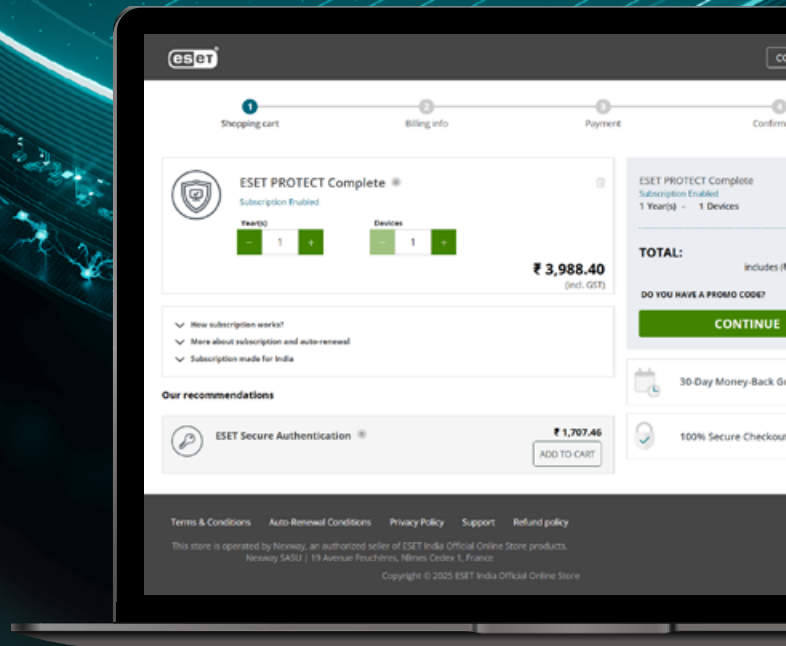


# Nexway and ESET: Tailored integration and growth in Asian markets

When a business has very specific needs it is very hard to find the right partner that will fulfil the expectations. Nexway stepped up to the challenge and supported ESET along the way by building tailor made solutions that empowered ESET's sales and growth in the Asian region



## **Objective**

Establish a seamless connection between the internal and external platforms to ensure uninterrupted data flow, live product updates, and fulfilment.

## **Solution**

Nexway deployed and implemented a "Remote Catalogue" solution which allowed ESET to manage ad hoc some of the product assets including license distribution, as well as receive an uninterrupted flow of data related to the orders.

## **Delivered Results**

ESET was able to integrate and keep using their preferred internal platform for license and product management, retaining full control over the product data and fulfilment on the carts.

# Challenge 1

## *Remote Catalogue Support*



# Challenge 2

## Dedicated Renewal Flow



### **Objective**

Build a Manual Renewal flow that will allow license identification and subsequent redirection to the cart.

### **Solution**

Nexway built a dedicated Manual Renewal page that contained detailed information for the users, as well as a field to enter the license number. The existing integration with ESET's services instantly rejected or recognized the license, and then offered an UpSell before the checkout to prompt the customers to purchase a product with more features.

### **Delivered Results**

Thanks to this renewal flow, ESET's customers enjoyed a streamlined renewal process. Once ESET updated their product line discontinuing some of the older products, Nexway also implemented automatic product mapping, which added related products to the cart at checkout instead of the discontinued versions.

## **Objective**

Facilitate sales and manage taxes, risk, and compliance in markets like India, Hong Kong, and Taiwan.

## **Solution**

Nexway offered two decades worth of expertise to ESET by implementing a Merchant of Record (MoR) model for this challenge, relieving ESET from the need to stay compliant and the headache of payment acceptance in the emerging markets.

## **Delivered Results**

Once Nexway started taking care of things like payment acceptance, fraud monitoring, tax management, and compliance, ESET was able to focus on the sales within these regions and ensuring their products meet consumer demands. Nexway also enabled recurring payments in all of these regions which unlocked the possibility for ESET to sell subscriptions seamlessly.

# Challenge 3

*Growth in Asian markets*



# Nexway's solutions and features employed



## Custom eCommerce Solutions

Every business is unique in their needs and expectations, but very few eCommerce providers can offer a tailored approach to specific problems. One of the biggest strengths of Nexway is its close-knitted relationship with the customers, offering tailored solutions to individual needs and constant improvement of existing products.



## Remote Catalogue

Sometimes businesses prefer to integrate services instead of moving to a new platform entirely. In this case Nexway's Remote Catalogue can be very helpful for online sales if a business has specific needs in product management and fulfilment.

# Drive your global sales with Nexway

There isn't a problem a custom solution can't fix.

Let us know what your needs are, and we will build a tailored approach to foster your growth.

[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](http://www.nexway.com)