

Reimagining business banking

Flexible solution provided Zeller with firm foundation to help secure customer connectivity

Customer story snapshot

Customer: Zeller

Industry: Finance/FinTech

Overview

Launching a new payments solution just as a global pandemic took off was a brave move and one that has paid off for fintech newcomer, Zeller.

Launched in early 2021, their mission is to "reimagine business banking" for Australian merchants. Their solution includes an IoT-enabled payment terminal that allows merchants to accept payments in many forms, from traditional debit/credit cards to emerging options such as buy-now-pay-later (BNPL).

These terminals are coupled with a Zeller Transaction Account and Zeller Mastercard, products that aim to help Zeller's customers understand their cash flow and spend funds with suppliers.

Ease-of-use and secure connectivity are naturally critical for any fintech solution and Zeller was looking to form a strategic communications partnership that would help them make a swift impact in the market. After careful consideration, Optus was selected as their partner for the crucial connectivity behind their offering.

The need for speed

Zeller knew they needed to differentiate themselves in the market – they wanted to be able to offer their merchants real flexibility without sacrificing value or security. And they wanted the whole process of setting up each new payment terminal to be as hassle-free and fast as possible for their merchant customers.



The Optus solution for Zeller combined competitive rate plans, automated network connectivity and end-to-end security (all through self- service capabilities for Zeller). But it was the powerful Optus platform, IoTflex, that proved the real winner. When Zeller saw how quickly they would be able to secure their fleet of IoT devices – and enjoy self-service control – the decision made itself.

Setting up and launching a new payment terminal could be completed in under one hour.

What's more, Zeller was able to bypass the traditional 6-8 weeks turnaround typically required to set up a secure private VPN and was able to implement the relevant security protocols within 10 minutes.

Results that matter

From their launch, there has been rapid growth in the uptake of Zeller's innovative new offering. Zeller's decision to partner with Optus for secure and flexible connectivity also played a key factor in the company securing a pivotal channel partnership with Officeworks, enabling them to grow their customer base even faster.

With Optus as their partner, Zeller can focus on servicing their customers, not on complex network setups.

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