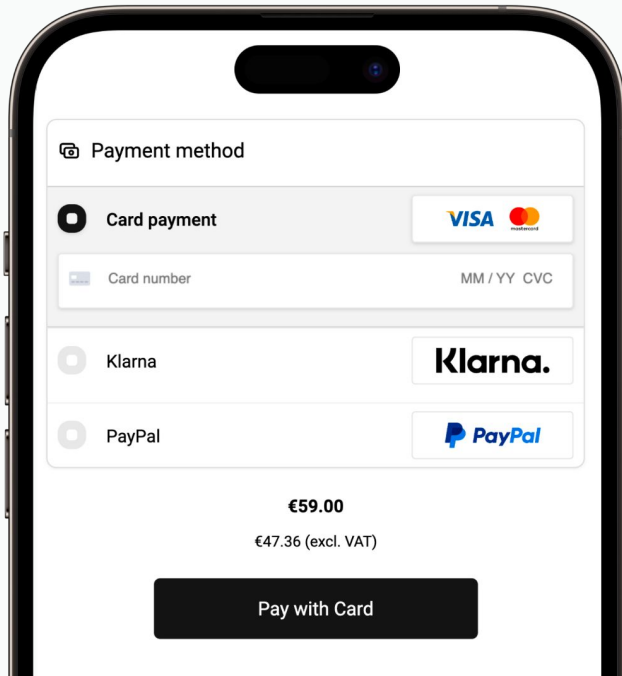# BRIQPAY

PAYMENTS UNLEASHED

Grow With Payments

Access Any Payment Provider

With Briqpay you have the flexibility to add, remove, and A/B test any additional payment provider without technical investments.

Briqpay's Rule Engine allows you to customize the payment flow for each purchase in real-time, ensuring an payment mix optimized for your business.

Additionally, you can analyze your checkout flow, customer behaviour and follow market trends via Briqpay's Insights tool.

Lower Your Costs

We've observed that merchants in general can save anywhere from 25-75% on transaction fees by examining their payment mix.
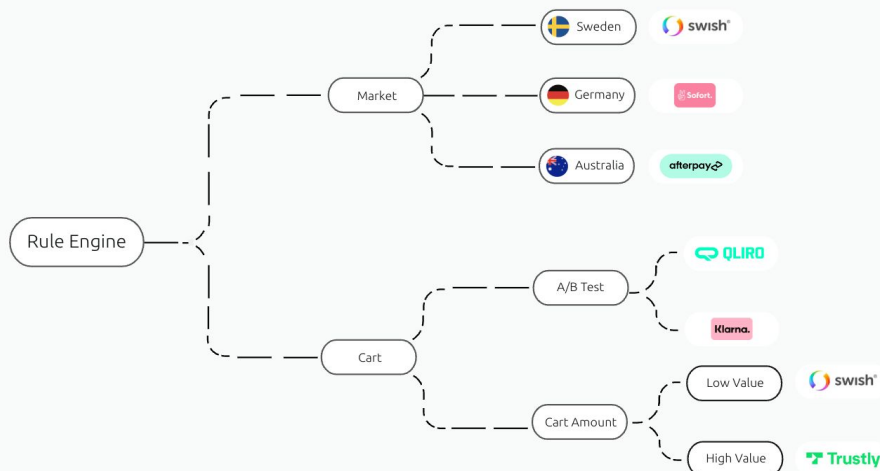
Increase Conversion

The last step of your customers buying journey ends in the checkout, make sure you don't lose them here.

Fuel Growth

By outsourcing the time spent on integrations and maintenance to Briqpay, you can spend valuable time and resources on growth instead.

Briqpay Rule Engine

The rule engine allows you to gain full control of your payment mix, and can be managed in Briqpays backoffice, or through API.

Increase conversion rates and reduce cart abandonment by offering relevant payment methods powered by data-driven insights.

Set up A/B tests, control costs, and tailor offerings based on cart contents.

BRIQPAY

Your Last Payment Integration
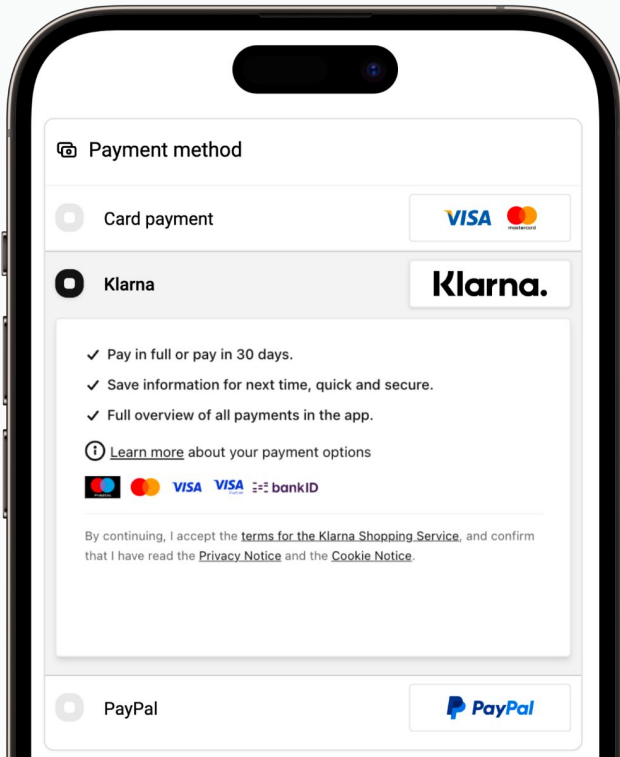
Checkout Implementation

Integrating the Payment Module into your checkout means that you can now access any payment method with one integration.

