



## Beyond Resilience:

How Profi Achieved Business Continuity at Scale. 100% Payments Uptime. A New Operational Standard for Large Retailers.



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## EXECUTIVE SUMMARY

Profi, one of Romania's largest retail chains with over 1750 locations, needed a scalable payment solution to ensure business continuity and seamless customer experiences amid rapid expansion.

Partnering with Symphopay, Profi implemented a reliable payment infrastructure that ensured system stability, improved customer payment experience, and maintained control over network issues, supporting its rapid growth and operational efficiency.

## CHALLENGES

- ▶ **System Stability:** Ensuring reliable payment processing across 1,750 locations, despite network outages and acquirer availability issues.
- ▶ **Customer Experience:** Delivering fast, seamless, and stable payments to meet growing customer expectations.
- ▶ **Networking Control:** Managing payment system stability and connectivity across diverse locations.
- ▶ **Rapid Scalability:** Quickly deploying payment solutions across new locations without disrupting operations.

## SOLUTION

### Fallback on network connectivity

Ensured business continuity by switching automatically between network connections and maintaining payment availability during network connectivity issues, without losing any transactions.

### Multi-bank orchestration

Optimized payment routing for efficiency, improving payments approval rate and reducing costs.

### Plug & Play POS infrastructure

The just-plug-in-the-cable approach enabled quick deployment across 1750 locations with minimal effort.

### AI-Powered routing engine

Enhanced fallback mechanism for intelligent transaction rerouting, switching to backup acquirers in milliseconds.

### Customized payment flows

Integrating multiple payment types to support Profi's commercial and financial strategies.

### Reconciliation fully integrated with back-end

Streamlined financial processes with automated reconciliation, reducing errors and aligning with backend systems.

## INNOVATION HIGHLIGHT

# THE FALLBACK MECHANISM

In large-scale retail, connectivity is a single point of failure. A temporary network issue can instantly block checkouts, impact revenue, and damage customer trust. For Profi's nationwide network, ensuring continuous payment availability was non-negotiable.

To address this, Symphopay engineered a fallback connectivity mechanism designed specifically for high-volume, distributed retail environments.

Each POS terminal is equipped with dual connectivity: Primary Ethernet connection and a Secondary SIM-based GSM connection, acting as a fallback, managed by the payment application.

The payment application continuously monitors network health in real time. When a connectivity issue is detected — whether caused by local internet failure or infrastructure instability — the system automatically switches to the GSM channel, without user intervention and without interrupting the checkout flow.

Transactions initiated during the transition are securely preserved, then seamlessly routed through the Symphopay platform once connectivity is restored in seconds, raising the bar for payment infrastructure reliability. From the cashier's and customer's perspective, the process remains invisible.

For Profi, this meant eliminating a critical operational risk across 1750+ locations, ensuring that payments continue to work regardless of local connectivity conditions.



"Connectivity failures are inevitable at scale — downtime shouldn't be. We designed the fallback mechanism so that payments continue seamlessly, even when networks don't. The goal was a clear benefit: give retailers full control and guarantee business continuity, without adding complexity at the point of sale."

**Sebastian Ioniță**  
Managing Partner & Co-Founder,  
Symphopay

 **Zero downtime at checkout**

 **Guaranteed business continuity**

 **Full control** over network-related risks

 **Fast, reliable, and consistent payment experience** — even when underlying infrastructure fails



## RESULTS

- ▲ **100% payments uptime**, ensuring continuous service.
- ▲ **High-speed transactions**, with up to 30 transactions per second during peak times.
- ▲ Seamless continuity through integration with **multiple acquirers**.
- ▲ **Fast rollout**, integrating all 1750 locations in just 6 weeks.
- ▲ **Plug-and-play deployment** for an effective implementation, fully compatible with merchant retail software.
- ▲ **Invisible customer payment experience**, with no disruptions.
- ▲ **Improved SLAs** through Agentic AI



“Symphopay’s solution has been essential in ensuring business continuity across our growing network. Their robust infrastructure has provided us with the control we need over payment systems, allowing for uninterrupted service, optimized performance, and a seamless customer experience as we scale rapidly.”

**Andrei Bica**  
CFO at Profi Rom Food

## ABOUT PROFI

Profi is one of Romania’s largest and fastest-growing retail chains, with over 1750 locations across the country. Founded in 2000 and headquartered in Timișoara, the company has expanded its reach to all 41 counties in Romania, becoming the most geographically extensive modern retailer in the country.

Profi is committed to providing its customers with high-quality products at competitive prices, making it a prominent player in the Romanian retail sector. The company operates a diverse range of store formats, including Profi City, Profi Super, Profi Go, and Profi Loco, to serve both urban and rural communities.

In the fiscal year ending December 2024, Profi reported net sales of over €2.8 billion, reflecting impressive year-on-year growth and a solid market position. Profi’s ability to rapidly scale its operations has been a key factor in its success, ensuring that the company remains at the forefront of Romania’s retail landscape.

