



# VINDI

**How Semantix has helped  
Vindi to automate its  
customers' payments  
through API platform**



**Semantix**

All about data

# The technological revolution in payment methods

Vindi delivers financial intelligence with business automations in fully customized projects to its customers using the LinkApi platform.

In addition, it also has the support of our Integration Experience team to leverage its customers' integration projects. In this way, with the help of LinkApi platform, Vindi has integrated and automated business processes and recurring payments to its customers.

In these years of partnership, the churn of customers who use LinkApi platform has been reduced to zero and the company has positioned itself as a reference in the payments market.





## The challenge

# simplify complex integrations with centralized monitoring and management

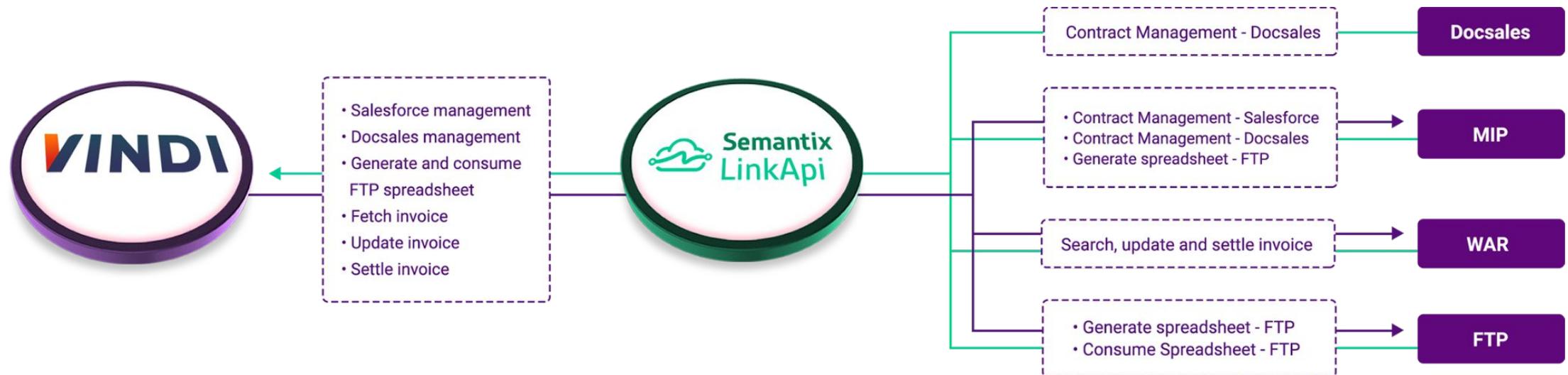
One of Vindi's main challenges is to build and manage its customers' integrations and automations with VANs (Value Added Network), which are the entities responsible for sending remittance and return files to banks.

Another big challenge for Vindi is being able to carry out all the monitoring and data conversion provided by its platform, or any other platform that has an API, database, FTP or Webservice. In general, every time a customer needs an automation, it makes the project more complex due to the different connection end-points.

## LinkApi's role in managing APIs and integrations for Vindi

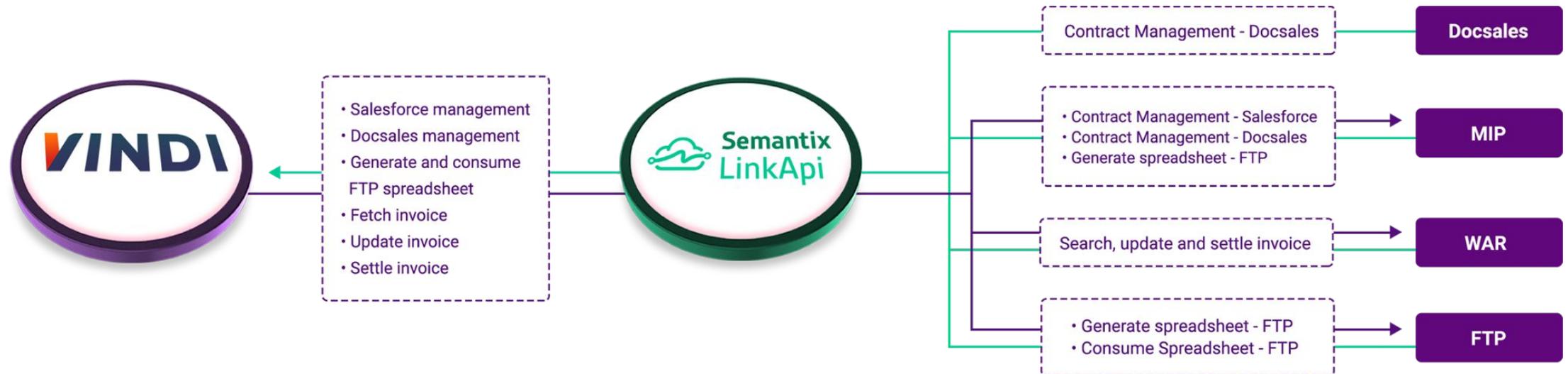
Currently, Vindi uses LinkApi in API connections to automate processes such as issuing invoices (with ERP Protheus), connecting to VANs for updating, lowering payments and canceling slips, connections with e-commerces such as Tray and Oracle; and data integrations with CRMs, particularly Salesforce.

