GENESIS BLOCK

IT challenge for your business

Genesis Block’s omnichannel platform

8 800 600 73 07

info@genesisblock.it

www.genesisblock.it

About us

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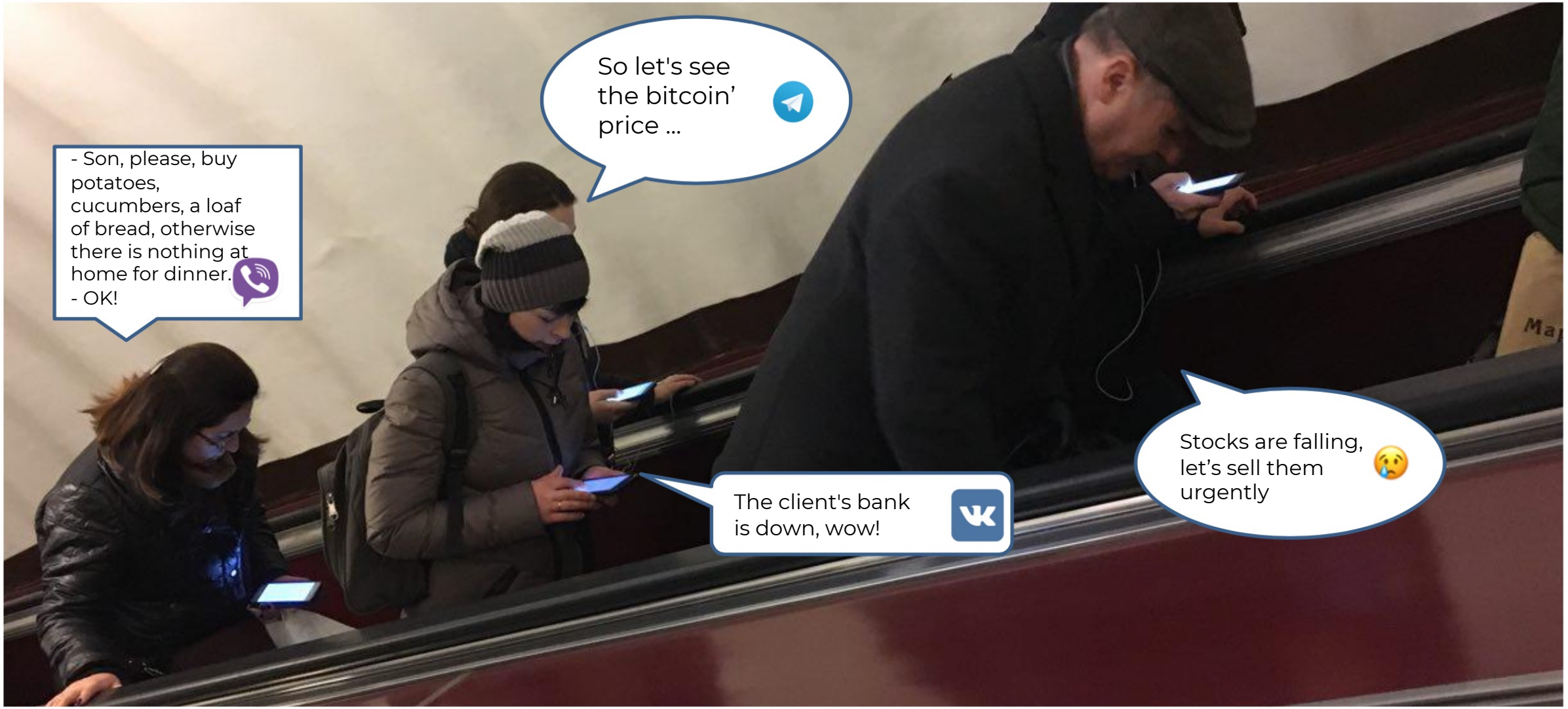
We are a group of companies engaged in software development, implementation of payment systems, software and web solutions for e-commerce and blockchain business solutions.

We are one of the leaders of the Russian market for software development for electronic payment systems and payment terminals for self-service, processing and acquiring.
The company's software solution is used in more than 20,000 self-service payment terminals, pos-terminals and smartphones in Russia, Turkey, Saudi Arabia, United Arab Emirates, Spain, Turkmenistan.

Our clients are payment systems, service providers, telecommunications companies, banks, housing and communal services.
Since 2016, we have been engaged in R&D in the field of blockchain technologies and provide services in the field of consulting and development of blockchain projects.

