MagTek's Magensa Cloud Service Debuts Enhanced Fraud Protection for eCommerce with PAAY Partnership

*MagTek secures and broadens the possibilities and security of
eCommerce with Magensa Gateway and Tokenization Services*

Seal Beach, CA – January 13, 2025 – MagTek, a global leader in secure payment technology and security solutions, unveils Magensa Cloud Service eCommerce solutions with PAAY, a leader in consumer transaction authentication. Magensa's payment expertise expands beyond card-present into card-not-present online transactions. Leaning on established partnerships and certifications with leading payment processors, MagTek's Magensa Gateway services now bring the variety of payment support used in-person to online and in-app transactions.

Magensa TokenExchange Connect facilitates eCommerce with embedded client-side JavaScript enabling direct connection to a Magensa hosted, customer branded, payment iFrame form. Additionally, Magensa's Payment Request Service offers a white labelled hosted payment page for secure online manual entry. Using web socket connection, payment is secured through Magensa removing enterprises from PCI scope. The Magensa gateway additionally supports alternative payments including PayPal® and Venmo®, digital wallets with Apple Pay® and Google Pay™, and Apple VAS® and Google™ SmartTap platforms.

To heighten security in this robust service, MagTek has partnered with PAAY, a leader in consumer transaction authentication. PAAY provides value-added functionality with their 3DS technology to reduce card-not-present (eCommerce) fraud. Through this service, when a customer is authenticated, the chargeback liability shifts from merchant to card issuer. Authentication also leads to higher rates of payment authorization.

"Opening eCommerce is great for many businesses, but the complex process of accepting online payments can seem daunting," explained Andy Deignan, President, C.E.O., and Chairman of MagTek. "We have always prided ourselves on making it simpler for businesses to accept payments. That's why we created our robust eCommerce solution, to support the growing online payment channel and partnered with PAAY, since security is at the core of all we do."

Magensa provides development tools to boost easy integration. And by using tokens – ideal for repeating purchases or recurring billing – sensitive payment data is kept out of the business environment, providing an added level of security.

ISVs and developers building apps can build an omni-channel approach with Magensa TokenExchange Connect. Tokenization powers the eCommerce capabilities and supports subscriptions and loyalty programs for added value. In-app and web-app Apple Pay, Google Pay as well as payment links, and QR codes are supported. Magensa's Token Exchange Connect offers robust transaction visibility and management.

For more information regarding MagTek eCommerce solutions, visit Magensa Cloud Services at www.magtek.com, contact MagTek at 562-546-6400, or email retailsolutions@magtek.com. Or if you are headed to the NRF Show, NYC, NY, Jacob Javitz Convention Center, Jan 12 – 14, 2025, visit MagTek at Booth #5375.

About MagTek
Founded in 1972, MagTek is a leading manufacturer of electronic systems for the reliable issuance, reading, transmission, and security of cards, barcodes, checks, PINs, and identification documents. Leading with innovation and engineering excellence, MagTek is known for quality and dependability. Its products include secure card reader/authenticators, Qwantum secure cards, token generators; EMV Contact Chip, EMV Contactless, barcode and NFC reading devices; encrypting check scanners, PIN pads, and credential personalization systems. These products are used worldwide by financial institutions, retailers, payment processors, and ISVs to provide efficient and private electronic transactions.
MagTek is headquartered in Seal Beach, CA.

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