

Direct Pay Online Limited Helps Fly540 Deliver Convenience to its Customers and Agents

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Fly540 now offers a safe, reliable, and secure online payment solution

26 March 2015, Nairobi, Kenya.....Leading regional online payments solution provider 3G Direct Pay (3GDP) has partnered with East Africa's premier low cost airline Fly540, to provide their customers and business partners the freedom to pay online using all major credit and debit cards, PayPal, and Mobile Money, in a safe, reliable, and secure online system.

Fly540's business partners, who include hotels, travel agents, and tour operators, can now make their payments using the 3GDP business to business real-time payments platform, xPay. This is part of 3GDP payments solutions for businesses called Business Connect.

Now Fly540 clients can book and pay for their airline tickets online by following a few simple steps outlined on their website. To achieve this goal, 3GDP has worked closely with Fly540 to accept credit, debit and prepaid cards, PayPal, and all mobile money options.

"Online ticket sales have come a long way in Kenya in the past few years, with the help of payment service providers like 3GDP," said Don Smith, CEO and Founder of Fly540.

"We are delighted to deliver added value to all our clients and provide a payment option that is completely painless and secure. Our mission is to make life more convenient for both our customers and business partners."

Since 2006, 3GDP has led the African online travel market, where hundreds of travel businesses and millions of end customers can shop, pay, sell, and get paid. The online payments platform is connected to all leading credit and debit card types and electronic wallets, including Visa, MasterCard, American Express, PayPal, mPesa, Vodacom, Airtel Money, MTN, and more. 3GDP fills the online gap between the providers and the consumers.

“3GDP is renowned in the travel and tourism industry, where we offer our clients, through our online platforms, a safe, secure, and trustworthy environment. Our partnership with Fly540 will enable their clients and business partners to extend their payment options using mobile money anywhere across Kenya, Uganda, Zanzibar, South Sudan and Tanzania,” commented Eran Feinstein, Managing Director, 3G Direct Pay.

3G Direct was awarded the first Certificate of Compliance PCI DSS Level 1 in East Africa in 2014. The certificate, which is vital for companies that accept credit card payments online and offline, represents a common set of industry tools and measurements to help ensure the safe handling of sensitive information.

Initially created by aligning Visa’s Account Information Security (AIS)/Cardholder Information Security (CISP) programs with MasterCard’s Site Data Protection (SDP) program, the standard provides an actionable framework for developing a robust account data security process – including preventing, detecting, and reacting to security incidents.

3GDP will actively help Fly540 manage payment security and reduce the risk of card fraud.

“We find that credit card fraud is a big problem, but 3GDP will filter out a lot of fake cards and cards without funds for us – it’s been a huge issue,” added Smith.

“An excellent reputation for transparency and integrity are absolutely critical when it comes to choosing a payment service provider. 3GDP has a superb reputation and a very good relationship with us.”