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#spelltosell

A white label platform designed to make you win in the payments business

FEATURED ON

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Why we are building Spell?

Over the past decade several global payments tech leaders, such as Stripe, Adyen, and Klarna have emerged. These companies were born as tech companies, invested millions building their exclusive platforms to win, and they are taking over the market.

As a consequence

- > Due to globalization, local players are starting to lose their market shares
- > The technology expectations of clients are increasing
- > Because of rapidly growing competition, profit margins are going down

Problem

How, in this highly competitive market situation, can local payment service providers be able to continuously update their tech, offer lower prices, and maintain healthy finances all at the same time?

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How can you win in payments?

Solution

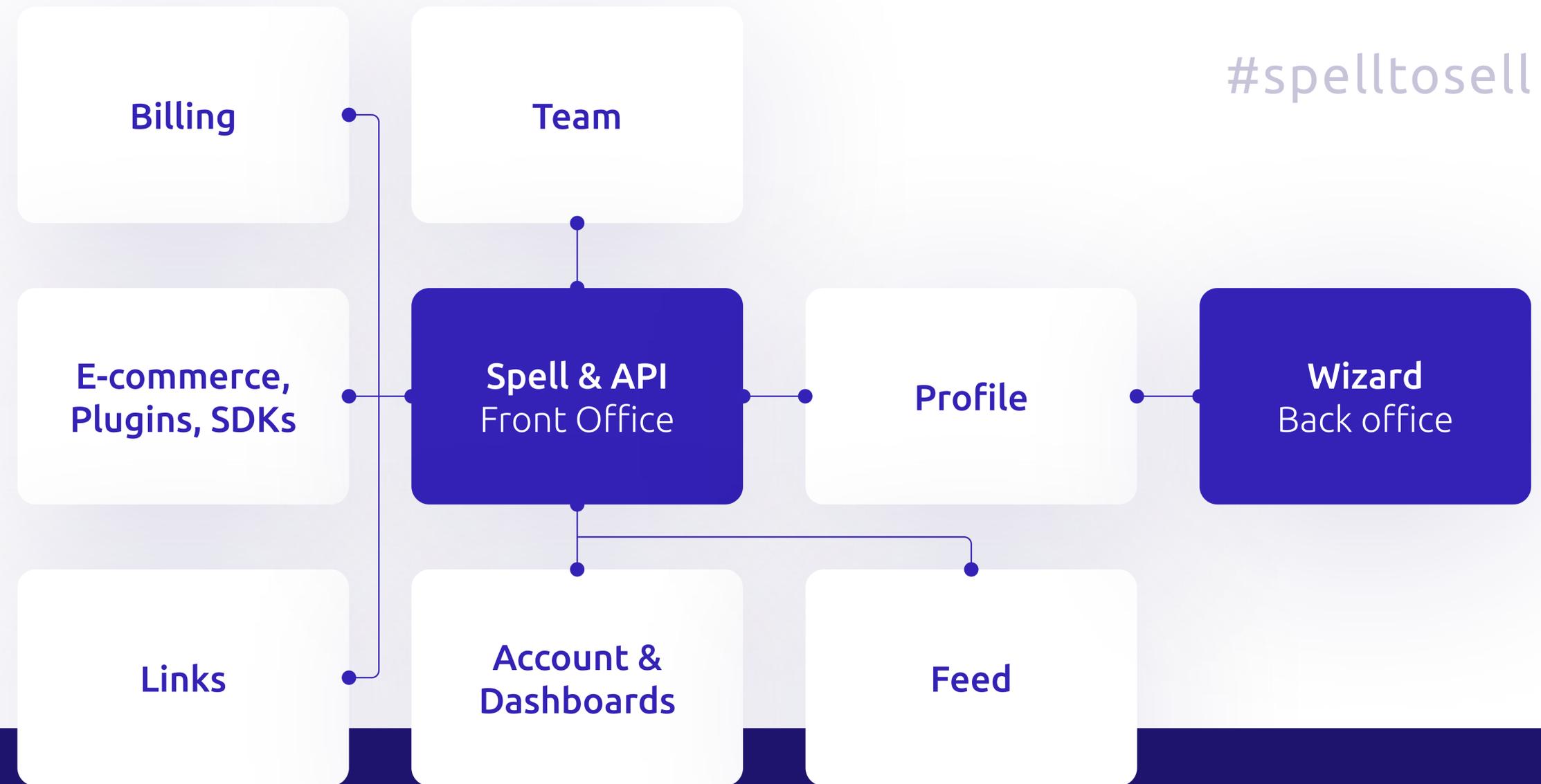
Just use our ready-to-go SaaS platform, which is designed to optimize and scale payments businesses.

