rackspace.

Geoswift keeps cross-border payments seamless and secure

As the financial payments ecosystem rapidly changes, payment technology company Geoswift chose Rackspace to implement vital security solutions.

Our customer

Geoswift, a payment technology company, specializes in providing cost-efficient, time-effective and easy-to-use cross-border payment solutions in and out of China.

The obstacles they faced

With the rising demand for efficient and secure cross-border payments in and out of China, Geoswift needed an IT partner with a multi-layered approach to securing cloud services and infrastructure that met the strictest industry standards.

How we helped

Infrastructure; Managed Hosting – Dedicated Servers, VMware®, Disaster Recovery, Security, Uptime

What we achieved together

Rackspace now provides comprehensive managed services for Geoswift and its customers, allowing the company to enhance, and focus on, its core business.

Geoswift
汇元通

A family run business since 1964

Geoswift is a cross-border payment solutions specialist that offers cost-efficient, time-effective and easy-to-use solutions for ecommerce, education and travel sectors. It offers highly customized solutions by combining its product offerings from payment collections, payment settlements, remittances and prepaid card solutions. It is relied upon by top-tier global eMarketplaces, the most prestigious education institutions and the largest brands in the travel sectors to grow their businesses. Some of its valuable clients include Western Union and Union Pay. The company is one of the very few foreign businesses to serve currency exchange stores throughout major cities in China. Geoswift is headquartered in Hong Kong, with regional offices in Beijing, London, San Francisco, Seattle, Shanghai, Singapore and Vancouver.

"Rackspace provides the value-added services that we need, such as full manageability around the clock, and 24x7 professional support to maintain a high reliability system."

Raymond Qu – CEO and Founder, Geoswift

Taking the lead in cross-border transactions

Geoswift offers highly-customized solutions for businesses and individuals for both inbound (paying into China) and outbound (collecting from China) cross-border transactions. With the rapid changes in regulatory requirements and ever-increasing demands in payment efficiencies across the globe, Geoswift has plans to further expand from its role of a cross-border payment clearing house to provide frictionless payments from regions to regions. The company is seeking to achieve market dominance in three sectors: ecommerce, education and travel.

Driven by the desire to leverage the internationalization of the renminbi and the rapid growth of globalization over the past decade, there has been tremendous growth in international trade. Geoswift is at the forefront of benefiting from the rising demand for efficient and secured cross-border payments into and out of China. To address the increasing needs for cross-border payments, many fintech startups are seeking to further disrupt the finance payments ecosystem. In this vast, fast-paced world, the development of new, innovative solutions and products is competitive: not only in terms of speed, but security, digitization and the overall user-experience. This demand has created a shortened application development lifecycle; at the same time, Geoswift needed to increase its IT infrastructure capacity.

A partner as security-minded as they are

As the company expanded in size and function, it needed a trusted partner to help support its IT system globally. Because of the nature of Geoswift's business and the high priority placed on IT security to give its customers and partners peace of mind, the hosting company was also looking for a service provider that meets strict PCI compliance standards. These global standards set the requirements for organizations and sellers to safely and securely accept, store, process and transmit cardholder data during credit card transactions to help prevent fraud and data breaches, and also achieve ISO certification.

"We value Rackspace for several reasons, but purely looking at the bottom line, Rackspace saves us money and allows us to concentrate on our key operations."

Raymond Qu – CEO and Founder, Geoswift

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.com** or call **1-800-961-2888**.