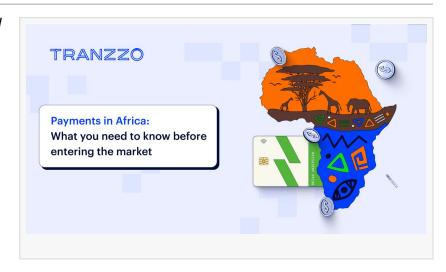


Tranzzo enables seamless market entry into Africa with adaptive Payment Orchestration Platform

Africa's booming e-commerce needs local wallets, not cards. Tranzzo helps businesses adapt fast with payment orchestration built for each market.

LONDON, LONDON, UNITED KINGDOM, August 19, 2025 /EINPresswire.com/ -- <u>Tranzzo</u>, a global payment orchestration platform, announces enhanced support for businesses entering the African market, offering a unified



infrastructure tailored to the continent's unique and fragmented payment landscape.

Over the past five years, Africa has emerged as one of the fastest-growing regions for e-commerce and digital services, with mobile wallets dominating consumer behavior. Yet many companies entering the region struggle due to a mismatch between Western-standard payment solutions and local payment habits — resulting in up to 70% transaction failure rates.

Most popular payment methods in Africa: What actually works

Africa doesn't have a "universal" payment method. What dominates in Kenya might be barely used in South Africa. But there are clear local leaders – and launching without them makes no sense. Here's a summary of what works in key regions:

M-Pesa (Kenya, Tanzania, Uganda, Rwanda, partially Egypt)

Type: Mobile wallet

Audience: 50+ million users

Feature: Users can pay online or via USSD/code, without internet or smartphones

Mandatory for: Entry into East Africa

MTN MoMo (West and Central Africa – Ghana, Cameroon, Côte d'Ivoire, Nigeria, etc.)

Type: Mobile wallet from MTN operator

Feature: Very popular among unbanked users

Plus: Has API for online payments, easily connected via orchestration platforms

Airtel Money (Uganda, Zambia, Tanzania, Kenya, Rwanda, Niger)

Type: Mobile wallet from Airtel

Advantage: Strong rural market penetration

Risk: Infrastructure can be unstable, fallback is critical

Paystack, Flutterwave (Nigeria, Ghana, South Africa)
Type: Payment gateways with support for local methods
Use case: Card payments, bank transfers, QR, USSD

Note: Does not replace mobile wallets, but covers banked segments well

SnapScan, Zapper (South Africa)

Type: QR payments

Audience: Urban users, similar in behavior to European customers

Effective for: E-commerce, delivery, B2C services

The Tranzzo advantage in Africa

Tranzzo is a global payment orchestration platform helping businesses scale across diverse markets with a single integration. From mobile wallets to QR codes, Tranzzo simplifies complexity and ensures payment continuity across regions.

Africa is a market where survival doesn't go to the "first mover" — it goes to the most adaptable. At Tranzzo, we build infrastructure that doesn't just process payments — it adapts to complex markets. That's why our approach to payment orchestration is not just a technical solution, but a business tool for scalable growth.

Want to enter the African market with the right payment architecture?

We know how to do it faster and smarter.

☐ Integration with APM across the region

We're already connected to key mobile wallet providers. No need for businesses to "search," "negotiate," or learn the quirks of every API — we've done it.

☐ Automatic routing

If Method X is temporarily down — the transaction doesn't fail. It's rerouted automatically. Fallback is essential in Africa — and we implement it from day one.

☐ Single control panel

Payments from 10 countries? 7 providers? 6 currencies? All manageable from our platform. Analytics, management, configurations — all in one interface. No IT involvement needed from your side.

Tranzzo's solution is already live in key African markets including Kenya, Nigeria, Ghana, Uganda, and South Africa — covering over 100 million potential users through <u>local payment methods</u>.

Sofiia Basii Tranzzo 80 981181693 email us here Visit us on social media: LinkedIn

This press release can be viewed online at: https://www.einpresswire.com/article/841168729

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.