Key benefits

- > Renovate or launch your business in less than a week
- > Cut IT costs by using SaaS and on-demand IT services
- > Retain profitability without needing to make risky long-term investments
- > Always stay competitive by receiving updates without the need to invest and take IT risks

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Platform Overview



- > Launched on your domain
- > 99.999% availability & SLAs

- > User-friendly & responsive design
- > Fault-tolerant AWS infrastructure

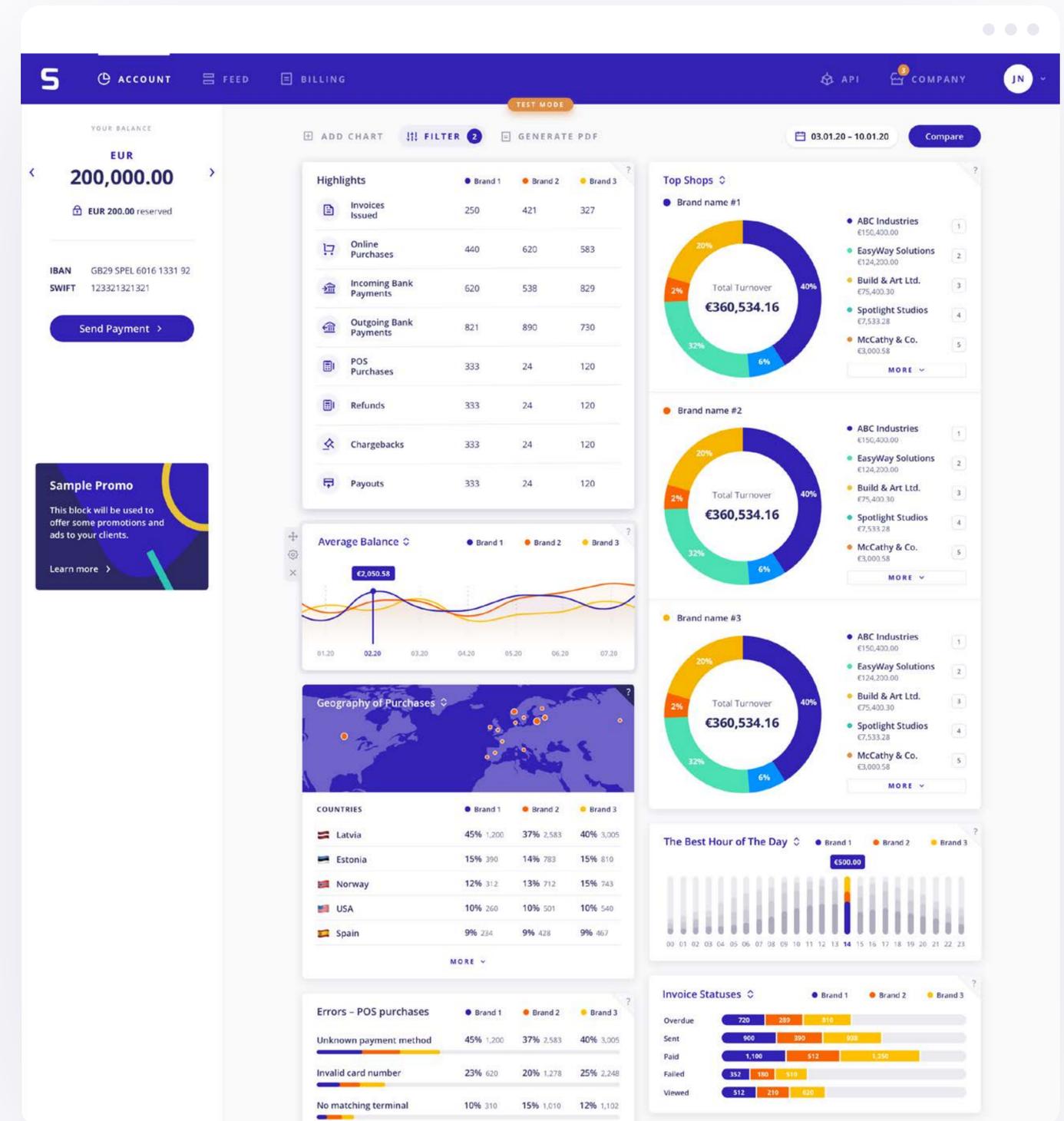
- > PCI DSS Level 1 certified
- > Docker and orchestration tools

