

PayPoint.net provides Firebox with...

# A seamless and secure payment solution

In 2000, Firebox.com, one of the UK's leading multi-channel retailers, entrusted internet payment service provider PayPoint.net to manage all credit card transactions originating on their website.

Since then, Firebox.com has experienced phenomenal growth and PayPoint.net's scalable infrastructure has continued to provide seamless and reliable payment processing 24 hours, 365 days a year. Firebox.com continues to grow at over 30% a year.

The logo for Firebox.com, featuring the text 'FIREBOX.COM' in a bold, italicized, sans-serif font with a yellow-to-orange gradient and a black outline.

Firebox.com was founded by university friends Michael Smith and Tom Boardman in 1998. Based in Cardiff, the company saw rapid initial growth due to the huge success of Michael and Tom's invention, the Shot Glass Chess Set. Other notable 'firsts' in the must-have gadget market meant Firebox.com quickly became the leader in its commercial field, allowing the company to open its first combined Head Office and Distribution Centre in London in 2002.

Initially an internet only business, Firebox.com has now successfully moved into the mail order, corporate and wholesale/trade sectors, and are now trading in US Dollars as well as Pounds Sterling. Firebox.com's Managing Director Christian Robinson comments: "As Firebox.com continues to grow, our expanding customer base are making more transactions on our website. PayPoint.net's competitively priced and reliable solution has enabled us to manage this growth seamlessly."

PayPoint.net was recommended to Firebox.com by Secure Hosting, the secure webpage specialist, and the ongoing eCommerce contract has remained fixed in place for the last four years.

PayPoint.net has provided Firebox.com with a solution that allows its customers to complete an entire transaction within the confines of the merchant's website. This avoids any inconvenience or confusion which may be caused by clients being rerouted to an external payment site, making the customer experience quicker and easier.

Robinson adds, "As a result of our increasingly international scope, Firebox.com has a requirement for 24/7 payment processing which PayPoint.net fulfills consistently. PayPoint.net's 99.99% uptime reliability allows us to process transactions reliably, any time of day or night and means we never lose a potential customer. PayPoint.net also has a brilliant backend administration system which makes it incredibly easy to search and refund transactions when necessary – helping our customer service team to turn queries around quickly."

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**Christian Robinson**  
Managing Director,  
Firebox.com



Before making the decision to work with PayPoint.net, Firebox.com considered other payment service providers. PayPoint.net's compliance with the highest levels of the Payment Card Industry's Data Security Standards assured Firebox.com of a fully backed up and secure payment service.

Additional benefits which cemented the trailblazing eRetailer's decision, were PayPoint.net's attractive pricing structure and its great technical support.

Ultimately, it is the quick technical response which has helped Firebox.com most, safeguarding the internet merchant from possible fraudulent transactions. The combination of PayPoint.net's rapid-response technical support and reliable fraud prevention allows Firebox.com and its customers to be fully protected from the threat of fraudulent online transactions.

### Key customer benefits

- > Secure processing of all major credit and debit cards
- > Take payments online, over the phone and by post
- > Ultra fast authorisation with 99.9% uptime
- > Payment Card Industry Data Security Standard certified
- > Easy integration from website to bank



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