



# PAYDOCK

PayDock simplifies payment management and integration for businesses, with support for a full range of payment methods. PayDock can be integrated into a customer's own payment ecosystem, providing a PCI-DSS compliant solution for managing payments..

## CHALLENGES

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

## RACKSPACE SOLUTION

Fanatical Support® for AWS, Data Services, Application Services/DevOps

## BUSINESS OUTCOME

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.



CUSTOMER CASE STUDY



## 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. There was a real willingness to jump in,” said Lincolne.

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

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*“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.”*

ROB LINCOLNE :: CEO AND FOUNDER, PAYDOCK

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“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.”

And when it comes changing configuration in the cloud environment, “It’s no big deal. It’s much easier when we need to spin up some more infrastructure.”

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.”

## 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.

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

DAVID CAMERON :: CTO, PAYDOCK

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"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," added Lincolne.

## The importance of finding the right partner

If they had one piece of advice to share with people looking to move into the cloud, Lincolne said it would be: "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

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call us at **1-800-961-2888**.

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