Account

Upgrade the business and user experience with a united real-time account balance for online & bank payments.

KEY FEATURES

- › Customizable dashboards to oversee and compare business metrics
- › Eye-catching business reports generated with a single click
- › Real-time balances for multiple multi-currency accounts
- › Enable international bank payments connecting Currency Cloud, ClearBank and other channels.





E-commerce

Offer your business clients top-notch online payment solutions for almost any platform, tech or use case.

KEY FEATURES

- > RESTful API supporting Server-to-Server, Direct Post, Redirect integration methods with Sandbox and Webhooks
- > Mobile SDKs for iOS & Android as well as libraries for most popular programming languages
- > Plugins for Shopify, Magento, WooCommerce, OpenCart, PrestaShop
- > One-click payments for returning clients with multi-card tokenization
- > Payment and payout routing, supporting most complex scenarios
- > One-click actions like refunds and status tracking in Feed
- > Branded payment flow translated into 13 languages and a responsive design
- > Connected to the best-in-class fraud scoring solution

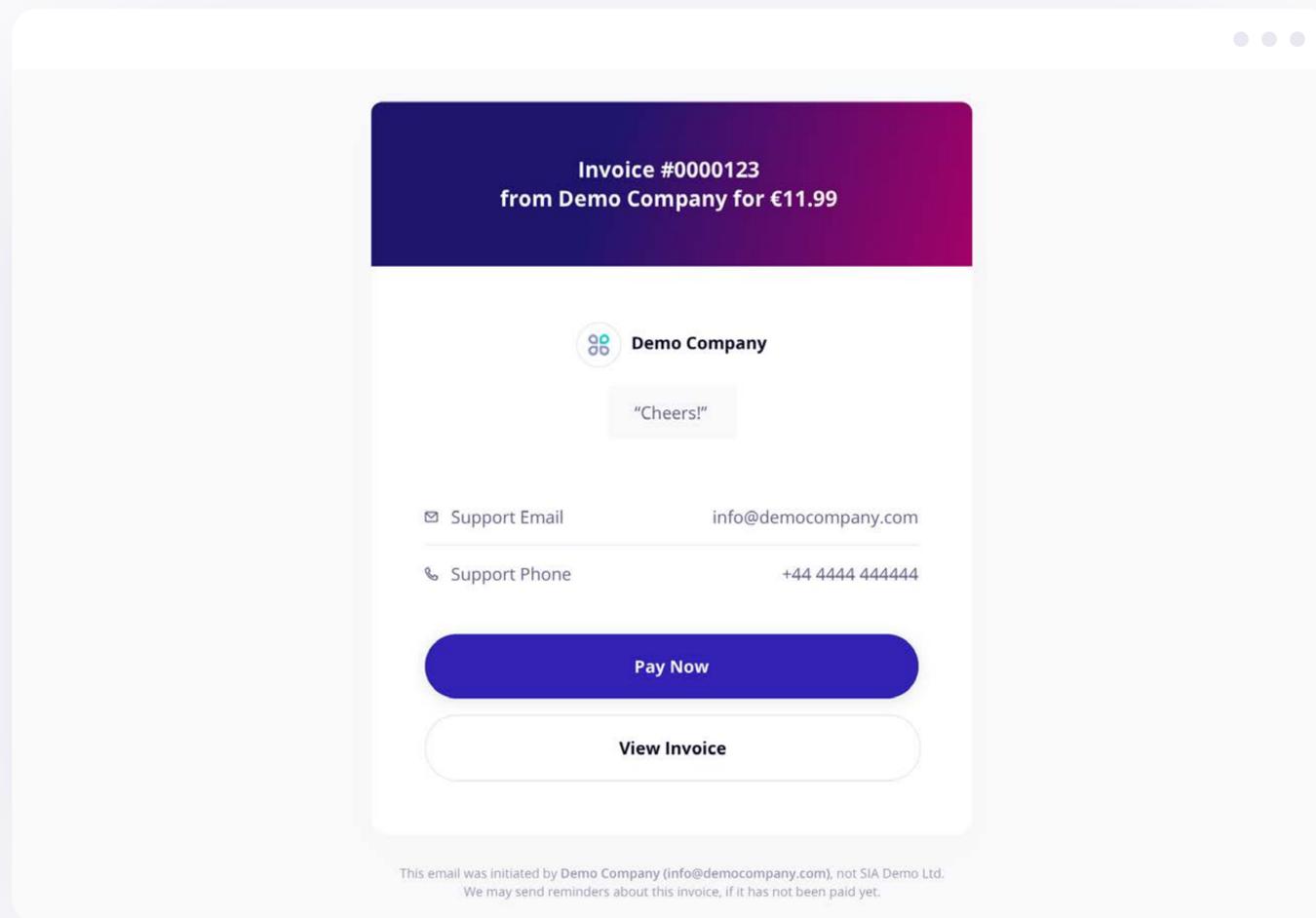
The screenshot shows a payment gateway interface for 'Demo Company'. The header includes the company logo, name, website (democompany.com), email (info@democompany.com), and phone number (+44 4444 444444). The main content area is titled 'PAY WITH BANK CARD' and shows a payment of '\$466.55 to Demo Company'. Below this, there are icons for various payment methods: VISA, Mastercard, American Express, Discover, and others. A 'Bank Card' sidebar is visible on the left. The form fields include 'Card Number' (with MM/YY and CVC sub-fields), 'Cardholder Name', and a checkbox for 'Remember my card for future purchases'. A prominent blue button labeled 'Pay \$466.55' is at the bottom. At the bottom of the page, there are logos for PCI DSS, Mastercard ID Check, and Verified by VISA.

