

## Ezypay Announces the Retirement of their iConnect360 Product

**SYDNEY, 11 July, 2019** – James Foster, Chief Executive of Ezypay, has announced that they will be retiring their iConnect360 Gym Management Software, advising “We want to continue to be seen as a world class recurring and subscription payments provider, so retiring our iConnect360 product means we can dedicate all our attention to improving our billing capabilities.”

In the seven years since Ezypay launched their iConnect360 product, they have seen many new software providers catering to the industry. Foster expresses “By partnering with these providers, we believe that our customers can get the best of both worlds – great membership management software and world class subscription payments.”

Ezypay has formed partnerships with a broad range of solution providers that offer a wide spectrum of functionality and health and fitness industry experience. Foster notes “Our partners include well established players in the local market, and exciting new entrants looking to establish themselves with exciting offerings.” The company is excited to be partnering with leading solutions, including ClientConnect, EZeMember, goXpro, GymMaster, InFlux, Legend, Membr, OneFitStop and PerfectGym.

Founded in 1996 by George Holman, Ezypay has been committed to servicing the health and fitness industry for over 20 years. Foster advises “Health and Fitness is where Ezypay began and still represents a significant part of our business. We continue to invest in our product to support the specific needs of this industry.” Recalling their history, he adds “George specifically formed Ezypay to help health and fitness businesses like his to collect recurring payments from their customers. After successful growth in Australia, we entered the New Zealand market in 2006, built and launched our gym membership software product - iConnect360 - in 2012 and we are now actively billing in nine countries across the Asia Pacific region.”

Commenting on what he sees as setting Ezypay apart from other billing providers in the market, Foster adds “We believe the fact we focus on subscription and recurring revenue solutions gives us a great advantage over the many generic payment gateway and processing providers in the market.” He advises “We have made a significant investment in our flexible billing platform and we are seeing our partners be able to have a much more customised integration with us, meaning they can provide a richer solution to their customers.”

Partnerships will be a key focus for Ezypay moving forward. Foster notes “It is all about offering our billing capabilities to the market at large. We are excited to see a lot of activity with partners across a range of industries, such as Childcare, Education and Real Estate.”

### **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](http://www.ezypay.com) | [LinkedIn](#) | [Facebook](#)

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