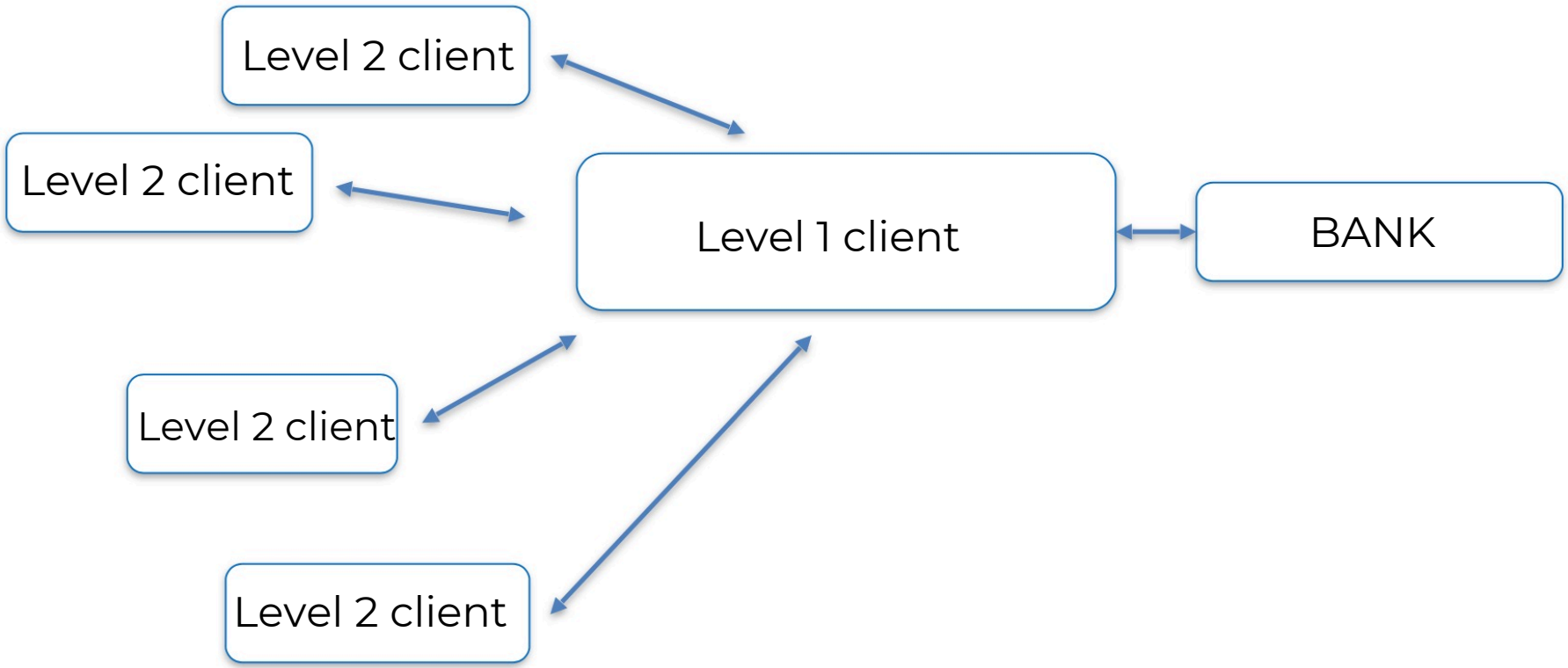
People within the information and financial social environment

