

Ezypay Partners with Intelligent and Intuitive Software Solution, Zenbly, to Support the Health and Fitness Industry

SYDNEY, 27 May, 2020 – Ezypay partners with Zenbly, an intelligent and intuitive member management software solution, to support the Health and Fitness industry.

The partnership formed between Zenbly and Ezypay centres on the end-to-end user experience, bringing flexibility and automation to member payments. Zenbly is a cloud platform that harnesses a range of advanced technology, such as Machine Learning, Natural Language Processing and Deep Learning, to intelligently automate manual and repetitive processes for business owners and operators. Through a complete integration with Ezypay's billing platform, Zenbly have delivered modern payment capabilities to a fast-growing client base and their member customers. Their new point-of-sale system significantly assists with membership administration, profile management and payment flexibility.

Founder and Co-CEO of Zenbly, John-Paul Rahme, speaks more about the Ezypay and Zenbly integrated solution. "Zenbly aims to promote success for business owners by intelligently automating elements of their business whilst removing the complexity of performing essential tasks. Ezypay's innovative payment capabilities enhance the Zenbly solution by offering users a reliable, flexible and straightforward way to manage customer payments."

Chief Executive Officer of Ezypay, James Foster, reiterates the importance of this new solution to the market. "The team at Zenbly have built a platform that will dramatically change the way Health and Fitness businesses operate. We are excited to have partnered with them and are sure that our expertise in payments and 24-year heritage in the Health and Fitness industry will see the joint solution scale rapidly in the market."

As gyms, studios and trainers are impacted by the global Coronavirus pandemic, Zenbly is working with customers to ensure they have the resources available to continue operating through this time and return with greater success. Their in-app member social feed encourages member interactions and community building, along with easily configurable virtual classes and PT sessions for remote workouts. "As opposed to viewing our customers as simply consumers, we feel we are in a partnership with them that deserves a level of trust and commitment" says Rahme. "We're working closely with business owners to ensure they're up to date with restrictions information and any grants they can access, while also reducing software license fees during this time. We want our customers to thrive and succeed, and we take this very seriously."

Ezypay has also maintained its strong focus on supporting customers during the COVID-19 crisis. "Unlike some other providers in the market, we have continued to support billing, where appropriate, and suggested ways our Health and Fitness customers can continue generating some level of revenue for their business. Partnerships, such as with Zenbly, have meant that Health and Fitness businesses can do just that." Ezypay has the broadest range of integrated partnerships in the Health and Fitness industry, offering businesses choice and flexibility when it comes to choosing the right solution.

Foster advises "Our decision to build a next-generation cloud-based payments platform from the ground-up to support integration partners is proving to be the right move for us. Zenbly joins many other great partners across a range of industries, including Childcare, Education and Real Estate. Our feedback is showing that for innovative technology platforms like Zenbly, Ezypay is the only choice when it comes to subscription payment integration."

About Ezypay

Ezypay is a multi-award winning FinTech company specialising in the provision of subscription and recurring direct debit payments. Since its establishment in 1996, Ezypay has continued to support businesses to generate revenue and settle complex financial scenarios with recurring customers the easy way.

Ezypay's cloud-based payment platform offers businesses a suite of easy-to-use subscription management services to automate recurring direct debit payments. The platform enables merchants to easily set-up flexible payment plans across different sites, to offer multiple payment options to their customers, including direct debit and credit card, and to improve revenue collection rates through advanced failed payment handling capabilities.

The Ezypay platform is PCI DSS (Payment Card Industry Data Security Standard) accredited, ensuring all customer debit and credit card handling, billing and payment processing are achieved at the highest level of security. As a modern cloud-based system, it can be used as a standalone platform or integrated into existing business software through a set of powerful APIs.

Ezypay has processed over \$3 billion worth of subscription payments in 9 countries across the Asia Pacific region (Australia, New Zealand, Malaysia, Singapore, Philippines, Hong Kong, China, Taiwan and Thailand) and are continually expanding. Visit: www.ezypay.com | [LinkedIn](#) | [Facebook](#)

Media Contact

Ingrid Debsia | Head of Marketing, Ezypay | Ingrid.Debsia@ezypay.com

