



CONNECTIFY CASE STUDY

Connectify hits the Hotspot market's sweet spot with innovative, turnkey e-commerce software from FastSpring.

“We really wanted a full turnkey solution because we were new to e-commerce. We found that it was more cost effective to go with FastSpring, primarily because they take care of everything including sales tax, industry expertise and much more.”

– Bhana Grover, President

The innovative management team at Connectify really knows how to meet the market's needs. To date, the company has more than 75 million downloads and two billion hotspots that have been started by Connectify HotSpot. Connectify is a virtual router that helps users get connected on all of their devices, wherever they go. Connectify's new product, Speedify cloud software, provides one very fast, reliable super-connection for PC and Mac users by combining WiFi, 3G/4G and wired networks.

And to keep its two online storefronts (Connectify.com and Speedify.com) in touch with worldwide buyers and prospects, Connectify relies on FastSpring. The provider's cloud-based platform supports merchandising and product fulfillment solutions for both e-commerce and subscription management solutions, making it an ideal fit for digital software merchants.

THE BACK STORY

Connectify was launched in 2009 with an ad-supported business model. Management eventually decided that an e-commerce strategy would be preferable – but only with the support of a turnkey service provider.

FastSpring was Connectify's clear choice, due to the principals' impressive knowledge of the e-commerce space; the experience to handle payments and tax complexities across the globe; and above all, a straightforward pricing structure that eliminated any surprising add-ons and costs.

NOW: PLAYING AN ESSENTIAL PART IN CONNECTIFY'S GROWTH

“I think FastSpring has become a core part of our business.” says President Bhana Grover. “FastSpring's founders have been doing e-commerce for more than 25 years, which translates into a deep understanding of online commerce and how you grow a business in this space. Their guidance and superior support have been a hugely valuable asset for our business.”

“I have to say the single most unique thing is their unbelievable customer support. When we have issues, they get right back to us. Things get fixed. They are so responsive. It is the most responsive company I've ever dealt with.” – Alex Gizis, CEO

COMPREHENSIVE TURNKEY SERVICES FOR AN ALL-INCLUSIVE FEE

As the merchant of record for Connectify, FastSpring is the entity actually selling Hotspot and Speedify to the company's customers. FastSpring hosts the entire shopping cart; manages the sales tax in each municipality; maintains PCI compliance; handles recurring subscriptions and all fulfillments; and sends out emails and receipts. "They're very, very reliable," says CEO Alex Gizis. And FastSpring's award-winning customer support comes at no extra charge.

SIMPLIFIED ACCOUNTING

Connectify knows exactly what it will be charged, based on actual revenues. "We don't get surprised by additional fees for miscellaneous transactions such as charges for processing disputes, returns or chargebacks." Via a Web interface, FastSpring reports actual sales and returns, by coupon, by country, etc. "We just have one line that we have to enter in our books: sales minus returns," Alex explains. "There were cost savings from not attempting all these services internally."

FULLY CUSTOMIZED STOREFRONTS

From the dotted line to the first transaction in less than a week? With FastSpring, it's not only possible, it's business as usual. The company established both of Connectify's unique and separate storefronts, complete with customized logos, fonts and other distinctive elements. FastSpring also provides an easy online interface to set up coupons, sales and much more.

FRAUD PROTECTION AND PREVENTION

FastSpring's layer of anti-fraud software protects it and Connectify from attempted consumer fraud. "A ton of people come in with stolen credit cards trying to buy software online," Alex explains. "FastSpring does a really good job of detecting and rejecting a high percentage of those people. This significantly reduces chargebacks and additional fees we felt we could have realized with other solutions."

CART ABANDONMENT

Via an API provided by FastSpring, each time someone abandons a cart after entering their email, an alert goes to Connectify's server. The company immediately knows that this person was looking at those products and then left, so that it can send the consumer a timely email to reengage them. "One of the nice things about going with FastSpring is that they're adding these value-added business features faster than we ever could," Bhana adds. "They understand how to continually grow your e-commerce business."

Alex concurs, adding, "They want you to succeed because their business model is set up to be a win-win for them and their customers. I believe that is why they take such a vested interest in their customers' businesses."

HIGHLIGHTS FOR CONNECTIFY

Products & Sales Structure:

Connectify Hotspot™

- > PC based
- > Virtual router
- > Single-sale purchase

Connectify Speedify™

- > Mac based
- > Revolutionary channel-bonding software
- > Sold as a subscription

Customer Base:

2 billion global users

FastSpring Capabilities

- > Subscription Models
- > Recurring Billing
- > Localized Languages & Currencies
- > Easy Setup to Receive Payments
- > Payment Methods & Reliable Security
- > Optimization & Conversion Enhancements
- > In-App Purchases
- > Purchase Fulfillment Options
- > Relationship & Rights Management
- > Customization & Configurability
- > Developer Support