

### The Business:

Kalicanthus is an online games publisher located in Milan, Italy and a market leader in distributing online games in the Italian market. The company was established as a spin-off from Intrasoft S.p.A and since 2007 Kalicanthus is an independently owned, offering services ranging from developing online games and offering MMOG management to providing multiplayer game portals and complete community and game localization and customization. Kalicanthus enables game developers to distribute their products worldwide through the numerous channels the company has established over the years offering a complete solution.

Some of the more famous games Kalicanthus has empowered are Berserk-online, The Pentacore and Arena Online. After experiencing healthy growth in the past year Kalicanthus began to search for a provider that can help them further expand their reach.



### The Challenge:

The challenge introduced to the Gate2Shop team was that the vendor wanted to introduce numerous payment options all over the world and do so quickly. In addition, Kalicanthus needed a minor Payment Page customization that would perfectly fit their business model.

Therefore the G2S team had to review the Kalicanthus core competences and design an ecommerce solution to fit. Combining the knowledge of the experienced account management, the developers and technical support Gate2Shop was able to provide the solution that the vendor needed and integrate it quickly and easily.

### The Solution:

The Gate2Shop team created a tailor-made complete package for a fast turnaround. The solution provided Kalicanthus with a custom integrated Payment Page, to smooth the transaction process and increase the company's conversion rate. Next, the right mix of localized payment options were selected in order to tap into a new customer base and in new geographical regions.

Since Kalicanthus is operating worldwide, additional modifications were made – specific fraud rules, embedded geo-localization and a designated Risk Manager

### Result:

This was the resolution our client wanted and in the process of keeping its business intact, Kalicanthus received exactly what they wanted – the whole integration was completed in less than 2 days. With Gate2Shop's resources and extensive payment option portfolio, we were able to offer a list of global payment methods and localized payment options to provide an edge in an extremely competitive market.



You are purchasing at Kalicanthus.  
Language:

Item Name	Unit Price	Quantity	Sub Total
Character Transfer	15.00 EUR	1	15.00 EUR
		Total tax	0.00 % (0.00 EUR)
		Grand Total	15.00 EUR

Enter your details:

Select your payment method:

Cardholder name:

Card Number:

Expiration date:

CVV2:

E-mail:

Address:

City:

Country:

Zip:

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