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Payments as a Service Tracker™

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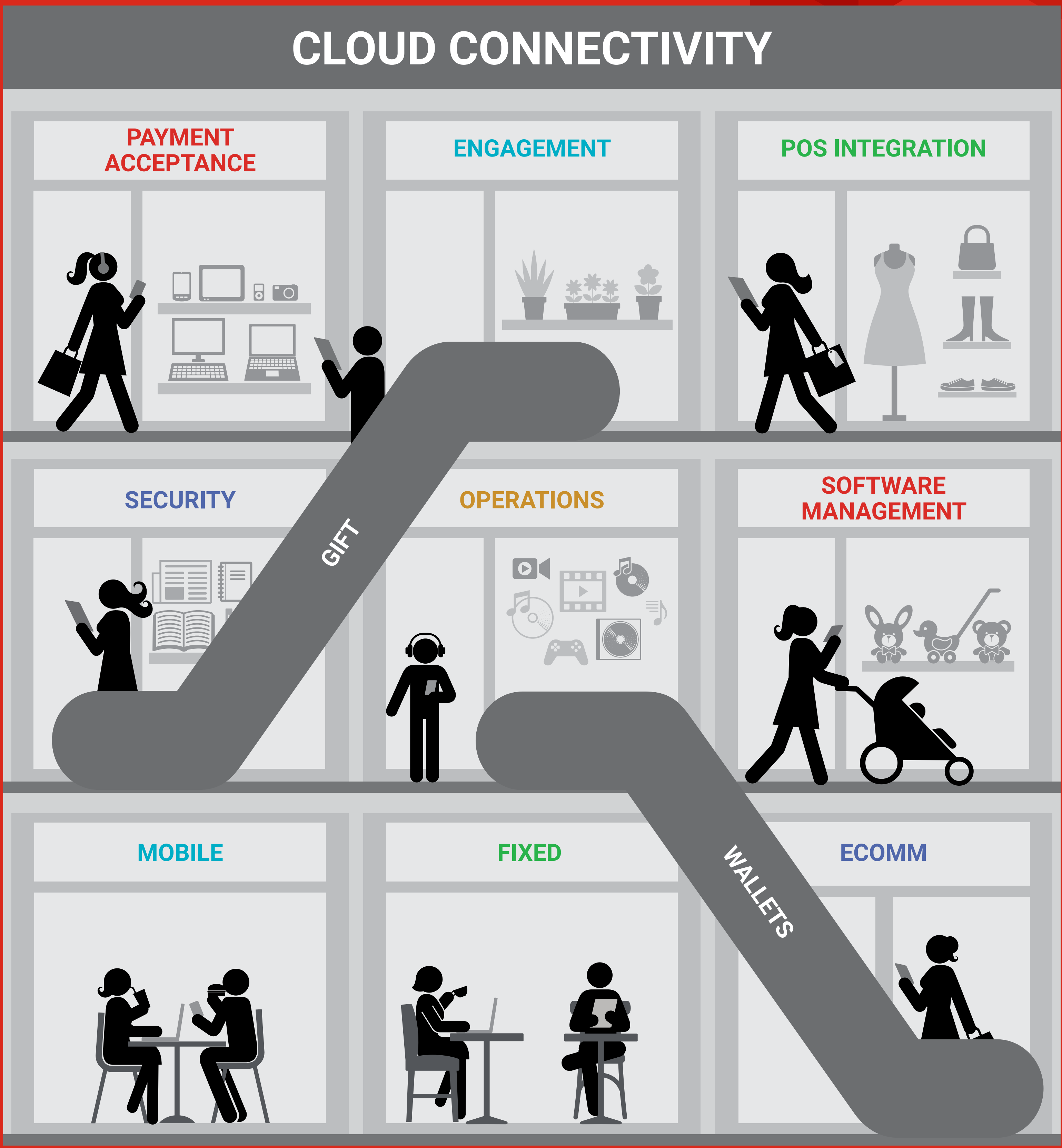


The Future of Payments and That Clunky, Outdated POS

When it comes to the paymentscape, as it were, there are a staggering number of options for paying both online and offline. Getting to the next level, however – bringing payments and broader solutions to consumers in an integrated, seamless offering – is a taller order.

