rackspace

PayDock enhances payment management using cloud

An agile payment infrastructure that manages payments across currencies and regions while meeting PCI DSS requirements has fueled quick expansion.

Our customer

PayDock makes it easy for businesses to receive and manage payments across multiple currencies and payment types by serving as a gateway to a full range of payment services.

The obstacles they faced

To be successful, PayDock would need to achieve PCI DSS compliance on a highly scalable, global cloud platform.
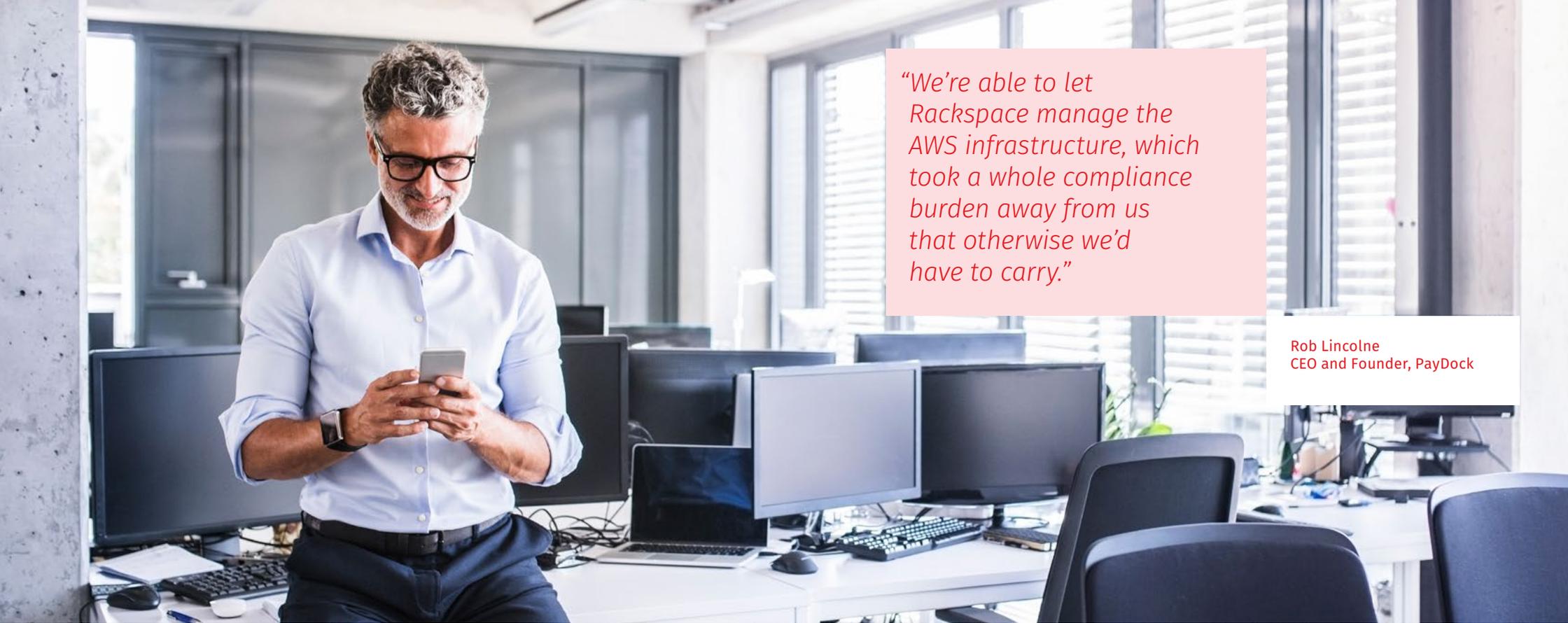
How we helped

Managed Hosting; Compliance; Managed Public Cloud – Amazon Web Services (AWS); Scalability

What we achieved together

PayDock is a PCI DSS v3.2 Level 1 Service Provider and continues to grow and expand its market across Australia, the United Kingdom and the United States.

