



SchoolPay
we pay online

Program information

www.sulipenz.hu

ESCALION



SchoolPay is a newly launched nationwide service designed to provide assistance in preschools, schools and for individual parents in regularly occurring financial transactions, such as paying for lunches, extracurricular activities, class fees, and other similar expenses.

What is the current situation in the domestic learning institutions? The parents usually bring in the predetermined amount during a scheduled day and deposit it with the accounting staff or with a person assigned for such a task. This is burdensome arrangement for everyone involved. Such transactions are problematic primarily for the institutions due to the onetime influx of many parents and its resulting administrations, but also because the parents are often forced to complete these transactions during their working hours or rushing in immediately after work. Of course, eventually the students become old enough to be entrusted with envelopes of cash, but obviously this arrangement also carries its own risk.

■ **In the Internet age, why this transaction couldn't be done from home, online?!**

Escalion, in cooperation with MasterCard®, now offers a simple solution. SchoolPay is an online based, bankcard payment network specifically developed for the Hungarian learning institutions. The only two conditions which must be met to setup the network are signing a joining agreement with the director of the given institute and the possession of either MasterCard® or Maestro® cards by the parents who wish to use the service.

■ **How does the payment network work?**

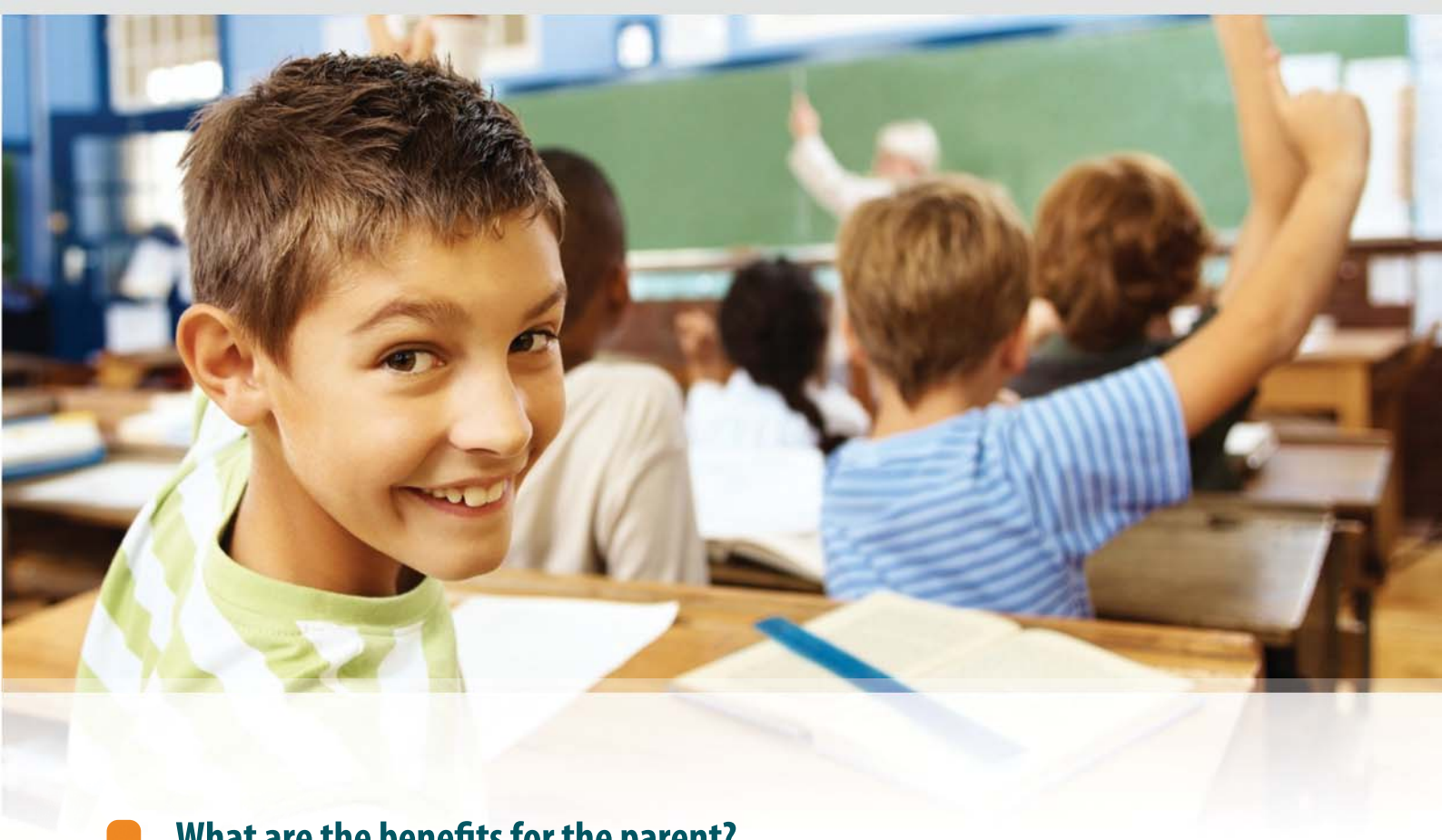
SchoolPay is open to all Hungarian learning institutions. The webpage, www.sulipenz.hu, continuously updates to list of preschools and schools which joins the payment network.

The institution's own payment page displays with a single click where, similarly to online shopping sites, the name of the student appears along with the latest invoices and a previously registered bankcard.

The cards are also verified as customary in online shopping sites. Next, the payment is deposited in a bank account designated by the operator of the institution.

The "Help" page offers more information about the details of each transaction. The total amount of payment already includes a fixed convenience fee which is the cost of the transaction. In many ways, this part of the system functions quite similarly to online purchases of highway vignettes.

The parent receives an email invoice for each completed transaction, and the institutes can also easily follow all related information on a simple interface detailing the name of students, payments received, date of completions, total amounts received, etc.



What are the benefits for the parent?

- Time and money savings; no need to go into the school, preschool
- For registered users the payments are done with a single click
- Guaranteed payments (no worries about money being lost or spent for something else)
- Easy access from anywhere, anytime with an Internet connection
- The transaction interface is smartphone optimized
- No need to use cash, guaranteed safety
- Low, fixed convenience fee

What are the benefits for the institution?

- Relief from the burden of accounting
- No transaction costs for the institutions
- No need to invest in IT in order to join
- Quick and exact collections of the required payments
- Simpler, more efficient transactions

■ How can an institution join the service?

SchoolPay is open to all learning institutions in Hungary. After registering on the www.sulipenz.hu website an Escalion customer specialist contacts the given institution or its operator. After signing the contract, all other learning institutions belonging to the same local government or operator can join the network. The technical setup normally does not require anything special from the part of the institution, but introducing the new payment service to the parents and enrolling them are done by the preschool or school.

Parents may also initiate the enrollment of a preschool or school on the www.sulipenz.hu website. Escalion can forward the requests to the respective institutions and operators to speed up the signup process.

Our aim is to register about 200 learning institutions into the network by 2013, followed by an eventual complete coverage of the institutes in Hungary.

■ What is the role of Escalion?

We, the online payment provider, are continuously seeking new areas to offer the convenience of electronic payment options to consumers. Similar networks to SchoolPay are now quite popular around the world. We wish to present the same benefits by introducing and making the network popular among the parents in Hungary.

Our expert team has worked many years in the fields of online payment systems, e-marketing, and web commerce. With a decade of experience behind us, coupled with our creative spirit and determination, we feel qualified to facilitate this evolution where an initial, small change can result in real benefits for all involved.



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