If anyone knows the challenges of fusing the next generation of payments offerings together, it's Henry Helgeson, CEO and Co-Founder of Cayan, a payment technologies provider that integrates and aggregates transaction technology, payment types and customer programs. PYMNTS caught up with Helgeson following his Innovation Project 2016 roundtable to discuss Payments as a Service and the challenges facing the evolution of payments.

The real challenge isn't online, Helgeson said. "Anybody can make this stuff work online; anybody can make it work in an app." The challenge, he said, is in-store. "When you actually have to walk into a store and redeem that offer, what happens next?" If a merchant's POS system doesn't integrate with mobile payment apps and wallets, for example, and a customer can't redeem an offer, it's a negative consumer experience due to a system shortcoming that must be solved. "The loyalty offers, rewards, discounts – that's what's next here," he said, then added that it's essentially "the secret sauce for all of these merchants to drive consumer behavior."

In order for payments to evolve, Helgeson said, they need to be extracted from the POS. Alternately, he said, the POS must have the ability to readily work with all types of payments and programs without having to build deep integrations for every single one of them.

One of the challenges are merchants themselves, he said, that are reluctant to scrap or swap out their POS systems. "We have merchants who installed their POS systems 15 years ago and are running billions of dollars a year through it that do not want to change that system. So what we have to do is still enable those systems without breaking that integration," he said.

Merchants do want to evolve though, he said. Big retail, he pointed out, develop their own apps, which shows a desire, albeit "very narrow." It's the SMBs and mid-market merchants who are having the more difficult time adopting technology, mainly because it's very tough to implement, Helgeson said.

"In the mid-market there's a strong desire to want to get there," he said. "There's a strong desire to better communicate with their customers, to drive purchases through loyalty programs, through offers, through mobile wallet technology – the problem is, they just don't know how to implement it. You can draw it on a whiteboard and it all sounds great. You can talk to the chief marketing officer and they understand that they want it. The problem is when the CMO throws it over to the CTO, how does it get done? Most of these merchants are running on legacy point of sale systems that are a number of years old and the POS refresh cycle is really slow in the U.S."

What may drive the implementation of robust payment offerings across industries is current consumer adoption and, in turn, increased expectations of technology itself. Helgeson used Drizly, the technology company powering alcohol delivery via app ordering, as an example. "I can get a beer brought to my house, a lot of times faster than I can get it by standing at a bar," he explained. Drizly and its brethren apps, he said, are the "types of technologies that are really going to change payments in the way we shop. That's what we talk about when we talk about driving consumer behavior."

And with more offerings like Drizly, consumer expectations are shifting. As a result, it may take time, but everything must come together, he said. "You have to know who's swiping the card in-store and who's typing it in online. The gift and loyalty programs have to be consistent. The offers have to be consistent," he said.

One industry where Helgeson sees it coming together, online and offline, is in QSR. The space is conducive to Payments as a Service, he said. "QSR is a lot simpler than physical goods and the reason is there's no inventory," he explained. For example, he said, "Starbucks knows they're not going to run out of coffee."

Coffee, he said, is a lot easier than attempting to carry a huge inventory for physical products. "You get into specialty retail and fashion, if you want a pair of Nike high tops, size 11-and-a-half, men's, in red – that's a much more challenging scenario than, 'I want a coffee,'" he explained.

But just because it's difficult doesn't mean it's impossible — and Helgeson thinks the focus now should be with (or without) the POS. "The name of the game right now is enablement at the point of sale. If you can't do that, and you don't know how to do that without severely disrupting the merchants, it's going to be a tough road to getting all of this stuff implemented."

