

How Shifty uses Circle APIs to manage Bitcoin arbitrage in South Africa



Shifty is a leading provider of digital asset arbitrage. Digital assets trade at a premium in South Africa, and Shifty creates opportunities for residents to buy overseas and sell locally to make a profit. Shifty uses the Circle Account and Payments API to automate the process and benefit local residents, driving greater margins and lower risk with professional and attentive service.

THE OPPORTUNITY

Digital asset arbitrage

Shifty provides a service where individuals can take advantage of BTC price discrepancies across markets. Typically, this would require opening and maintaining accounts in many geographies, which can be cumbersome. Bitcoin is also a volatile asset so moving Bitcoin across exchanges increases the risk of price slippage.

Shifty needed a provider that could automate the process of purchasing digital assets abroad while allowing them to create a simpler experience for their users.

THE SOLUTION

Better UX, leveraging the power of digital dollars

With Circle's Payment API and USDC, Shifty can create seamless arbitrage experiences for their users. Users initiate South African Rand bank wires that settle directly to Shifty's Circle Account as USDC. From there, Shifty can transact exclusively in blockchain-native stablecoin – realizing the benefits of crypto, with any complexity abstracted from their customers.

Shifty can move funds between exchanges quickly and without risk of slippage, guaranteeing fast, low-risk and profitable trades for their customers.

With Circle as their on-ramping partner, Shifty has direct access to USDC liquidity and deep USDC/BTC trading markets, a bridge between traditional and crypto currencies, and the ability to move money at the speed of the internet.



At Circle, we're helping banks and financial firms make the move to digital dollars by removing the complexity, managing the risks, and accelerating the speed to market. For banks that want to join the "money movement" from traditional to digital, it's the right time to get started.

Visit circle.com or contact us at hello@circle.com