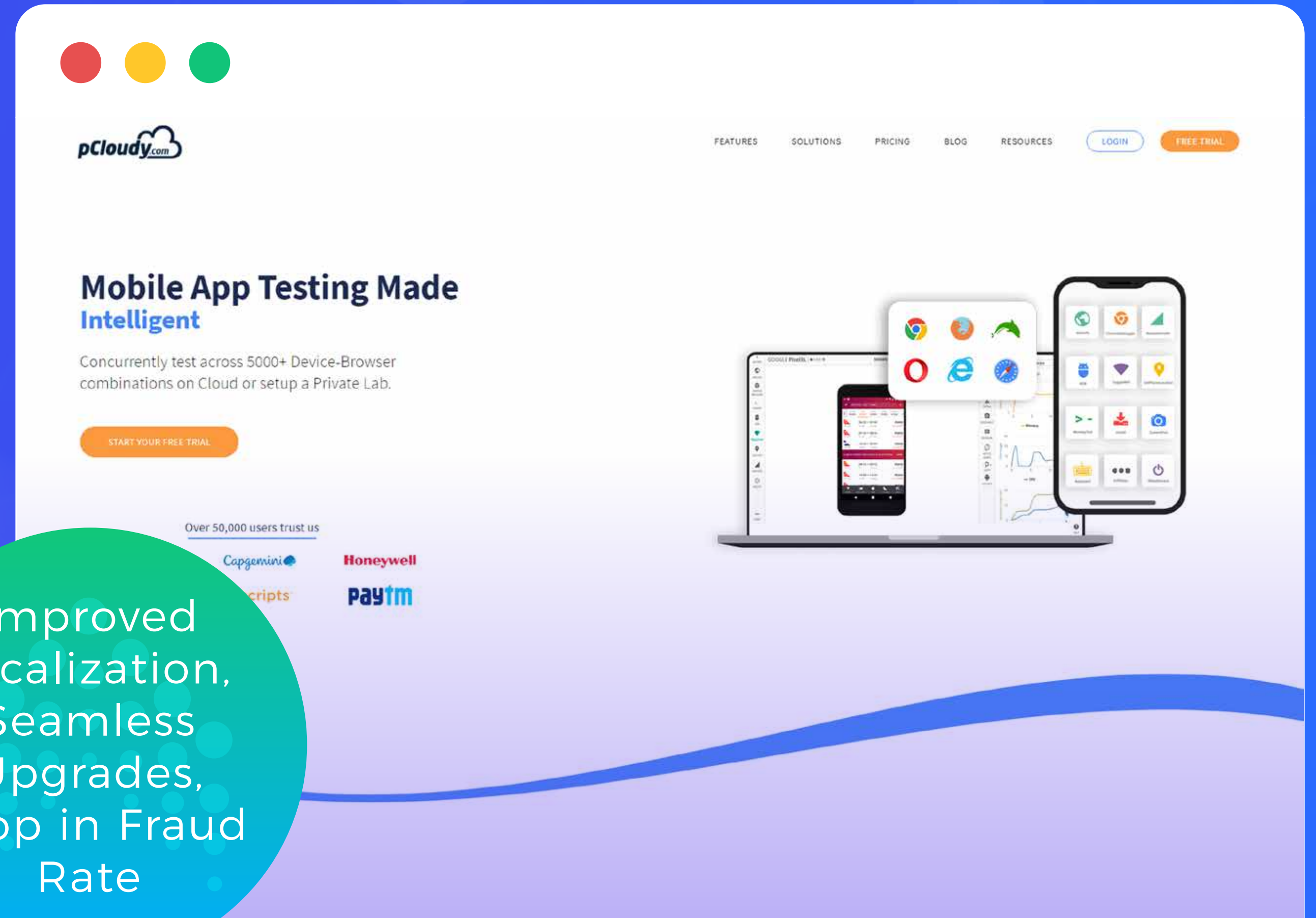




## CLIENT SUCCESS STORY



# Mobile App Testing Platform pCloudy Improves Customer Experience with 2Checkout



2checkout

www.2checkout.com



**Avinash Tiwari**  
Co-Founder, pCloudy

“

We switched to 2Checkout's all-in-one monetization platform and saw immediate benefits in several areas, from order management to fraud prevention and consolidated reporting. We are now able to offer our customers a better experience and have seen enhancement of our internal efficiencies and an improvement to the bottom line. ”