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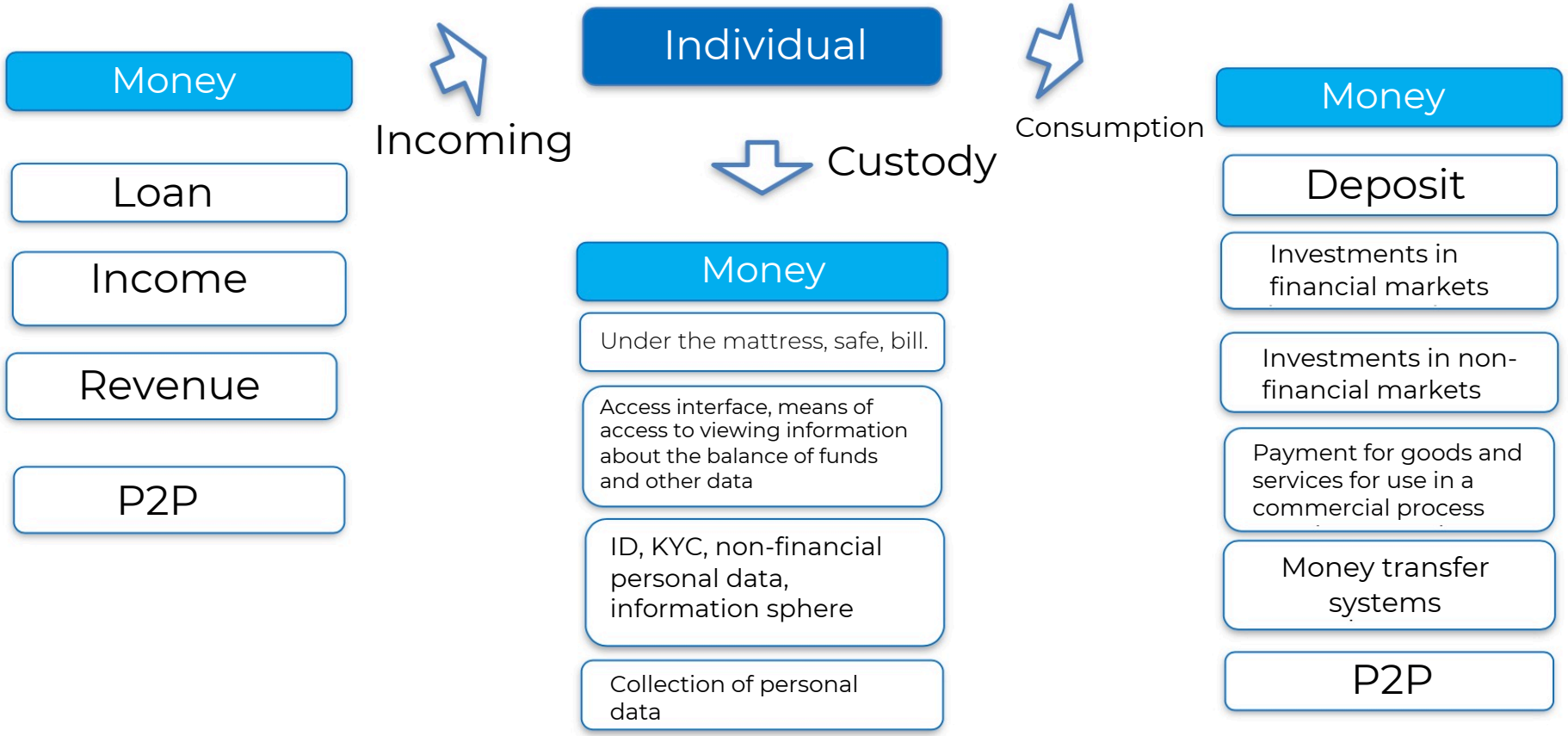


Partners Interaction

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Basic principles embedded to the system

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1. Phone number is the only identifier required.
The phone number is the only necessary identifier to which all the internal accounts (wallets) are linked

2. Multicurrency
Unlike other systems, the program is based on the principle of multicurrency. The client may have rubles, dollars, Turkish lira, hryvnia, Saudi dinars and other currencies in his wallet. At the same time, different accounts are not created for different currencies, as is done in other systems. All currencies are stored in one wallet.

3. Painted money
In order to fight the fraud, the technology of colored money is incorporated into the system. Processing always knows where the money came from and can limit the use of risky funds by any directions, types of operations and limits

Integration

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The payment system implements dozens of different protocols for interacting with terminal networks, banks, money transfer systems, post offices, municipal services, mobile operators, international financial organizations, and thousands of stores.

Today the payment system has one of the most developed partner networks.

Replenishment	Payments	Withdrawal
Banks	Over a thousand service providers	Banks
Terminal networks	Over a thousand stores	Checking account
Other electronic currencies	Phone and e-mail transfers	Money transfer systems
Money transfer systems	Internal transfers	Cards
Cards		Other electronic currencies

Applications

The client's software is designed for all modern platforms.

The payment system is supported and constantly evolving, various mobile devices and operating systems are supported and improved.



Mac OC



Windows









Javascript

All new items can be received by our partner or modified according to individual wishes.

Using funds in wallets

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1. Payments for services

Thanks to its own processing, to which a large number of mobile operators, Internet providers, housing and communal services are connected, clients can pay for any services from more than a thousand providers. Payment is possible not only for Russian, but also for foreign operators and providers.

2. Loyalty program

The most active clients can receive free SMS and free minutes on international routes

Customer identification and card binding

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1. Identification of KYC

The payment system implements the KYC client identification technology. We also implemented the ability to collect information about the use of devices, favorite places, product categories, and more.

2. Map binding

At the moment cards of any bank can be linked to an electronic wallet.

3. Write-off from various sources

In addition to cards, it will be possible to link other financial instruments to the wallet. For example, link the wallet to the client's bank accounts at the bank and conduct transactions through the wallet at the expense of the balances on the bank accounts.

Additional service

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The project, in which it is planned to make electronic wallets and provide the ability to pay for services or goods, can be supplemented with other useful options

1. Service of short messages

In the application, you can also use the function of short messages, which will allow you to attract an additional audience or create internal communication between your own audience.

2. Advertising and customer support

On the basis of the services database, you can organize a support service (calls and short messages) or carry out various promotions.

