

The Business:

Established in 2007, fring® is a mobile internet service and community that was born out of a desire to change the way people socialize on the go. Users can enjoy free mobile Group Video chat with any friend wherever they are! fring® users can also make free two-way video chat, voice only calls and text chat. Plus, with fringOut, fringsters can make calls to regular landline & mobile phone numbers worldwide (from 1¢/min).



The Challenge:

As a mobile application, fring® needed a highly customized solution that would allow in-app purchases (so that users could pay from their mobile phones), and payments via the Gate2Shop public payment page in case customers want to make an online purchase from their computer. Therefore, customization had to be tailored to both the mobile interface and the stand-alone secure payment page, catering to 12 languages, with recurring billing, customized notification, and all for use on various operating systems.

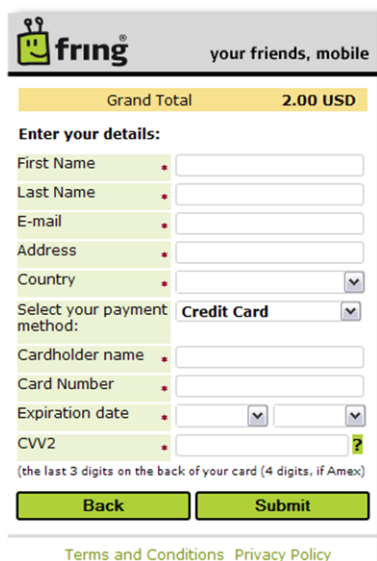
The Solution:

This was a request where the solution had to be tailored to suit both mobile and regular computer interfaces. With a strong team backed by years of experience in the industry, Gate2Shop pulled from its resources and rose to the challenge. The goal was to realize a solution that would work smoothly with the fring® business model, while ensuring as ever that all procedures and security rules were adhered to. For all its complexity, the solution was completed in a timely and professional manner.

Gate2Shop (www.g2s.com) is a premium provider of e-commerce technology for software and digital service vendors who want to market and sell their software or products online. Backed by more than a decade in the industry, Gate2Shop provides a platform that is comprehensive and secure. With Gate2Shop, the vendor has a choice of payment solutions and the freedom to customize a specific e-commerce package to their individual needs. If you have any questions or problems regarding your online experience, please contact us: +44 (0)20 3051 0330 or sales@g2s.com. We will happily assist you in any way possible.

On completion of the project, the fring® solution consisted of:

- A fully customized stand-alone secure payment page with the fring® web look & feel
- A fully customized mobile interface secure payment page, to be used for in-app purchases
- Support in twelve languages to compliment the target base of fring® customers.
- Tailored Rebilling to suit the demands of recurring payments from end users.
- An extended direct merchant notification (DMN) system, to help fring® manage all transactions
- Global coverage to maximize sales



The screenshot shows a mobile payment page for fring. At the top left is the fring logo with the tagline "your friends, mobile". A yellow bar displays "Grand Total 2.00 USD". Below this is a section titled "Enter your details:" containing several input fields: First Name, Last Name, E-mail, Address, Country (dropdown), "Select your payment method:" (dropdown set to "Credit Card"), Cardholder name, Card Number, Expiration date (two dropdowns), and CVV2 (with a help icon). A note below the CVV2 field reads "(the last 3 digits on the back of your card (4 digits, if Amex))". At the bottom are "Back" and "Submit" buttons, and a footer with "Terms and Conditions" and "Privacy Policy" links.

Alexander Kamardash, Director of Production at fring® comments: *"fring invested significant resources to find suitable ecommerce partners. We selected Gate2Shop as a partner thanks to a combination of business terms and strong customer reviews & references."*

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