The choice for which payment methods to show, and when, is fully configurable on Briqpay's side or through API, while the frontend integration stays the same, and updates in real time as you make changes.

Briqpay keeps the underlying payment integrations up to date on UX best practices and new functionality, making the solution future proof.

Payment Experience

Briqpay's Payment Module is a white label solution, and the iFrame can be configured with your choice of design.
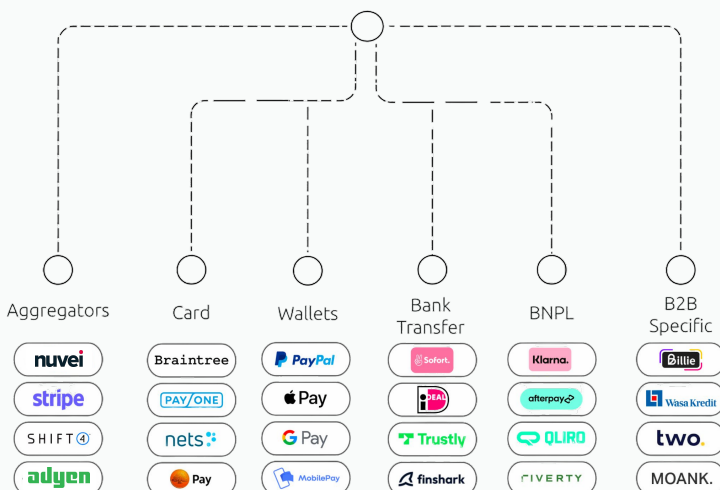
Advanced Functionality

Briqpay's API's are equipped to handle complex scenarios and will suit any use-case.

Selling B2C And B2B?

Briqpay allows you to tailor the payment experience based on customer type, with separate payment setups for each.

BRIQPAY

Aggregators | Card | Wallets | Bank Transfer | BNPL | B2B Specific

nuvei | Braintree | PayPal | Sofort. | Klarna. | Billie
stripe | PAY/ONE | Apple Pay | MobilePay | afterpay | Wasa Kredit
SHIFT4 | nets: | G Pay | Trustly | QLIRO | two.
adyen | Pay | MobilePay | finshark | riverty | MOANK.

Simplified Order Management

Briqpay's API acts as a translation layer between you and the payment service providers. This means that traditional order management functionality such as captures and refunds will work with any payment provider, with the same technical integration for you. No more custom solutions for different providers.

All payment methods added into the Briqpay infrastructure are built to be future proof and supports the same basic order management functionality, while still supporting advanced scenarios when needed.

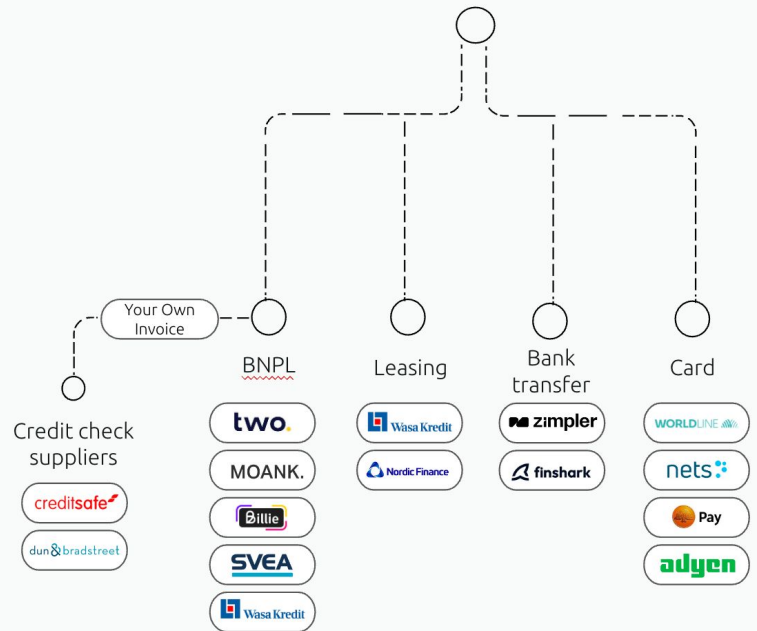## BRIQPAY

Digitalizing Payments For B2B

BRIQPAY
B2B Payment Providers

Differentiating B2B From B2C:
Unlocking Potential

B2B transactions differ from B2C in expectations, purchasing patterns, and payment methods.

Briqpay supports advanced B2B features, such as offering your own invoices with credit assessments to automate the purchase process.

Briqpay also provide B2B-specific payment options like outsourced invoicing (BNPL), leasing, bank transfers, and card payments, giving you flexibility when you don't want to take the credit risk.

Your Own Invoice

Credit check suppliers
- creditsafe
- dun & bradstreet

BNPL
- two.
- MOANK.
- Billie
- SVEA
- Wasa Kredit

Leasing
- Wasa Kredit
- Nordic Finance

Bank transfer
- zimpler
- finshark

Card
- WORLDLINE
- nets:
- Pay
- adyen

Keep Your Current Process

With Briqpay you can keep your current invoice process, but automate it fully or partially to eliminate manual handling

Automation At Its Best

Briqpay has integrations toward credit check suppliers for instant credit checks, enabling automatic eligibility checks for invoice, according to your risk appetite.

B2B Rule Engine

Through Briqpay's Rule Engine, you can define rules based on factors from credit assessments or your own customer data.

Rule Engine Examples

Credit Scoring
Set rules based on creditworthiness to dynamically control when invoices are shown.

Internal Data
Utilize existing customer data via API to tailor the payment offering.

Customer Type
Customize payment offering based on company entity (e.g., corporation, government)

Other Data Points
Identify fraud indicators such as personal emails or alternative delivery addresses.

BRIQPAY