Customer:  
**pCloudy**



Vertical:  
Software / Mobile App Testing  
Platform

Target:  
B2B

Company Size:  
SMB

### Benefits & Results

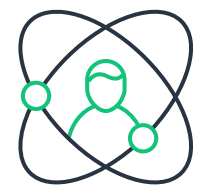
Improvements in several areas, including localization, global compliance, sales tax management, security and fraud management, subscription management & upgrade process, consolidated reporting, internal efficiencies.

### 2Checkout Solution:








Avangate Monetization Platform





## Context & Objectives

pCloudy is a growing cloud-based platform offering mobile app testing services to a global audience. While working with two previous providers, a payments provider and a subscription management & billing provider, the pCloudy eCommerce and operational teams faced several challenges, including:

-  **Poor localization tools – in terms of local currencies and local payment methods;**
-  **Compliance issues, with lack of 3D Secure implementation;**
-  **Lack of flexibility in subscription management, especially for upgrading and proration logic;**
-  **Disparate business intelligence and reporting, requiring time consuming manual work for data matching;**
-  **High client churn rate.**

With brand awareness and online traffic increasing as the company focused on organic growth, pCloudy decided to look for an alternative provider that would allow them to scale up their online sales by improving eCommerce efficiencies, localization tools, subscription management and reporting.





## Solution & Results

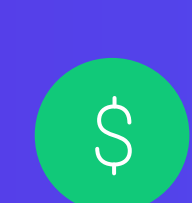





pCloudy switched to 2Checkout's Avangate Monetization Platform, which integrated all services the software merchant needed to sell their SaaS solution, including eCommerce tools, subscription management & billing capabilities, global online payments, reporting, sales tax management, fraud management and compliance on a global level.

