Computop Minimizes the "Heavy Lifting" of International Payments Processing for KettleWorx

Submitted by: Ascendant Communications

Tuesday, 27 September 2011

Creators of KettleBell Fitness Program Expand Business into Europe Leveraging Computop Paygate

New York – September 27, 2011 – Computop, a leading payment service provider (PSP), has announced that KettleWorx LLC, creators of the US' bestselling KettleBell fitness program, has gone live with Computop Paygate. With Paygate, KettleWorx is able to ensure secure and compliant online payment transactions from customers in major European markets, allowing the company to expand its business globally.

Computop worked closely with KettleWorx to make sure it had the right mix of payment options for every country it wanted to do business in. And because Computop's Paygate platform is PCI DSS-compliant, KettleWorx didn't have to go through the rigorous requirements involved with becoming PCI DSS-certified to do business in Europe.

"When we were looking for the right payment solution for our global expansion into Europe and beyond, Elavon recommended Computop without hesitation," said Greig Metzger, COO, FitnessWorx. "Today, www.KettleWorx.eu works seamlessly to process our European payments, and we are thrilled to have a trusted partner in Computop to conquer additional markets in the future. Computop is not only a payment service provider; its staff is comprised of highly knowledgeable consultants with global market expertise."

In addition to streamlining the payments process, Computop Paygate is effectively integrated into KettleWorx's overall logistics process, including order processing, delivery and returns, due to its integration with KettleWorx's supply chain solution from Kamino International Logistics.

"Working closely with our partner Elavon, we've made sure that KettleWorx is ready to do business in Europe," said Doris Linke, head of operations for Computop North America. "We look forward to continuing to help KettleWorx as it moves into other international markets."

About the Computop Paygate platform
Computop Paygate 4.0 is a multichannel payment platform that provides online retailers with secure payment solutions and efficient fraud prevention for international markets. With just one interface needed, Computop Paygate allows online retailers to get access to dozens of international payment systems, and includes fraud prevention for North America, Europe and Asia. Leading e-commerce solutions from the likes of Demandware, hybris, Magento and Oxid all support Computop Paygate as a preferred payment service solution for global payment processing. In addition, Computop Paygate has been integrated into SAP's Business ByDesign business software to provide secure global payment processing.

About Computop
Computop is a payment service provider (PSP) that was founded in 1997 and is headquartered in Bamberg, Germany. The company has global customers such as Fossil, C&A, Samsung and TUI and has offices located in North America and Europe. Computop's Paygate PCI-compliant hosted payment solution supports all non

customer present payments, including telephone, online and mobile.

For further information please visit: www.computop.com.

About Elavon (www.elavon.com)
Elavon is wholly owned by U.S. Bancorp (NYSE: USB) and provides end-to-end payment processing solutions and services to more than one million merchants in the United States, Europe, Canada, Mexico, Brazil and Puerto Rico. Elavon markets solutions including credit and debit card processing, electronic gift cards, dynamic currency conversion, multi-currency support, and cross-border acquiring through multiple alliance channels including financial institutions, trade associations, third party sales agents; as well through direct sales. Elavon's suite of solutions is tailored to meet the needs of merchants in specialized markets such as retail, hospitality/T&E, health care, education and the public sector.

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