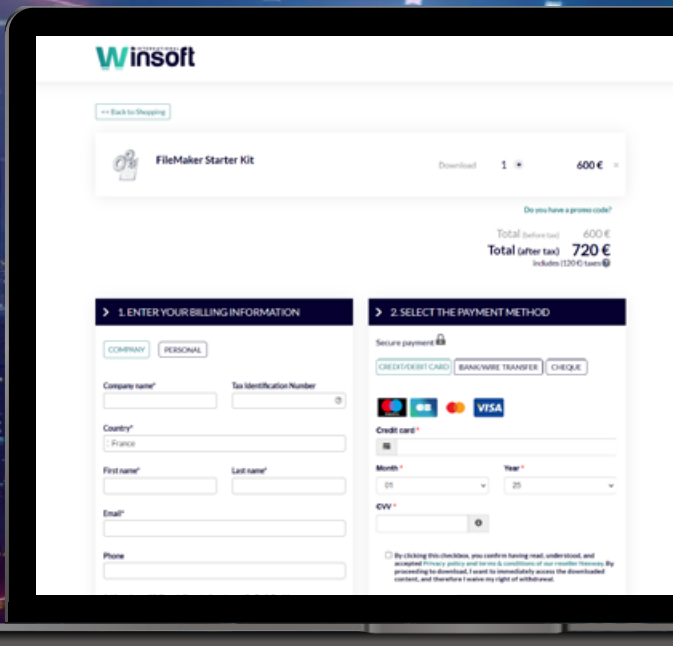


Nexway & Winsoft: A Case Study in Simplified B2B Global Sales

Winsoft, a leading software distributor, needed a partner to streamline its complex B2B sales operations across global markets. Nexway's advanced invoicing, tax management, and payment solutions empowered Winsoft to scale efficiently while ensuring compliance and operational excellence.



🎯 Objective

Winsoft required a comprehensive solution to manage invoicing for global clients across multiple territories. With diverse legal and compliance requirements, handling invoices on a global scale created complexities that impacted sales processes and operational efficiency.

💡 Solution

Nexway's centralized invoicing platform automated compliance, reduced manual errors, and ensured timely invoicing across markets.

🔍 Results

Reduction
in invoicing errors

Faster payment cycles,
improving cash
flow visibility

Challenge 1

Simplifying Global Invoicing



Challenge 2

Optimizing Tax Management and Exemptions



🎯 Objective

As a B2B company, Winsoft faced the complex task of validating local tax IDs, applying tax exemptions, and managing varying tax regulations in multiple territories. This was time-consuming and prone to errors, creating friction in their sales process.

💡 Solution

Nexway's tax management tools automated validation processes, applied tax exemptions seamlessly, and ensured compliance with global regulations.

📈 Results

Time savings in tax validation processes

Minimized compliance risks and improved reporting accuracy

🎯 Objective

Handling high-value transactions for large clients required a secure and reliable system, as well as personalized support for quotes and telesales efforts by Winsoft's Customer Experience (CX) team.

💡 Solution

Nexway delivered secure payment processes and optimized workflows for price quotes, supporting telesales and improving customer satisfaction.

🔍 Results

Enhanced customer trust through secure transaction processes

Accelerated deal closure with optimized quoting workflows

Challenge 3

Handling High-Value Transactions



Why Winsoft Chose Nexway

With a legacy of managing subscriptions and eCommerce solutions, Nexway was the ideal partner for Winsoft. Nexway's expertise in handling global invoicing, tax management, and compliance ensured Winsoft could focus on its core business while minimizing operational risks.

Key Features of Nexway's Solutions

- Centralized invoicing with automated compliance across territories
- Transparent tax reporting and exemption management
- Secure payment infrastructure for high-value transactions

Cathy, Winsoft Marketing Manager



“ Nexway's solutions helped us scale our operations globally while ensuring compliance and enhancing customer trust. Their expertise in payment and invoicing systems made them the perfect partner.”

Premium Guidance for Every Client

Even as an SMB, Winsoft benefited from personalized, premium support, highlighting Nexway's commitment to availability, reactivity, and tailored guidance.

Empower Your Global Sales with Nexway

Interested in learning how Nexway can transform your global operations?

To explore tailored solutions that simplify your sales processes and enhance customer satisfaction.

[CONTACT US TODAY](#)

About Nexway

Founded in 2002, Nexway is an eCommerce platform with a full suite of personalized microservices. With 20 years of experience running merchant services & e-commerce solutions, Nexway handles the complexity of online sales and covers the full scope of e-commerce aspects. From invoicing to tax calculation, compliance and payment & financial institution integrations, security & data management, fraud and chargeback. The company today generates 200M€ in annual revenues and employs 100 employees across its offices worldwide. Nexway is headquartered in France, with offices in the US, Japan, and Italy.



www.nexway.com