



Spotii, the GCC-based ‘Shop Now, Pay Later’ Payment Platform, launches on Microsoft AppSource



Dubai, UAE — Sunday, September 13, 2020 — Spotii today announced the availability of its innovative “Shop Now, Pay Later” payment platform on [Microsoft AppSource](#), an online cloud marketplace providing tailored line-of-business solutions.

Spotii is a payment platform for fashion, beauty and lifestyle built on Microsoft technology that empowers the Gulf Cooperation Council (GCC) community to shop now and pay later with no interest, no cost and no catch. Spotii shoppers benefit from a more flexible payment option and increased purchasing power to enjoy more of what they love, today. Spotii merchant partners generate higher revenue, better conversion and lower returns. By focusing on technology, trust and inclusion, Spotii is reinventing the online and in-store payment experience across the spectrum of modern retail.



Since going live to the public in April 2020, over 100 merchants ranging in size from SMB to Enterprise have committed to the Spotii platform. By adopting a distinctly customer-centric approach, data analytics focus and commitment to robust enterprise-level security, Spotii offers a unique value proposition that has fostered a growing community that brings together merchants and shoppers.

As a Microsoft partner, Spotii can collaborate directly with Microsoft sales and marketing teams to scale its Shop Now, Pay Later solution by accessing more than 100 million Microsoft customers at leading companies in the United Arab Emirates, the Kingdom of Saudi Arabia and beyond.

Anuscha Iqbal, CEO of Spotii, said, “Microsoft has been a key partner to our successful launch during unprecedented circumstances. We selected Microsoft Azure for the robust cloud storage and machine learning capabilities that drive our intensive data and analytics workloads. We have utilized Office 365 and Microsoft Teams to effectively collaborate in a purely remote work environment. Overall, our relationship with Microsoft is crucial to continually advance the innovation that makes our payment platform unique and enables our community of merchant partners to better engage their customers.”

Toby Bowers, General Manager, Business Applications Group, Microsoft Corp., said, “We’re happy to welcome Spotii to Microsoft AppSource, which gives our customers access to the best solutions available from our extensive partner ecosystem. Microsoft AppSource offers partner solutions such as Spotii to help customers meet their needs faster.”

Roberto Croci, Managing Director, Microsoft for Startups MEA, said, “Spotii is a Shop Now, Pay Later payment option for Fashion, Beauty and Lifestyle. A great startup in the Microsoft for



Startups MEA portfolio, they have a unique payment platform built on Microsoft Azure that can allow them to operate in a lean and efficient way. We are proud of the milestone that Spotii has achieved by publishing their solution on Microsoft AppSource to become an enterprise-ready partner solution. The value of the Microsoft for Startups program is in enabling Spotii to accelerate their business growth with our co-selling, co-marketing and go-to-market services and unlock access to markets at scale.”

Ziyaad Ahmed, COO/CFO of Spotii, said, “Microsoft's mission is to empower every person and every organization on the planet to achieve more, which aligns perfectly with Spotii's value proposition. Together, we will help people access a flexible, fair and transparent budgeting tool, and we will empower organizations to achieve more sales, better conversion and lower returns. Spotii has employed the Microsoft Azure technology stack to build a cloud-based proprietary data analytics engine that assesses, understands and predicts a consumer's spending habits across multiple categories. This provides a comprehensive view of their preferences and enables Spotii to introduce new and exciting brands that will most resonate with each specific consumer. We are thrilled to be a Microsoft partner and benefit from the robust Microsoft Security offering that was classified as a Leader in 5 Gartner Magic Quadrants.”

Learn more about Spotii at its [page](#) on Microsoft AppSource.

About Spotii

Spotii is a tech-enabled payments platform for fashion, beauty and lifestyle that enables the Gulf Cooperation Council community to shop now and pay later with no interest, no cost and no catch. Our mission is to empowers a generation to enjoy more today what they will love forever through technology, trust and inclusion.



Growing up during the Great Recession, we at Team Spotii experienced first-hand the lasting impact of predatory finance. This inspired us to find a better way to access what we love without fear or worry of overly punitive consequences.

We imagined redefining e-commerce around trust. We imagined a vibrant, mobile and social platform for discovering new brands and experiences. We imagined an empowered community.

This is why we launched Spotii. Our vision is to build a connected, engaged and passionate experiential ecosystem across the MENA region and beyond. Join us!

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About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.