

Case Study

Snap Finance Scales New Markets with Velmie



The Challenge

Snap Finance is a leading provider of retail financing solutions, enabling businesses to offer flexible and accessible payment options to their customers. Founded in 2012, the company has established itself as a trusted financial partner, facilitating millions of transactions annually and supporting thousands of retailers across the United States. Snap Finance's technology-driven approach streamlines point-of-sale financing, ensuring a seamless purchasing experience for customers while driving business growth for merchants.

As part of its strategic expansion, Snap Finance sought to enter the United Kingdom market. However, launching financial services in a new geography presented significant challenges, requiring deep regulatory expertise, an agile technology framework, and a reliable infrastructure to support long-term scalability.

Expanding into a new financial market requires a robust approach to regulatory compliance, technology integration, and operational efficiency. Snap Finance required a partner with a comprehensive understanding of the UK's financial ecosystem to facilitate a seamless market entry while maintaining full regulatory adherence.

Founded:

2012

Headquarters:

Salt Lake City, Utah,
United States

Annual Transaction

Volume:

Over \$5 billion in
financing provided

Retailer Network:

More than 300,000
partner merchants
across various industries

Customer Base:

Over 3 million active
users leveraging flexible
financing options
industries

Key Offering:

Point-of-sale financing,
installment loans, lease-
to-own solutions users
leveraging flexible
financing options
industries

The key requirements for this expansion included:

- A fully compliant infrastructure aligned with UK financial regulations and security standards.
- An agile, API-first platform capable of integrating with UK-based banks, card issuers, and financial partners.
- A streamlined approach to minimize complexity and accelerate go-to-market timelines.

The Solution

Velmie delivered a complete financial technology solution, ensuring Snap Finance's smooth transition into the UK market. The platform provided:

- A fully integrated back-office system, incorporating automation and real-time reporting to support operational efficiency.
- A customer-centric front-end experience, designed to enhance usability and engagement for retailers and end-users.
- Seamless API integrations with UK financial institutions, allowing for efficient onboarding of partner banks, card issuers, and service providers.
- Regulatory compliance and security measures, ensuring adherence to UK financial regulations with an audit-ready infrastructure.

By leveraging Velmie's modular and API-first architecture, Snap Finance was able to establish a compliant, scalable financial ecosystem without the delays typically associated with entering a new market.

The Impact

Velmie's technology enabled Snap Finance to achieve:

- A sixfold acceleration in **go-to-market speed**, significantly reducing the time required to launch in the UK compared to traditional solutions.
- A tenfold improvement in **partner API integration efficiency**, allowing for the rapid onboarding of key financial service providers.
- A **simplified compliance framework**, reducing the complexity of regulatory requirements and ensuring full alignment with UK financial laws.



“Velmie's expertise and technology have been instrumental in our UK expansion. Their robust, modular infrastructure provided the agility we needed to enter the market efficiently while ensuring full regulatory compliance. This partnership has allowed us to offer seamless financing solutions to UK retailers without the typical barriers associated with international expansion.”

- **Jonathan Booker**

Head of Innovation at
Snap Finance