



APEXX ORCHESTRATION CASE STUDY

THE BENEFITS OF PAYMENT ORCHESTRATION

HOW COST ROUTING AND CASCADING
ARE DELIVERING COST BENEFITS
FOR ENTERPRISE CLIENTS



Problem Statement

There are a number of challenges when it comes to processing payments in the travel industry;

Which payment method to offer in which market for which sales channel, being compliant with payment regulation, as well as keeping on top of scheme fee changes and a cost line that whilst being seen as “the cost of doing business” still has CFO’s challenging payment managers (and their payment partners) to reduce these costs where possible.

In a post covid world, whilst the travel industry is bouncing back and performing strongly it’s more important than ever to ensure that customers can pay for their flights, hotels or car hire as seamlessly as possible. With the introduction of wallet payments customers are not burdened with having to enter in their payment details, however, when a payment declines it’s not only frustrating for your customer, but also for you as a merchant.

The challenge put to APEXX was to improve the customer decline journey whilst also increasing revenue through more successful transactions.

What is APEXX doing to help our merchants increase acceptance rates and reduce cost?

AIRE - Intelligent Routing

APEXX's Intelligent Routing Engine (AIRE) allows our merchants flexibility to distribute transaction requests to different payment gateways/acquirers based on defined criteria using data in a merchant's transaction request.

Transactions can be routed to the preferred payment solution provider to optimise success rates and reduce transaction fees.

AIRE Decline Cascading

Alongside Routing, AIRE is designed to support transaction cascading to support Merchants to augment sales and trading resilience whilst also delivering marginal gains from soft decline authorisation retries.

What we've delivered

€6Bn
TURNOVER EUROPEAN AIRLINE

IN EXCESS OF

€5M

ANNUALIZED SAVINGS FROM COST ROUTING

ADDITIONAL

€12.2M

ANNUALIZED SALES FROM 6 MARKETS



£200M
TURNOVER EUROPEAN CAR RENTAL COMPANY

IN EXCESS OF

£200k

IN SAVINGS 2023YTD



Cascading

VERTICALS

SAVINGS

TIME-LIVE
(MONTHS)



AIRLINE MERCHANT

€ 1,040,000

3
MONTHS



AUTOMOBILE MERCHANT

€ 1,916,000

6
MONTHS

Cost Routing

VERTICALS	SAVINGS	TIME-LIVE (MONTHS)
 AIRLINE MERCHANT	€ 4,616,000	9 MONTHS
 AUTOMOBILE MERCHANT	€ 428,000	11 MONTHS

Value We Deliver to Merchants

+5%

AVERAGE SOFT
DECLINE RECOVERY



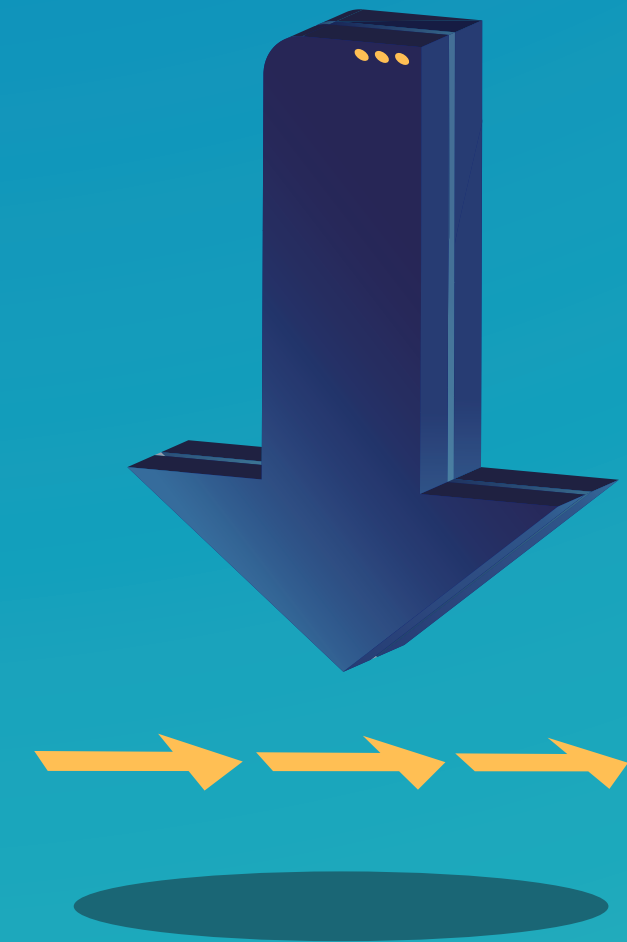
Up to
8%

IMPROVED
ACCEPTANCE RATE



-12%

COST ROUTING FEE
REDUCTIONS



Our Vision

APEXX is a truly global Payment Orchestration Platform built for enterprise customers.

Through our independence and customer-first approach, we simplify a complex payments ecosystem.

Value Proposition

We enable enterprise customers to access the entire global payment ecosystem via a single, trusted, and scalable platform.

Our intelligent routing and optimisation capabilities reduce complexity while increasing acceptance rates and reducing costs; ultimately improving the consumer experience.

The APEXX Payment Orchestration Platform is the last integration you will ever need.



THANK YOU

FOR MORE INFORMATION
VISIT **WWW.APEXX.GLOBAL**

