

# Limonetik's new white paper deals with the payment challenges facing marketplaces

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[/EINPresswire.com/](http://EINPresswire.com/) -- One of the main findings in Limonetik's recent [white paper](#) is that internationalisation has become a major survival issue for marketplaces in both BtoB and BtoC, and for e-merchants regardless of their sector of activity. With the increasing complexity of regulatory compliance, payment is emerging as the key factor in the survival strategy.

Limonetik, aggregator of partner payment solutions for the industry's biggest PSPs, acquirers, banks, marketplaces and e-merchants, has published a new white paper entitled "[Payment strategy, a competitive challenge for marketplaces](#)". The report talks of the silent transformation that is undermining the [strategy of payment management](#) and the competitiveness of marketplaces: as they develop and expand internationally, payment management is having an increasingly critical impact on profitability.



## Reconciliation and regulatory compliance

In "Payment strategy, a competitive challenge for marketplaces", Limonetik explores the key challenges facing marketplaces desiring to go global in a regulatory context that is becoming more and more restrictive. Some of the main topics covered:

- The increasingly complex issue of payment reconciliation given the growing number of payment methods
- The impact of collection default risk and how to deal with it by using automated reconciliation
- The obligations of the second European Payment Service Directive (PSD2),
- The specific challenges facing B2B marketplaces

## Automating the control of transactional information

In this white paper, Limonetik, with its integrated full-service philosophy, solidly establishes itself as a fintech specialist in payment aggregation. Limonetik's full-service integrated approach ensures control of transactional information and automates all the technical and financial steps in payment management. This newly developed capability will allow marketplaces to achieve their ambitions of going global while maximizing the profitability and visibility of transactions.

The white paper, "Payment strategy, a competitive challenge for marketplaces", is available today for download.

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