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Rob Lincolne
CEO and Founder, PayDock

A smarter payments platform

Founded in 2015, PayDock makes it easy for businesses to receive and manage payments across multiple currencies and payment types — without the challenges, risks and costs associated with incorporating payment technologies on their own. PayDock does this by serving as a gateway to a full range of payment services. By integrating PayDock into their own payment ecosystem, businesses get an easy-to-adopt, PCI DSS-compliant solution that gives customers a full set of payment methods to choose from. PayDock also aims to enhance the payment services they connect to by providing

features like automated alerts, open APIs and real- time event trigger notifications. And with the PayDock payment storage vault, businesses can store credit cards, independent of any particular payment service — which allows for intelligent routing and reduced costs.

Selecting a managed services provider

When PayDock was just starting out, they knew they needed a managed services provider who understood the unique requirements of the payments industry.

"Our Rackspace account manager was a fantastic embodiment of Rackspace values," said Rob Lincolne, CEO and Founder of PayDock. "She provided enormous support to us as we were going through the process of selecting providers. We went through the full due-diligence process."

"That, plus a stack that ticks all the right boxes," he added. "It gave us the confidence that we needed to choose Rackspace. They've been with us since day one."

Also from the beginning, PayDock began pursuing PCI DSS compliance — an accreditation that would be key to their success. And Rackspace engineers were there to help.

"One of the things that was really important for us was the ability to sit down with Rackspace," said Lincolne. "There was a real willingness to jump in."

The result was a solution that gives PayDock solid operational control, without restrictions on the business.

"We can actually function as a normal business," he explained. "We can use softer business practices in how we deliver things, without being constrained by the fact that we're a PCI DSS-compliant organization. A lot of that is because we're able to let Rackspace manage the AWS infrastructure, which took a whole compliance burden away from us that otherwise we'd have to carry."

Global scalability in the cloud

The PayDock team knew they needed to prepare for growth, and that would require global scalability and the flexibility to make reconfigurations quickly. Managing a global infrastructure on their own wasn't even a consideration.

"I knew we needed to be in the cloud and we chose Amazon Web Services because they provide a robust flexible technology infrastructure platform that allows us to innovate and optimize to continually improve our business outcomes," explained David Cameron, PayDock CTO. "But it had to be compliant and that was key. You couldn't take a non-compliant route."

"The cloud is significantly more secure than on-premises, because of the physical access requirements," he added. "Plus, by working with Rackspace, we get the benefits of their knowledge across all of their customers. It's not just your own knowledge. You end up with an effectively better security platform."

As for future scalability, Cameron noted that they're preparing to engage their Rackspace team for the next leap in growth: "We've reached a good point with the infrastructure we have and it's running smoothly. Now we're looking ahead for how to handle the next level."

That next level involves expanding beyond Australia, into the United Kingdom and United States markets. They already have some early adopters using their platform.

"Going global means taking our infrastructure global as well, and trying to provide a seamless customer experience across multiple regions, and this is made easy with AWS and their multiple regions and Availability Zones," added Cameron. "Rackspace is obviously going to be a critical part of that, as we take that on."

"With Rackspace, we've had what we need, without the huge cost exposure, from day one."

David Cameron
CTO, PayDock

Customer success story

One of the many PayDock success stories includes one customer whose existing payment services provider was proving unreliable and expensive. But this customer was locked in and couldn't simply break away from that provider.

So, they decided to set up PayDock as a failover payment service. This way, they could continue to route through their existing provider — but if that service went down, they could flow those transactions through to PayDock.

With PayDock serving as their redundant payment facility, this customer looked to other ways they could leverage the PayDock platform and consume new payment services. Now, they're free to grow their payments infrastructure, without worrying about what it will cost to integrate.

"And they never lose control of their customers because all the credit cards are safely tucked away in the vault that we manage with Rackspace."

Rob Lincolne
CEO and Founder, PayDock

The importance of finding the right partner

Lincolne offered a piece of advice to other organizations looking to move into the cloud: "Make sure you've partnered with providers who can support you. If we were not with Rackspace, we'd be in a difficult position. I'd be quite concerned about the prospect of scaling. But with Rackspace, we can focus on our business."

"From my perspective," Cameron added, "part of my job is to prevent us from driving off a cliff. Rackspace is a crucial part of making sure that we don't do that. Your infrastructure is like oxygen. If you don't have it, you can't do anything. With Rackspace, we've had what we need, without the huge cost exposure, from day one."

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™. 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**.