



From iyzico: two new products that remove the obstacles to digital commerce

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A new era is about to begin in online shopping. iyzico, the easy and secure payment services company, held a revolutionary event for online shopping on October 4, 2017 at Esma Sultan Mansion. In iyziEvent, two new removing the obstacles to digital commerce products have been introduced.

iyziLink, one of the new iyzico products, makes payment incredibly easy from anywhere. People who sell on social media especially can receive payments through short links without any need for technical enhancement or even a website, thanks to iyziLink. iyziUp, on the other hand, ensures that shopping is protected from any digital commerce security issues. Buyers can do their online shopping in seconds simply by registering their payment and delivery details with their protected shopping account. During the shopping process, an account is created in the buyer's name. The payment is lodged with the website, and the money is transferred only when the buyer is satisfied with the product.

About iyzico:

iyzico was founded in Istanbul in 2013 by Barbaros Özbugutu and Tahsin Isin, two shining lights in e-commerce and payment systems in Europe. iyzico develops innovative solutions for the e-commerce market as an easy and secure payment services company. Filling a major gap in e-commerce industry, iyzico is a pioneering BRSA-certified (Banking Regulation and Supervision Agency) payment services company. The Company has succeeded in rapidly expanding to reach out to a vast target market of over 250,000 sub-merchant accounts, through its business model incorporating over 13,000 active workplaces and marketplaces. Boasting a PCI-DSS-certified world-class infrastructure and a team of 100 experts, iyzico doesn't stop at just payment options. The Company also develops value-added solutions for digital commerce, bringing the online shopping experience to new levels of perfection.

www.iyzico.com