New partnership offers e-commerce payment, logistics security

An e-commerce partnership between PayU and Efinity, from Media24 eCommerce, was announced at the Retail Indaba in Cape Town yesterday, 9 October 2014. They will address the two key concerns of shoppers when making a purchase - the security of their transaction and the reliability and speed of delivery. These concerns are echoed by merchants with online fraud and cost-effective warehousing and delivery listed as two of the chief hurdles.

Joining a payment leader and a fulfilment service provider will create a package of services that encourages retailers and consumers to enter the online space with confidence.

PayU ensures shoppers can select the best payment method for them and retailers can be protected from fraudulent transactions. Efinity warehouses and manages the stock of a retailer, including delivery and returns. The flexible contract is on a pay-as-you-use basis ensuring maximum flexibility and cost-effectiveness. From a shopper's perspective, reliable fulfilment of orders is key in trusting a retailer and returning to order again.

Head of Operations for Media24 eCommerce, Shuamie Karriem

It is hoped through this partnership the barriers for retailers entering the online space will be lowered as retailers continue the drive toward becoming omnichannel.

PayU MEA CEO, Mustapha Zaouini said, "This partnership illustrates our commitment to developing key strategic alliances that develop the online space through increasing security and ease of payment whilst ensuring our clients enjoy eCommerce success through effective and efficient integration with specialists."

Head of Operations for Media24 eCommerce, Shuamie Karriem, added, "As the number of online consumers increase, security around transactions and efficiency in delivering becomes a competitive point of differentiation and a hallmark of a responsible online retailer. We are thrilled to be partnering with one of the leading payment portals in the South African landscape."