

# Sofort

## the fast way to shop online

Sofort GmbH is a payment service provider, which in 2014 was acquired by Klarna and the Klarna Group was established. Sofort (also known as Pay now) is a simple and fast payment method which allows consumers to make payments using their online banking details.

In contrast to a regular bank transfer, the consumer is only required to verify the payment without having to fill out all the details. Details such as the amount and the beneficiary are already filled out thereby reducing the chances of human error.

Sofort GmbH based in Munich, Germany, and founded in 2005 initially under the name Payment Network, offers products and services for the secure purchase of physical and digital goods on the Internet. Sofort is the market leader amongst the online banking-based payment methods in Germany (15%) and Austria (7%). On average, 3 million Sofort transactions are made every month. More than 35.000 online merchants offer Sofort as a payment scheme to their customers.



### Features

- Payment method type: [Internet Bank Payment \(IBP\)](#)
- Solution type: [Full Service<sup>Premium</sup>](#)
- Presentment/Settlement currency: [€](#)
- Supported Integration: [Payment Page](#) , [Web Service API](#)
- Recurring Payments: [No](#)
- Chargebacks: [No](#)
- Refunds: [Yes](#)
- Partial Refunds: [Yes](#)
- Payment Confirmation: [Instant\\*](#)

\*Some banks allow consumers to reverse the payment in a given time period (for example 24 hours). Although this happens very rarely, we advise merchants to fulfill orders once the funds have been received.

## How it works



*Customer selects Sofort at the check-out page and is redirected to Sofort banking.*

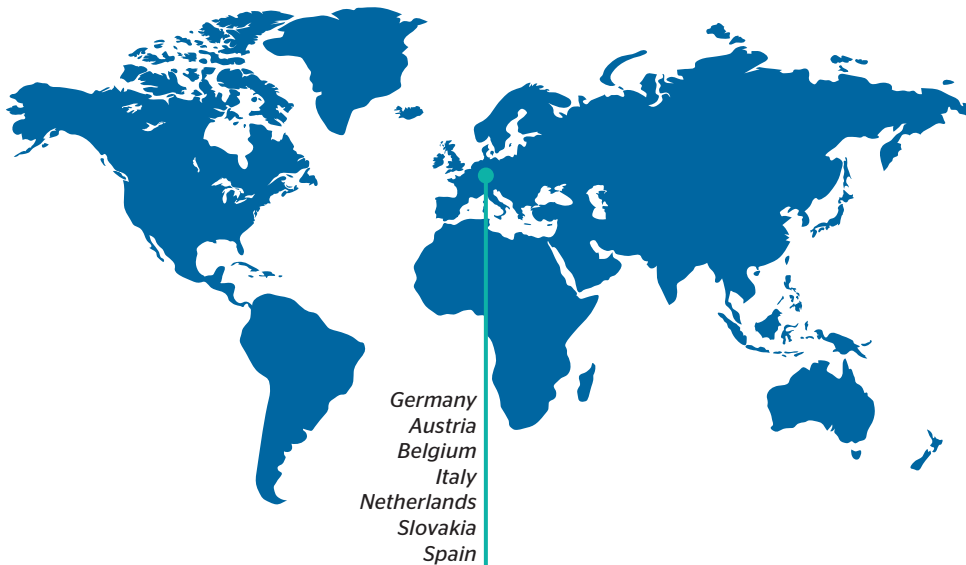


*Customer enters account credentials and completes the payment.*



*Customer gets notification that the order is complete.*

## Geographic coverage



### Merchant Advantages

- Provides an additional real-time online payment acceptance method, convenient to consumers which presents very low risk
- Increases sales by offering a local trusted payment solution that supports all the major banks in Germany, Austria, Belgium, Netherlands, Italy, Spain and Slovakia
- Provides merchants with access to a market segment with limited credit card usage
- Consumers do not need to register. They simply select Sofort as their payment method, select their bank and approve the payment
- Provides alternative payment option for declined card transactions

### Consumer Advantages

- Provides a trusted and familiar local payment method that is supported by the consumer's bank
- Convenient, reliable, and simple transaction process
- No credit or debit card needed when completing payment

**For further information**  
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