

## 10-Case.

**PayStream** is an innovative electronic payment system founded in 2014 in London. The company offers solutions for online payments, the target audience of which is small and medium-sized businesses, as well as individual entrepreneurs. PayStream stands out in the market for its ability to integrate payment services with a wide range of business platforms, including e - commerce stores, mobile applications and cloud services.

PayStream's key products is an instant payment system that allows users to conduct transactions in real time without high fees. The system uses advanced encryption technology and adheres to strict data protection regulations, making it one of the most secure on the market.

PayStream is also actively working to implement blockchain technology to enhance transaction security and reduce transaction costs. In 2019, the company launched a new platform based on blockchain, which ensures transparency of all transactions and reduces their processing time.

The company has implemented successful cases of cooperation with large retailers and online marketplaces, providing them with the ability to accept international payments with minimal delays and commissions. This significantly increased customer satisfaction and contributed to increased sales.

Questions:

1. What technological innovations does PayStream use to ensure the security and efficiency of its payment systems?
2. What are the benefits and potential risks of using blockchain technology in electronic payment systems?
3. What strategies can electronic payment systems like PayStream use to expand their market share in a highly competitive market?