

Global Ecommerce Report 2025

Tackling Challenges and International Expansion with Strategic Partnerships



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Navigating the Complexities of Global Ecommerce: Why a Tailored Approach Is Essential

A global ecommerce and payment solutions company, Nexway optimises digital monetisation for medium to large enterprises. From global payment acceptance to subscription management and tax compliance, the 360-degree approach ensures streamlined operations and global market expansion.

As digital commerce continues to transform industries worldwide, the global marketplace has never been more accessible – or more challenging. While growth opportunities abound, businesses are increasingly confronted with multiple barriers, from payment complexities and regulatory hurdles to the need for seamless, localised customer experiences. At **Nexway**, we believe the key to conquering these challenges lies in tailored, end-to-end ecommerce solutions designed specifically for businesses looking to scale.

Navigating the pitfalls of fragmented ecommerce solutions

In an attempt to grow globally, many companies find themselves relying on a fragmented network of partners – one provider for payment processing, another for fraud protection, and yet another for compliance. This approach may get a business off the ground but it comes with significant risks. Disjointed systems lead to inefficiencies, data silos, and operational bottlenecks, all of which can compromise customer experience and eat into profit margins.

This fragmentation is particularly problematic in complex markets, where local regulations, payment preferences, and consumer expectations can vary dramatically. Attempting to manage this patchwork of services on your own, or coordinating between multiple vendors, often leads to compliance failures, increased fraud risks, and customer dissatisfaction.

“*Some of the most exciting business prospects lie in regions where ecommerce rules are anything but straightforward.*”

Custom digital solutions for large enterprises: a necessity, not a luxury

Large companies aiming to expand into new regions cannot afford to rely on one-size-fits-all ecommerce platforms. While basic solutions might be enough for small businesses or startups, enterprise-level operations demand custom, scalable ecommerce strategies.

Nexway specialises in flexible solutions that help enterprises turn ecommerce challenges into opportunities, meeting their unique business needs. Whether for managing high transaction volumes, automating subscription models, or navigating cross-border commerce challenges, we provide customised solutions, designed specifically for your business. Our expert team goes further by conducting an in-depth analysis of unique requirements. This allows us to create personalised features that align with your business goals and provide real value. With Nexway, you don't get a provider – but a partner that simplifies your operations and actively drives your global growth. →

Tackling high-potential but complex markets

Some of the most exciting business prospects lie in regions where ecommerce rules are anything but straightforward. Markets in Latin America, Eastern Europe, Africa, the Middle East, and parts of Asia may offer incredible potential, however, they also come with a host of challenges, from diverse payment ecosystems to complex local compliance regulations.

Entering these markets alone is a daunting task. By choosing a partner with deep expertise in payment solutions, tax management, and an understanding of local markets, businesses can turn these challenges into opportunities for expansion. This insight into local consumer behaviour highlights the need for a tailored shopping cart that delivers an optimal user experience, with payment methods suited to the market, the appropriate language, and the correct currency while adhering to local regulations.

Nexway has strived to become proficient in helping companies enter complex markets easily. Our **Merchant of Record (MoR)** model is an accelerator for businesses looking to expand into rapidly developing markets. They can focus on what they do best by delegating the responsibility of managing regulatory burdens, from VAT and sales tax to chargebacks and compliance. As a partner, Nexway helps you gain access to comprehensive payment solutions and tax management without the need to build local teams or maintain deep legal expertise. Nexway acts as an extension of your team, enabling you to expand while ensuring all regulatory requirements are met.

“ *In ecommerce, working with multiple providers can introduce unnecessary friction and complexity.* ”

The importance of a unified partner in global expansion

In ecommerce, working with multiple providers can introduce unnecessary friction and complexity. **Nexway's 360° digital approach** addresses this challenge by integrating every aspect of ecommerce operations into a cohesive solution. From **payments** and **subscriptions** to **fraud protection** and **compliance**, Nexway's platform consolidates everything into a single, simplified solution, reducing the risks of relying on multiple providers.

For large enterprises aiming for sustainable global expansion, this approach isn't just beneficial, it's essential. By choosing a unified, tailored solution, digital businesses can focus on their core strengths, knowing that the complexities of global commerce are being expertly managed behind the scenes.

A future-proof ecommerce strategy

Nexway is committed to being more than a service provider. We believe in building long-term partnerships, where we act as an extension of your team. Our solutions are designed to handle current needs and to scale with your business as it evolves. We understand that the complexities of the global market can be daunting. As you explore new markets, implement subscription models, or refine your operations, Nexway's 360° digital approach equips you for success in the global ecommerce landscape.

Nexway helps you respond to market changes and anticipate them, positioning your business for long-term success. Our commitment is to help you optimise costs and streamline operations while maintaining a comprehensive view of your online strategy, enabling you to succeed, and transforming global expansion into a seamless and profitable journey.

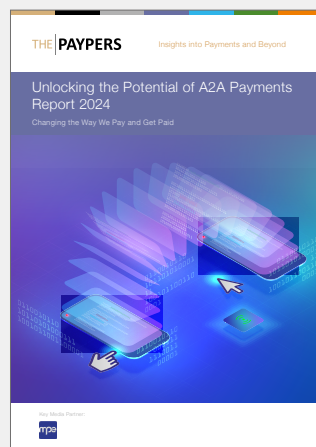
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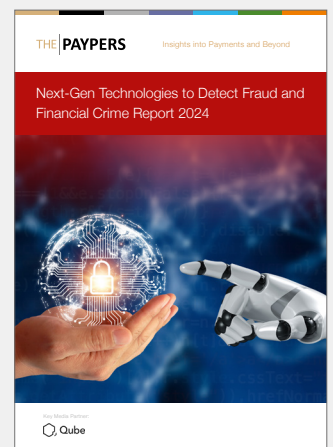
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