment processor allows you to transfer this AML / KYC management obligation to your financial services partner, who is able to perform the corresponding procedures on your behalf (which is something all banks can do in theory but refuse to do in practice because of the overload).

Your business can operate legally only if you use legally operating partners.

Financial services provision is heavily regulated, mostly in USA, Canada and Europe, where the applicable laws and regulations are defining whether or not the provision of a financial service by a given company is authorized.

Moreover, these authorizations are granted on a local basis only, any financial services company willing to perform services on an international basis being required to comply with each locally applicable regulatory framework.

Using a financial services partner which is failing to abide by such rules create a situation in which you are not protected locally by the legal status of your partner. Therefore, your transfers operations are not considered legit, and the corresponding funds can be seized or blocked, anytime. Moreover, you can be subject to prosecution by the local authorities.

While legit payment processors are authorized for this activity in the countries where they are operating, most of them are not authorized otherwise, which is a first problem as your company needs to work with a payment processor who is authorized to provide payment services in your country of incorporation (or in the country where your website is hosted) in order to receive funds on your behalf.

The additional problem specific to Exchanges is that this authorized status must also be achieved in the countries in which your customers are receiving their payouts.

Most of payment processors are not offering this coverage, as the bulk of their business is focused on accepting payments from your customers, not on repaying them. Payout specialists, on the other hand, are generally not in the business of collecting payments from your customers.

UnifiedPay is one of the few actors on the market to deliver full compliance with local regulations, on an international basis.

UnifiedPay : 100% compliance with local regulatory frameworks

Due to its history of being a “in house” pay-in / pay.out management company for a limited number of large partner companies, to the complete re-engineering of its global corporate organization occurred early 2013 in order to provide its offer on the open market, and thanks to its wide network of strong partnerships with local regulated payment institutions, UnifiedPay benefits from a unique position to service your payment needs.

UnifiedPay consists of several companies being registered Money Service Business in Canada and in the USA, and agents for several locally authorized financial services providers in Europe and internationally. Therefore, the payment collection and payout methods we are using are 100% compliant with local regulations. Authorization to process your transactions, security and protection of your funds and your customers funds is warranted either by direct supervision of the competent administrations in the countries where we are directly authorized, or by the supervision of the competent administrations on the financial institutions we are partnering with.

UnifiedPay offers you total security and regulatory compliance

Incorporated in 2011, and addressing directly the market since early 2013, UnifiedPay is legally providing payment services to e-business companies and their customers on an international basis, directly or through partners.

UnifiedPay is observing strong legal requirements in terms of conservation of data, confidentiality of information, security of transactions, protection of funds.

We deliver high quality service and 24/7 support to a wide range of international customers in the Digital Services, Entertainment, Financial Services, Information Technologies and general E-commerce industries.



*Secure, sustain
and grow your
business
with UnifiedPay*

Contact us for more information

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