Every time a customer needs an automation, Vindi offers the possibility to build the architecture of this automation with LinkApi platform. Thus, the company exposes its APIs for customer integrations, this enables various automations and communication of systems used by its customers with the Vindi platform.



LinkApi platform offers great flexibility and agility for integrations with the most diverse ERPs and other systems with different data sources, eliminating manual processes, reducing errors and delays.

In this way, Vindi offers its customers a powerful recurring billing software that delivers greater management of collections, control of defaults, notifications about collections, automation in the issuance of bills, slips and invoices, and all this with LinkApi's fundamental role as great facilitator.



## Churn reduction to zero

Through the LinkApi platform, Semantix helped Vindi reduce its

**customer churn to zero**

## More Security for Financial Transactions

LinkApi has PCI certification, **more security for financial transactions.**



*Through the LinkApi platform, it is possible to develop secure, complex integrations and quickly. As LinkApi is a dev-friendly platform, Vindi teams always manage to propose adjustments and improvements in the integrations very easily, bringing trust for the Vindi team.*

**Valdir Beserra**

Architecture and Solutions Coordinator

# The advantages of LinkApi Platform

## Log Monitoring

Control of all API accesses

## More Security

We have PCI Compliance certification, which offers more security for financial transactions.

## Ease of creating and managing API flows

Increased productivity in the construction, availability and maintenance of APIs.

## Agility to create new APIs

With LinkApi it was possible to provide visibility and control with dashboards and monitoring of logs.

## Developer friendly platform

LinkApi is fully dev-friendly and helps to speed up projects.

## Higher Productivity

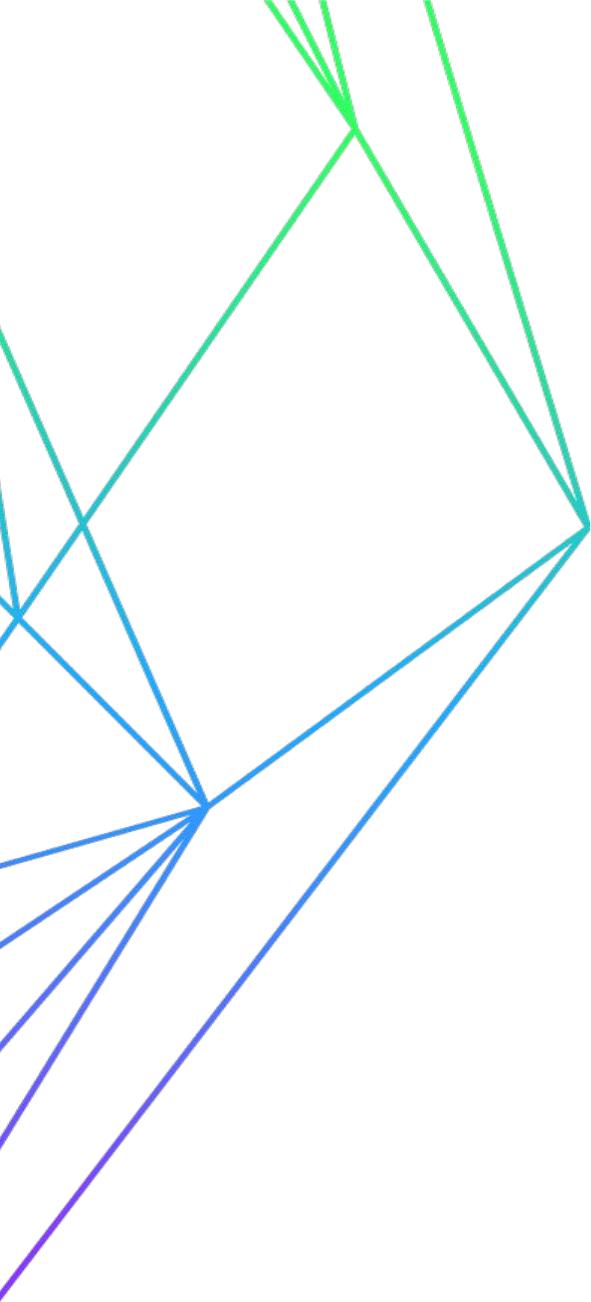
Using the platform, it is possible to optimize the time of technology teams.

## Flexibility and rapid development of architectures

It is possible to build fully customized architectures as per customer demand.

## Notification of failures in integrations

It is possible to identify and correct failures in integrations quickly and quickly.



**Semantix<sup>®</sup>**

All about data