What's Inside

As retailers look to provide customers with seamless, integrated buying processes, they are collaborating with payment providers to align basic transactions and broader solutions. Payments as a Service, which denotes programs or platforms that allow merchants to leverage transactions into meaningful consumer experiences, is emerging as a key method of customer engagement. From rewards programs to tracking analytics, the Payments as a Service push is about streamlining and expanding upon traditional transactions.

Here's a look at some recent notable Payments as a Service news items:
Cardflight, which provides mobile point of sale solutions, recently teamed up with Stripe, a FinTech firm. Stripe merchants and developers will now have access to Cardflight's EMV chip card-enabled mobile card readers, which process swipe magnetic strip payments as well.

The collaboration will also result in software developer kits for iOS and Android, which will allow creators of mobile apps to enable card-present payment acceptance within their programs.

Like Cardflight and Stripe, Visa and Planet Payment are also trying to extend the reach of the Payments as a Service trend. The two companies recently announced that they will be joining forces to offer merchants in growing markets access to cutting-edge processing solutions.

The partnership hopes to give retailers in all corners of the world the chance to incorporate a number of point of sale technologies, loyalty programs and real-time offer redemptions into their businesses.

As Payments as a Service grows into a worldwide trend, Agilysis is focusing on growing its presence in the Midwest, where three casinos have adopted its suite of systems.

In central Minnesota, Grand Casino Mille Lacs and Grand Casino Hinckley will both be using InfoGenesis POS, InfoGenesis Flex and rGuest Pay. Flamingo Motel and Suites, which is located in the Wisconsin Dells, has chosen to use rGuest Stay. The casinos hope that these solutions will increase efficiency, improve guest experience and boost revenue.

Keep up with the latest trends in Payments as a Service by exploring the Tracker News section.

The Payments as a Service March Tracker Updates
In this issue, we've profiled 18 global Payments as a Service providers to highlight the players contributing to the activities and movements taking place across the segments that comprise the burgeoning ecosystem. Among the providers, there are 4 additions to the Tracker: First Data, Kounta, RedFynn, and Shift4.

Payment Acceptance and Processing

TransFirst and Benetrends Financial announce electronic payment collaboration

Benetrends Financial, an organization that specializes in small business and franchise funding, recently announced a new agreement with TransFirst. The collaboration will allow Benetrends Financial's clients to use Transfirst's Web-based electronic payment gateway to process credit and debit cards, mobile and ACH transactions, recurring billing and Transaction Express payments.

ONE UP partners with PayStand to help SMEs get its app

B2B payments company PayStand recently announced that its payments functionality will be added to ONE UP, a platform that offers financial apps and provides integrated accounting, inventory, invoicing and CRM to small businesses. This new integration will enable ONE UP users to accept online payments directly from their customers' ONE UP applications.

Verifone and ACI Worldwide to offer pan-European card payments

Verifone and ACI Worldwide recently announced a new partnership that will deliver a "comprehensive pan-European card payments platform" to Auchan Group, one of the largest food retailers across Europe. Auchan will use ACI's omnichannel payment solution, which will integrate with Verifone's VX 820 PIN pads and also feature a "Payment-as-a-Service" provision that will help manage both card and non-card transactions.

UnionPay eCommerce payments supports PAY.ON gateway

PAY.ON, an ACI Worldwide company that provides global payment gateway solutions, and Planet Payment, Inc., a provider of global payment processing services, announced their support of UnionPay eCommerce Payments through PAY.ON's gateway. Merchants will now be able to accept UnionPay credit and PIN debit cards, as well as digital banking transfers.

