

# STEPPING INTO THE NEXT-GEN ACQUIRING: MULTI-VENDOR PLATFORM.

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**MERCHANTS, JUST LIKE CONSUMERS, FAVOR CHOICE AND FLEXIBILITY. THAT'S A PROBLEM FOR MERCHANT PAYMENT SOLUTIONS PROVIDERS WHO SHUDDER AT THE COSTS AND SUPPORT ISSUES INHERENT IN SELLING PAYMENT PLATFORMS FROM DIFFERENT TERMINAL VENDORS.**

Each proprietary hardware range requires separate development and support resources. That's a luxury that solution providers cannot afford. Everywhere in the payments supply chain, companies are squeezing the profit margins of merchant banks, acquirers, ISOs and value-added resellers. Meanwhile, a horde of new competitors aim to deliver more cost-effective solutions, building upon non-proprietary Android platforms and undercutting traditional solution providers.



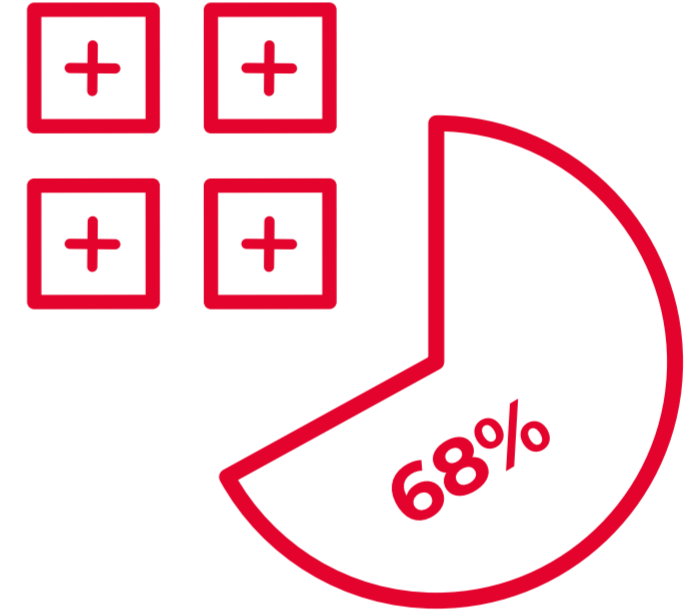
## Next-Generation Acquiring

The next generation of merchant acquiring requires speed, flexibility, adaptability and cost management. Today's merchants expect payment solutions to be up and running within a day—not weeks or months. Every second of every day that payment acceptance is unavailable adds up to lost sales and erodes consumer loyalty.

Attrition is a huge problem for the merchant acquisition industry, carrying a \$2 billion price tag in lost revenue. Also, because it takes three new customers to make up for each merchant that leaves the portfolio, the industry spends \$1 billion annually in acquisition costs. That's a total of \$3 billion every year in direct costs and lost opportunity.

For every merchant, there are four or five apps that can save time, boost productivity and increase profitability. If one app doesn't deliver, the merchant has every right to expect their solution provider to substitute one that does—fast, and without disrupting those that are working well. 68% of SMBs stated that they use an average of four apps to run their businesses. As developers flock to the space to grab a piece of the pie, it's likely that increased competition will lead to robust, revenue-generating marketplaces.

Solution providers must be able to mix and match apps and services as quickly as merchant needs and consumer behaviors change. But these apps must work seamlessly, changing the point of into a point of interaction, where purchases, deliveries, and even financing seem as one transaction to the consumer.



## Erasing Proprietary Barriers

That's not possible with traditional deployment of legacy payment terminals. Proprietary operating systems make it difficult to redeploy new value-added apps and services. The closed nature of these devices makes it virtually impossible to manage systems from different vendors in one estate management platform...until now, that is.

Reliance on proprietary technology slows innovation and keeps costs high. To maintain credibility as solution providers, VARs, merchant banks, acquirers and ISOs must be able to offer new, more flexible devices even as they continue to service older legacy devices that some merchants are not yet willing to give up. The merchant payments industry is on the cusp of change as dramatic as the emergence of smartphones. New smart POS solutions are shifting the business toward provision of new apps and services that provide new business capabilities, integrate marketing and customer relationship management, and provide new consumer-facing services at the point of interaction.

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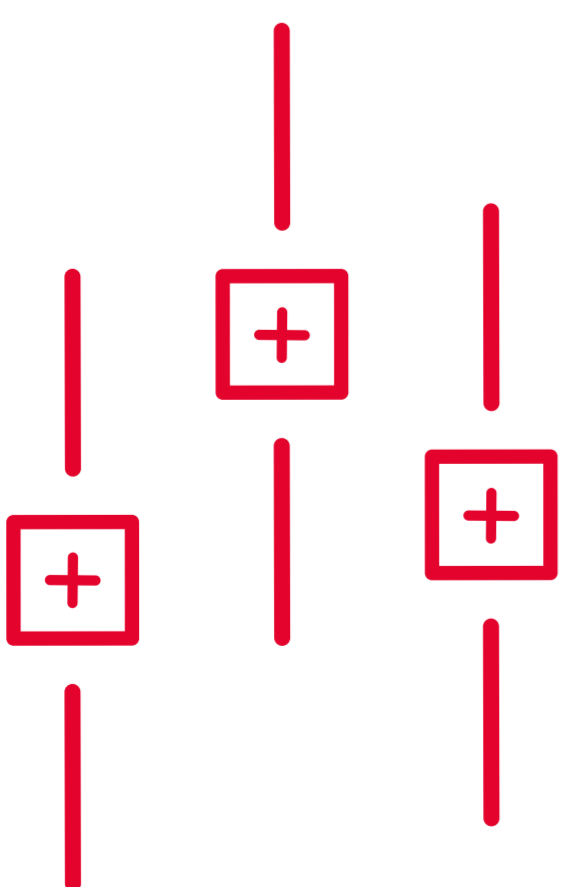


## Vendor-Agnostic, Open Platform

By working with the AEVI Platform, a vendor-agnostic and open platform, merchant payment solution providers gain from the flexibility to scale. AEVI's AppFlow standardizes and automates the integration and interoperability of apps in an open environment to deliver a better experience for merchants and consumers.

Best of all for existing solution providers, AEVI's ecosystem enables co-management of diverse hardware—legacy and Android-based—within one unified and agnostic estate management platform. Through a comprehensive suite of cloud-based, back office management and reporting tools, a solution provider can manage its estate of devices, applications and merchant business in one single place.

AEVI is committed to enabling next-generation acquiring and enabling merchant payment solution providers to move and manage classic payments proposition into a new value-added world of apps, payments and smart devices. AEVI combines the talent and resources of merchant payment solution providers, app publishers and device vendors in an open, collaborative ecosystem unrestricted by devices, currencies or borders, providing unprecedented flexibility and choice.



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