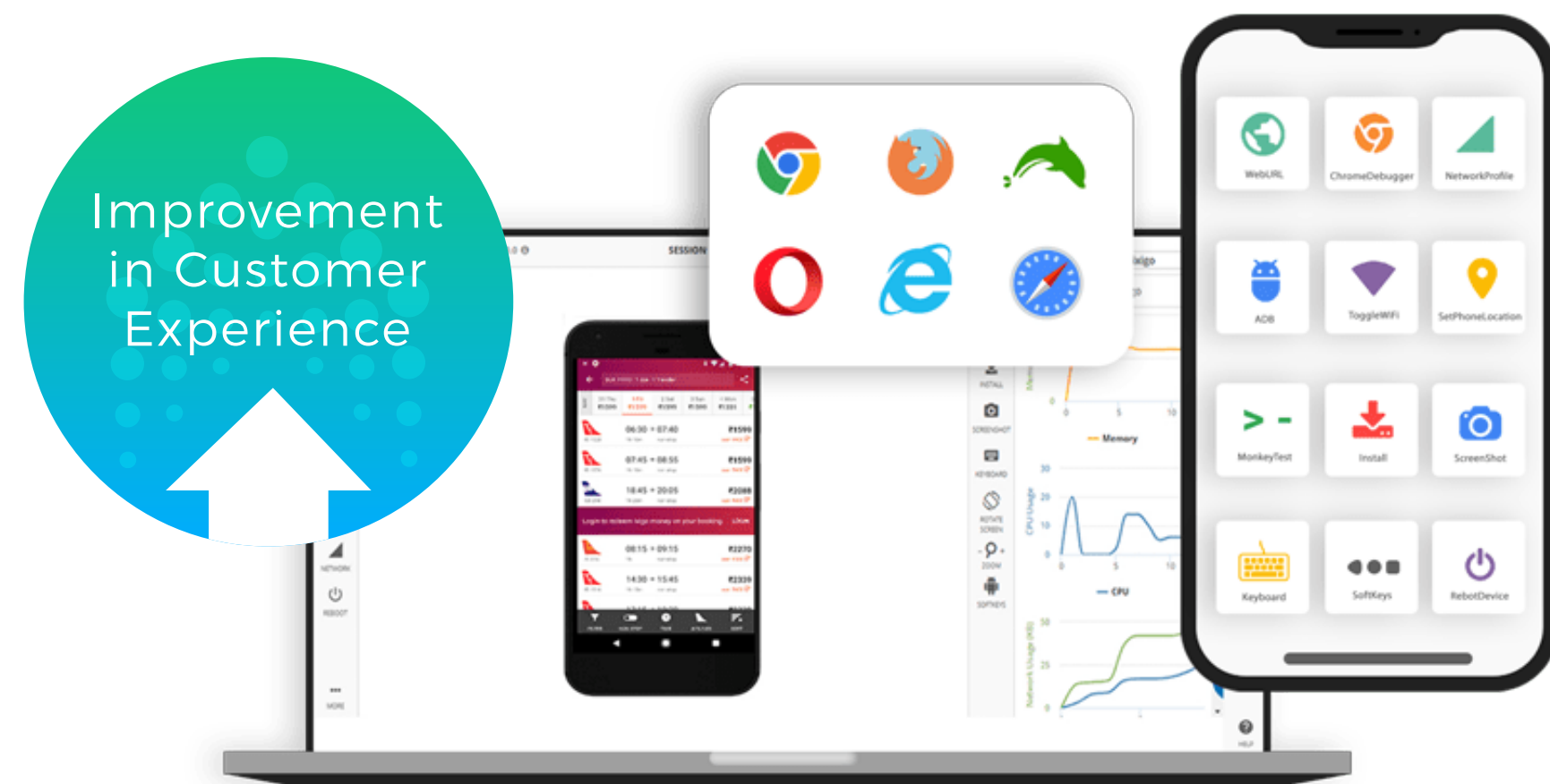


Customer:  
pCloudy



### Key Benefits:

-  Improved localization through multi-currency options and more than 45 payment methods available, improving the payment experience for pCloudy customers;
-  Global compliance and sales tax management, without additional charges or integrations;
-  Improved security and fraud management;
-  Superior subscription management and upgrade capabilities and decrease in customer churn, especially especially thanks to a new process;
-  Consolidated reporting;
-  Improved internal efficiencies.



*“There are so many benefits that we see from working with 2Checkout. Just to give you a flavor of the improvements, with our earlier payment processing system, in order to upgrade a plan, a customer had to fill out the form again with their credentials and select the plan they wanted to upgrade to. So there were multiple steps involved that made the upgrade process complicated, negatively affecting the customer experience and leading to significant churn. With 2Checkout, all these extra steps have been eliminated and users can now upgrade their plans seamlessly, without any glitches. Another example is our fraud rate, which has dropped drastically in the last 6 months to less than 0.6% from 3-4% with our previous payment processing system,”* **Shivani Sinha, Marketing Manager, pCloudy**

**2checkout**

[www.2checkout.com](http://www.2checkout.com)

About  
**pCloudy**



pCloudy, based out of California, is the next-gen mobile app testing platform powered by emerging technologies like AI and Predictive Analytics. With more than 50,000 users across the globe, it is one-of-its-kind full life cycle testing platform for mobile apps developers, QA and mobile DevOps teams. It offers tools for mobile DevOps, including test automation, manual testing, performance testing for web & mobile applications on over 5000 device-browser combinations. It also enables mobile application testing across a large section of real mobile devices and seamlessly integrates with Continuous Integration tools. pCloudy provides **On Premise**, **Private** and **Public** device cloud solutions which enterprises can choose from based on their needs. It has also been recognized by top industry analysts including Gartner and Forrester that included the products in latest report on mobile testing tool landscape. More information can be found on [www.pcloudy.com](http://www.pcloudy.com).

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# About 2Checkout

2Checkout is the leading all-in-one monetization platform for global businesses. It was built to help clients drive sales growth across channels and increase market share by simplifying the complexities of modern commerce like global payments, subscription billing, merchandising, taxes, compliance, and risk, so they stay focused on innovating their products and delivering exceptional customer experiences.

Get more information at [www.2checkout.com](http://www.2checkout.com)



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Georgia, USA

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Romania