



► About the Customer

[Banexcoin](#) is a digital platform for the exchange of cryptocurrencies and fiat money in Latin America. The platform is compliant with [PCI DSS](#), a globally recognized information security standard, and provides traders superior security and reliability. Banexcoin is based in Lima, Peru, and plans to release an e-commerce application so that merchants can accept cryptocurrency, the US Dollar, and even Latin American currencies, such as the Peruvian Sol.

► Business Challenge

In 2017, CEO Bruno Aller asked Co-founder Sergio Yurman Moldauer to join the executive team, as blockchain had caught both their imaginations, and they believed blockchain would be the path towards a new global economy. Based in Lima, Peru, Banexcoin's co-founders experienced life first-hand in an underdeveloped region. They recognized that the populous needed education on new technologies, "They are very knowledgeable. They are quick to adopt new technologies, because these are the people who don't have access to traditional financial systems," said Moldauer, who has been a member on the Board at the Bank of Venezuela.

Blockchain, open finance, and decentralized finance creates opportunity and access for underserved segments. With widespread digitization, people will be able to transact more freely, and the cost of transactions will come down, enabling people and entrepreneurs to develop their own projects and pursue opportunities that may have previously been out of reach.

Banexcoin ultimately arose from an unfilled need in Latin America for a cryptocurrency marketplace that met the security and reliability standards necessary to provide peace of mind to new users in all aspects of exchange. They believe that the new economy will have the rules

and regulations of the present day, while generating wellness a greater number of people and helping them to participate in the global economy. “We believe people will welcome this new philosophy of wealth building,” said Moldauer. “The ability to efficiently exchange value improves quality of life.”

► Solution

The Banexcoin platform is powered by AlphaPoint’s [white label exchange software](#). Prioritizing security and stability, AlphaPoint offers an operating framework that safeguards customer information through advanced layered architecture and enhanced protocols. Banexcoin’s exchange meets stringent PCI DSS compliance standards, which are designed to ensure that companies accepting, processing, storing or transmitting credit card information maintain a secure environment. For additional peace of mind, Banexcoin is a registered currency exchange house with the [SBS](#), a banking superintendency responsible for the regulation and supervision of the Peruvian financial system.

The image shows a screenshot of the Banexcoin website. At the top, the Banexcoin logo is on the left, and 'LOGIN' and 'SIGN UP' buttons are on the right. The main heading reads 'Get cryptocurrencies in your local currency and grow your income'. Below this, it says 'Be part of the digital economy with a fast, secure and reliable platform' and a 'START TO WIN MORE' button. A smartphone displays a Bitcoin price chart. Three feature boxes are shown: 'Buy and sell cryptocurrencies of your choice', 'Perform effective analyzes with real-time indicators', and 'Change USD or PEN at the best rate and quickly and safely'. A section titled 'Why invest in cryptocurrencies?' includes a statistic: 'Did you know that if you had invested \$10 on Bitcoin in 2009 today you would have the impressive amount of \$28,069,964.02?'. Below this are five icons with text: 'Secure and transparent transactions', 'Fast payments from anywhere in the world', 'Low or no commissions', 'It doesn't depend on the economy of any country', and 'Transfer easily and safely'.

Banexcoin’s traders benefit from free signups and real-time user verification, an intuitive exchange interface, access to 24/7 technical support, and commission-free cryptocurrency deposits, along with a variety of other funding onramps supporting deposits from bank accounts and credit cards. Most notably, Banexcoin is an active payment gateway for Peruvian sol with prompt physical withdrawals into fiat. AlphaPoint’s white label software allows for a fully customizable front end, which Banexcoin designed to coincide with their brand identity. The system is flexible and scalable and ready for the influx of new users and trading volumes.

► Connect with Banexcoin

Register to trade on Banexcoin here: banexcoin.com/signup

Follow Banexcoin on Twitter [@banexcoin](https://twitter.com/banexcoin)

Read more: [Latin American Digital Asset Exchange Debuts Trading Platform](#)

AlphaPointLive

Alpha-Point

sales@alphapoint.com

1001 6th Ave, Rm 701
New York, NY 10018

AlphaPoint