



Evenica Acquires Crimson Payments to Expand Payment Solution

Burlington, ON & Toronto, ON – July 9, 2025 – Evenica, one of the leading Commerce partners within the Microsoft channel, today announced the signing of a Memorandum of Understanding to acquire Crimson Transaction Technologies, a seasoned payments processing software provider for retailers and government sectors. This strategic move brings Crimson’s secure, compliant and flexible set of payment technologies into the Evenica family of products.

The proposed acquisition, expected to finalize in 2026 Q3, positions Evenica to assume operational responsibilities for Crimson while integrating its expertise and technologies into Evenica’s growing platform

Built on a shared vision

For several years, Evenica and Crimson have collaborated closely to deliver best-in-class solutions for Commerce users. Crimson’s flagship solution — a robust payment switch — perfectly complements Evenica’s payment connector (e4Payment) to provide streamlined connectivity between D365 Commerce (Store Commerce App and Online Store) and many global payment processors. The combined product portfolio provides a proven set of payment industry tools that simplifies payment gateway integrations.

What this acquisition means for customers

- **Seamless commerce & payments stack:** Customers will continue enjoying a unified, robust solution that ties Commerce (POS and Online Channels) with secure, integrated and extensible payments solutions.
- **Accelerated innovation:** Evenica continues to invest in our payment solution, and this alliance enables faster rollout of new features and payment flows needed in the market
- **Payment Processor Agnostic Solution:** With combination of both solutions, Evenica now offers an end-to-end solution that provides compliant payment processing across a wide range of processors.
- **Centralized point of support and enhancements:** With the acquisition, we reduced the solution equation to one-stop-shop, with support consolidated in a streamlined process.
- **Backed by trusted teams:** With deep experience since 1998, and a 25-year history in retail payments operations, Crimson brings expertise across major terminal types and processors (crimsonpayments.com).

Both parties will begin transition planning over the coming months under the strategic framework and mutual intent for the acquisition.

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Leadership voices

“Crimson has been a trusted partner for years,” said Sadek Ali, Co-Founder and CEO of Evenica. “By welcoming their entire team and technology into Evenica, we’re delivering a truly unified platform—one that removes friction in commerce and payments, and drives value for our enterprise customers.”

“Joining Evenica gives us the reach and resources to deliver even more secure, integrated payments solutions to Dynamics 365 users,” said Angelo Kalpakis, Co-Founder of Crimson. “Our shared commitment to security, innovation, and client success ensures this is a win-win for everyone.”

About Evenica

Evenica Corp. is the leading implementor of Microsoft Dynamics 365 Commerce. With a growing portfolio of IP that extends and amplifies the capabilities of Commerce, Evenica is the strategic commerce partner for businesses across manufacturing, retail, beverage and cannabis and more.

About Crimson

Crimson Transaction Technologies is a dedicated software development innovator specializing in secure payment processing applications. In operation since 1998, Crimson has delivered applications offering configurable flexibility using real-time architecture to address many of the requirements from top retailers and government agencies throughout North America. Crimson has designed and written a secure, PCI-PABP, PCI-SSC compliant payment processing application designed to work with any POS system and major payment processors, including Fiserv, Chase, Moneris, Global Payments, just to name a few.

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