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Commodity cash balances

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1. The principle of construction

In the personal account of a second-level client, a bank client, merchandise and cash balances, statements and other information can be displayed just like a client communicates with a bank.

2. Capabilities

The client can make payments using the services of the bank, communicate with clients or with the bank directly and carry out other banking services.

Facilitating the development of the system

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1. Technological support

The standard services of the cabinet are constantly being developed and refined. So the product update is available to all bank customers and indirect customers out of the box.

2. Business support

We provide escort to clients at various levels, from escorting only banks to escorting clients of the first and second levels.

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Benefits of a turnkey solution

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1. Time
It took more than 7 years to create a full-fledged system. In a highly competitive environment, time is the factor that allows you to overtake competitors or, on the contrary, hopelessly lag behind and lose the market.

2. Costs
Dozens of employees work on the project - programmers, analysts, testers, IT security specialists. You don't have to maintain all this staff, you get a finished product that we support around the clock.

3. Competitiveness
The system initially contains convenient options such as - binding a phone number, multi-currency on one account, exclusive providers, SMS and short messages, support for various devices and much more.

4. Security
Round-the-clock monitoring system for fraud and colored money reliably protects the payment system from fraudulent transactions. Powerful servers with protection against DDos attacks can cope with significant loads, which provides high reliability and stability in operation. A dedicated team of professional staff is engaged in round-the-clock monitoring of system security.

5. Flexibility and adaptability of the system
Flexibility, if you need something that you did not find in our system, we are ready to modify this functionality especially for you. The system has a set of APIs for integration by the bank and its clients of the 1st and 2nd levels.

Cost optimization

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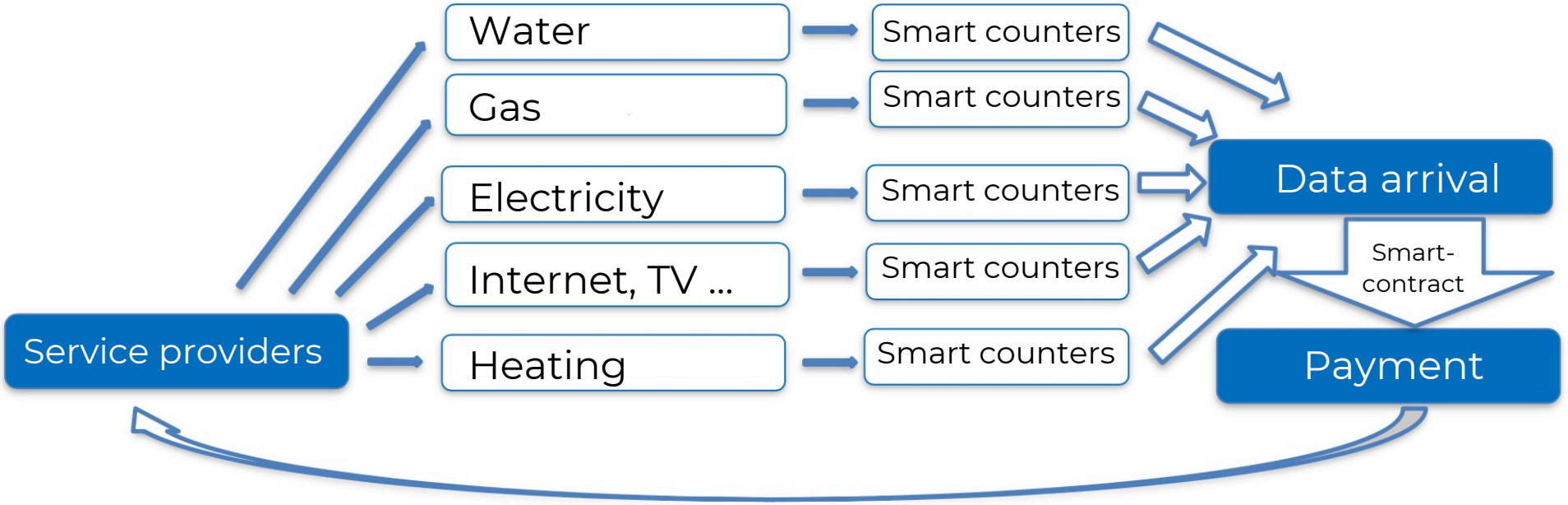
Genesis block provides professional services in the field of technological and financial solutions, the development of new services and services that are transferred to the customer.

1. The customer does not need to keep his own staff
   technical support
   security services for electronic settlements of developers
   processing center

2. By separate agreement, business development costs can also be optimized

3. At the same time, the Customer receives better services from a professional participant in the electronic payments market

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Flexible API allows integration with various client IT systems and devices.

Partners and clients







































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