Billing

Help your clients get paid faster at the same time as attracting more payments to serve.

KEY FEATURES

- > Tools to send invoices by email to multiple clients at the same time
- > Subscription management, supporting recurring payments, trial periods and failed-to-charge scenario handling
- > One-click payments for returning clients with multi-card tokenization
- > Branded invoices and payment flow translated to 8 languages & responsive design
- > Branded invoices and payment flow translated into 13 languages and a responsive design
- > One-click actions such as refunds and status tracking in Feed
- > Billing API with Sandbox to be connected to 3rd party systems



Links

Give your clients an opportunity to run more profitable marketing campaigns.

HOW IT WORKS?

- > **Step 1**
Your client creates an order template with a public link
- > **Step 2**
They add it in their marketing emails or promo posts on social media
- > **Step 3**
You help your client to receive more orders, increase revenue and serve more payments



The image shows a Facebook post from 'Salty Surf Shop'. The post features a profile picture of a surf shop, the name 'Salty Surf Shop', and the word 'Sponsored'. The main text of the post reads: 'We have a special offer for you! Place your order today and get 20% off your custom shaped Fyzel surfboard.' Below the text is a photograph of the shop's storefront, which has a large yellow sign that says 'SURF SHOP' and a window display with various surfboards. At the bottom of the post, there is a link 'SALTYSURFSHOP.CO', a call to action 'Place your order today and get 20% off your custom shaped Fyzel surfboard.', and an 'Order' button. The post also includes icons for liking, commenting, and sharing.

