

# IMSolutions reduces the rate of technical incidents by 20% with Colt, improving its payment rate by 12%

## Case study

### Client

IMSolutions

### Business

Payment solutions

### Industry

Technology

### Challenge

To build a stable and secure environment for intragroup and external communications and connectivity.

### Products and services

VoIP Dedicated, LanLink

(100mb), DCS (2x colo), Flat rate voice plan

### Partner

Pivote Sales, S.L.

### IMSolutions registers more than 15% fall in operational and back office costs.

IMSolutions, a Liberto Group technology company, contributes to improving company results by providing its clients with friendly, secure and omnichannel payment solutions based on innovative and flexible technology that allows for the development of long-term relationships.

The brand operates in Spain, although it is currently planning its forthcoming launch in Europe and Latin America. It focuses especially on telecommunications, utilities, banking and finance, investment funds, insurance, fintech-insurtech, e-commerce and recovery agencies.

In just a year and a half, IMSolutions went from being a small start-up to a company with a major trading volume and its payments platform supports 500,000 transactions and more than 1 million queries per year. Its success is based on innovation in friendly and flexible omnichannel and multi-media payment solutions.

The payments technology

developed by IMSolutions is supported by three pillars: the high level of availability of its payments gateway, its strength and the security of its payment transactions.

“Our business model is based on ‘payment OK’. If the communications system is interrupted during transactions, we lose that operation. A system crash lowers our payment rate and that has a direct economic impact, with a drop in profitability,” explains Antonio García de Soto, Communications Director at IMSolutions.

In terms of security, operations must be “shielded” to ensure no cyberattacks enter the system or any data loss takes place, with the negative impact this will have on results, the brand’s image, the company’s reputation and the loyalty of its client base.

In response to these objective data, IMSolutions’ technological demands consist of intense communications and connectivity requirements, which must be solid and secure both inside and outside the group.

### Client ecosystem

IMSolutions’ clients are companies that handle a high volume of payments via different channels and methods and which require high security standards and the integration of the payment process as a whole. This payment ecosystem is extremely demanding in terms of real-time multichannel connectivity from “Payee to IMSolutions Payment Platform to Client’s Systems.”

This is where IMSolutions finds support in Colt, selected from among a range of suppliers because of its network stability, security and scalability and its support capacity with regards to future business growth.

IMSolutions hopes to grow in certain high-potential sectors by developing specific vertical solutions. It is also considering entering the Latin American and European markets, which means the option of obtaining international coverage via Colt is essential.

“We chose Colt because of its guarantees and credentials in terms of strength, high availability,

“The overall evaluation of the service received by Colt is positive in two ways: first, due to the technical quality of the product in terms of its strength, consistency and security, and second, in terms of the advice and assistance received during both the pre- and post-sales stages.”

Javier Bartolomé, Technology Director, IMSolutions



scalability and security of its technology resources,” says García de Soto.

### Hosting, connectivity and voice

IMSolutions started out by searching for a server to host the company’s key information. As a payments management business, its main challenge was to find a stable, reliable and secure communications system.

This was not just one service, however; rather, there were several inter-related services that needed to be adapted to IMSolutions’ specific requirements, which Colt offered with a personalised approach.

As IMSolutions handles confidential information on behalf of its clients (payments management), the company needed to host its data in a secure data centre that would meet all the necessary standards.

Consequently, IMSolutions has two 2-amp racks at Colt’s data centre in Madrid to host the two different kinds of data it handles during its business activity: on the one hand, client data bases, commercial operations and the group’s internal operations and, on the other, the payment transactions part.

The company also needed secure, managed connectivity for connecting to the data. It was therefore the turn of the 100Mb LanLink, Colt’s Ethernet service for interconnecting LAN networks, to which IMSolution’s development centre in Salamanca, Spain is also connected.

Furthermore, IMSolutions’ contactability solutions associated with its payment platform and its close relationship with its group’s contact centre lead to a

considerable amount of telephone traffic with high voice usage levels. This therefore required a **Voice over IP service** with a made-to-measure symmetrical 60Mb flat rate.

The implemented solution is scalable and has increased over the last 3 years. “With this solution, we have improved in terms of both our telephone bill and the service fees, thanks to the volume and the effort shown by Colt to make room for our needs within this service,” say IMSolutions representatives.

IMSolutions appreciates the personalised approach, the quality and the continuity of the service and stability provided by its ICT set-up, supported by Colt.

“The main benefit of our relationship with Colt is the dramatically reduced technical risk in our exploitation of technologies and systems. According to our business model, a fall in the technical incident rate leads to an increase both in the payments rate and the satisfaction and loyalty of our clients,” says Antonio García de Soto.

In this respect, the number of “KO transactions” arising from technical incidents relating to web server accessibility have fallen by around 20%. This improvement has doubtless helped with optimising the payment rate by almost 12%. In terms of ROI, this improvement provides IMSolutions with an average accumulated increase of this critical parameter of between 7% and 10%. The company has also seen a fall in operational and back office costs of more than 15%.

IMSolutions also highlights the personalised nature of the offer, the speed with which the project was implemented and the positive overall level of the technical and sales service, both pre- and post-sales.

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