



Unlocking the value of integrated payments to grow your VAR/ISV business

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The ISV (Independent Software Vendor) and VAR (value added reseller) business model is evolving to reflect the growing needs of merchants, who are increasingly looking to adopt turnkey solutions to grow their businesses, and allow for better end user engagement. This report examines the crucial role that integrated payments platforms play in developing a successful ISV/VAR business, and the key components developers should consider when reviewing prospective payment service providers (PSPs) to partner with.

For businesses operating in today's fast-paced, mobile-centric, and increasingly borderless world, staying one step ahead of consumer or client demand is essential - particularly when it comes to delivering a payments experience that's fast, secure and reflective of the needs of the end user.

To achieve this, businesses are increasingly looking towards purpose built platforms - developed by VARs, SaaS (Software as a Service) providers and ISVs (independent service vendors) to provide full-service software solutions that incorporate payments capabilities alongside other business-critical tools, such as accounting, membership management, customer relationship management (CRM) and more.

By having access to a bundled suite of tools and services under one roof - and being able to access them via a single, convenient desktop platform or mobile application - merchants are able to obtain a more holistic view of business performance, whilst simultaneously saving time and money. Given these benefits, it's clear to see why integrated solutions are increasing in popularity both in the UK and around the world, with the US currently setting the pace in this area.

Increasingly, developers in a number of sectors are looking to capitalise on this demand, by building innovative platforms that harness the specific needs of merchant clients in niche industries. The health and wellbeing industry is one of the largest adopters of integrated solutions currently, with gyms, yoga studios, and personal trainers alike being drawn to the flexibility and convenience of platforms that streamline day-to-day business operations, whilst being underpinned by a seamless payments infrastructure. Being able to manage everything from class bookings to membership management, alongside payments acceptance - from virtually anywhere - is hugely beneficial for both merchants and their customers.

The field service management sector is another industry primed for integrated payments adoption - utilities engineers, property maintenance workers, and cleaning contractors, for example, are all professions that can benefit from a

platform that allows for on-site payment acceptance, alleviating the need for more cumbersome payment methods such as cheques or bank transfers. The value proposition lies not with the individual field service worker, but with the multiple thousands that may be using the same platform to run their business - this is one of many scalable markets that's waiting to be untapped by developers.

However, in order to be successful in this space, ISVs and VARs must ensure their technology infrastructure is supported by an integrated payment solution that's resilient and scalable, and delivered by a PSP that has experience in their sector. Due to the complex nature of integrated payments, not all PSPs are positioned to offer such a service, and therefore the following key components need to be considered when reviewing potential payments partners to work with.

Payment options

There are many factors that can influence a user's preferred payment method, from where they are in the world, to their age, even the mobile device they use. Making assumptions about which payment methods to offer, or simply ignoring certain payment methods altogether is not an option for merchants, and doing so will likely result in users going elsewhere. Further up the chain, this means ISVs/VARs must look to incorporate features such as cross-border payment acceptance, multiple currencies, and a wide range of popular and emerging payment methods to stand the best chance of attracting and retaining merchants both now and in the future.

Onboarding new merchants

Being able to onboard new merchants quickly and frictionlessly is essential for any ISV/VAR business. While traditionally, the onboarding process is slow and complex - often taking weeks or even months, rather than days to complete - an integrated payments solution that leverages automated onboarding capabilities can be significantly faster, as the entire application and account creation steps are automated, with the PSP providing the technology to ensure compliance and regulatory demands are being met and all parties exposure is protected.

Fraud, risk & Security

Card fraud is a growing problem and a constant source of concern for all parties within the payments chain; from platform provider (the ISV/VAR), to merchants, to the end user. To minimise fraud risks as well as the risks of a breach, ISVs/VARs should seek assurances from prospective PSPs around a variety of risk and fraud management solutions they offer as part of their platform to protect all parties against financial risk, as well as tokenization and PCI compliance - to ensure valuable data is kept safe and secure.

Payment acceptance

Accepting payments, whether online or offline, would not be possible without a payment gateway. While this is a largely acknowledged fact, not all payment gateways are created equal. In addition to performing the primary role of validating a user's credit or debit card details securely, by choosing a payment gateway that is rich in features, ISVs/VARs are able to offer merchants a number of additional benefits, including a wider range of payment acceptance types, access to real-time reporting and flexible funding options.

Customisation

Integrated payments are often referred to as 'invisible payments', due to the fact that they dovetail naturally with the platform on which they reside. This is achieved through the ability to customise the look of features such as onboarding pages and merchant back office reporting tools, or alternatively build them from the ground up using APIs. This makes for a seamless experience for merchants and allows the ISV/VAR to increase the value of their brand.

Service and support

In addition to providing all the fundamental elements of an integrated payments platform, a good PSP will provide a number of complementary support services, including bundled service billing, sales support, a dedicated local account management team, customer and technical support, and joint marketing and lead generation campaigns. These are areas that are often overlooked, but should not be undervalued.

The future of payments is integrated

The payments landscape does not stand still, and as such merchants will always require turnkey solutions that allow them to keep up with the shifting needs of their customers. For developers who have the foresight to identify these behavioural shifts, and the technological expertise to capitalise on them, integrated payments present an attractive proposition. Ultimately, ISVs/VARs need to make it as easy as possible for their merchant clients to adopt new payment technologies, and in order to do so, they must partner with a PSP that is well positioned and has the experience to facilitate the process.

About Paysafe

Paysafe provides digital payments and transaction-related solutions to businesses and consumers around the world. Paysafe is redefining payments by enabling fast, convenient and secure ways to pay before, pay now and pay later through its payment processing, digital wallets, prepaid solutions and card issuing, and acquiring products and services. We believe that every point of every payment should be relevant, simple and secure. With two decades of experience, Paysafe is trusted by businesses and consumers to move and manage money through more than 100 payment types and 40 currencies. Paysafe offers multi-platform products with an emphasis on emerging payment technologies including mobile. Paysafe's brand portfolio includes NETELLER® and Skrill®, MeritCard, paysafecard®, payolution®, Income Access and FANS Entertainment. Paysafe Group plc shares trade on the London Stock Exchange under the symbol (PAYS.L). For more information, visit: www.paysafe.com.

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