 **Salty Surf Shop**
Sponsored

We have a special offer for you! Place your order today and get 20% off your custom shaped Fyzel surfboard. 🏄🏻‍♂️ 🏄🏻‍♂️

SURF SHOP

Hulls * BONZERS * FISH * LOGS * EGGS * QUADS * SINGLE FINS * THRUSTERS

SALTYSURFSHOP.CO

Place your order today and get 20% off your custom shaped Fyzel surfboard. [Order](#)



FEED

Real-time payments feed with actions and flexible filtering



DEVELOPERS

RESTful API, Plugins, SDKs and other dev tools



PROFILE

KYC application connected with back-office operations



TEAM

Business team access management and permissions

The screenshot displays a payment feed interface. At the top, there is a navigation bar with icons for ACCOUNT, FEED, BILLING, and LINKS. On the right side of the navigation bar, there are icons for PROFILE, TEAM, CONTACTS, and DEVELOPERS, along with a user profile icon labeled 'DC'. A yellow 'TEST DATA' button is located below the navigation bar. The main content area features a 'FILTER' icon and a 'STATEMENT' download icon. A search bar is positioned on the right. The feed shows a date filter set to '12.01.2020'. The transaction list includes:

Time	Event	Status	Amount
22:53 16.04.20	Invoice sent to Demo Client #1234567890 / Brand Name / Paid with Demo Bank	Sent	€10,500.00
21:10 16.04.20	Invoice sent to Demo Client #1234567890 / Brand Name / Paid with Demo Bank	1 Paid	€2,500.00
17:20 16.04.20	Refund for Purchase #12300098 from demo@democompany.com #1234567890 / Brand Name / Refunded to Master Card **** * 5843	Refunded	-€500.00
16:15 16.04.20	Purchase from Demo Company	Error	€16,900.20

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Wizard – the Back Office

Wizard is designed to manage client portfolios in the most efficient way, solving problems which would otherwise put pressure on operations, and don't create any additional business value.



Tickets



Feed



Dashboard



Clients



Products



Pricings



Rules



Team & Agents

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Case Studies



“

We see Spell as a Formula 1 pit stop for payment businesses, where they can update their vehicle at light-speed and get back on track to win the race.”

Jevgenijs Novickis

CEO at Spell

Luminor

KEY CUSTOMISATIONS

- > Connected Spell to the Luminor Processing Center
- > Implemented 6 Open Banking connections with different payment authorization flows
- > Connected the Spell back-office with Azure active directory user management



“

Luminor's partnership with Spell has allowed us to offer a new and innovative E-Commerce solution in the Baltics. This solution unites traditional card payments with alternative payment methods based on the PSD2 Open Banking APIs.

The Spell team is always agile and ready to think out of the box. Delivery times of new features are also very short, helping us constantly attract more and more new merchants.”

Jevgenijs Kazanins

Head of Daily Banking Products at [Luminor](#)

≡ Citadele

KEY CUSTOMISATIONS

- Uniting multiple APIs for POS & processing, Citadele account balances & bank payments
- Establishing continuous report reconciliation with the processing center for POS transactions
- Developing Account section with Dashboards according to custom Citadele requirements
- Implementing custom authorization with Spell platform using Citadele DigiLink



“

Spell is a company that provides realistic timelines for product development and improvements. They provide a high level of service and work together with customers to grow their businesses. Spell is a well organized company with professional support. I suggest taking into account their suggestions – usually they are right.”

Ivo Ansbergs

E-commerce Manager at [Citadele](#)



KEY CUSTOMISATIONS

- > Delivered 20 connections to different acquirers and e-wallets for payments and payouts in less than 12 months
- > Updated real-time balance logic to support the most flexible pricing scenarios & separate balances for payouts
- > Implemented multiple custom routing scenarios for payments and payouts
- > Added the option to automatically convert payments in different currencies using real-time exchange rates



“

Spell is a reliable partner that takes into account client expectations and makes cooperation productive by providing an opportunity to work with a wide range of payment tools. Thanks to Spell's knowledge and experience, we have the ability to ensure global coverage of our services.

The full support of a highly professional team with both a large number of tested instruments and constant readiness to implement innovative tools. Spell is the first step on the way to wide coverage and diverse payment channels.”

Mike Shafro

CEO at [xpate](#)

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Have any business
ideas in mind?

Book your Demo now >



“

*During the **past years**, Spell has developed the impactful platform, uniting multiple payment tools and optimising clients operations. Now this platform can be connected to any third party API expanded with custom business logic and launched in **weeks**.”*

Jevgenijs Novickis
CEO at Spell