POS/POS Integration

Midwest casinos place their bets on Agilysis solutions

Agilysys recently announced that three new organizations are about to use its suite of solutions. Grand Casino Mille Lacs and Grand Casino Hinckley, both located in central Minnesota, will become users of InfoGenesis POS, InfoGenesis Flex and rGuest Pay. The integrated POS and payment gateway solutions will enhance guest service and secure cardholder data, reduce risk and improve efficiency. In addition, Flamingo Motel and Suites, in the Wisconsin Dells, has selected rGuest Stay to enhance guest service, optimize operational efficiency and maximize revenues.

Unicoop Firenze launches mobile shopping service using NCR app and omnichannel software platform

NCR announced that Unicoop Firenze recently released Unicoop Mobile Shopper, a new service that uses the NCR omnichannel platform and mobile shopper app to help merchants improve customer experience and customer loyalty. Unicoop Mobile Shopper gives customers the ability to use their smartphones to scan items in their shopping bags and check out through their apps at the point of sale or self-checkout, speeding up the checkout process.

Hardware/Software

Kounta and Commonwealth Bank of Australia create hospitality-focused app

Kounta, cloud-based POS system, has partnered with Commonwealth Bank of Australia to add a new app to the Albert EFTPOS point of sale terminal. Kounta users from the hospitality industry will be able to accept payments and manage customer orders, bills and inventory all from one device. The solution also provides accounting and payroll features, as well as rostering and loyalty programs.

iPayment, Inc. releases improved management tools

iPayment, Inc., which specializes in providing solutions for payment processing, gift cards, loyalty programs and POS technologies, recently launched two innovative platforms, iAccess 3.0 and iEntry 2.0. Both programs have been redesigned to improve user engagement and business management, and now offer features like daily performance statistics, online transaction reporting, industry and technical resources, e-statements, and an integrated business analytics and reputation management platform.

Domino's Pizza Turkey locations to tracks orders via Ingenico's satellite technology

Domino's Pizza, one of Turkey's largest food delivery firms, recently partnered with Ingenico to develop a customized integration solution that enables the pizza chain to track orders online. The delivery company recently replaced 1,350 of its existing POS cash register devices with Ingenico's new generation iWE280 POS cash registers, which count using GPS features that enable detailed tracking of the entire order process.

Security and Operations

Charge Anywhere now accepts EMV payments

Charge Anywhere, a FinTech solutions company that provides mobile, cloud and integrated payment applications and payment gateway solutions, announced that it is now supporting EMV chip card payment with its QuickSale for Windows Payment Application. The company is PCI compliant and offers highly secure payment acceptance using encrypted hardware.

Merchant Link launches EMV for restaurants

Merchant Link, a provider of payment gateway and data security solutions, recently released the news that it has launched EMV for Oracle Hospitality's Restaurant iPOS Suite. Merchant Link offers a wide range of security products such as tokenization, point-to-point encryption, and EMV to Oracle point of sale merchants.

CardFlight and Stripe integrate to empower EMV chip card payments

Mobile point of sale technology provider CardFlight announced a new integration with Stripe. The collaboration will allow developers to accept EMV chip card payments within mobile applications. CardFlight will launch EMV chip card-enabled mobile card readers, which will also accept swiped magnetic stripe payments for Stripe merchants and developers.

Vantiv extends initiative to drive payment security adoption
Vantiv Integrated Payments, a Vantiv company provider of payments technology, has announced the next phase of its Security Pays initiative. The Security Pays 2.0 release is aimed at driving up the adoption of security products and promoting awareness of the methods used to safeguard the payment process, such as EMV, tokenization and end-to-end encryption.

General Payments as a Service

Square extends its POS solutions down under
Square announced it is expanding its suite of POS solutions to Australia. This marks the fourth market Square has expanded to, as the organization already has footholds in the United States, Canada and Japan. The firm has partnered with Cuscal, an Australian transactional banking services company with more than 40 years of experience in the Australian market.

Planet Payment partners with Visa to deliver processing solutions in emerging markets
Payment services provider Planet Payment announced a partnership with Visa to offer a new payment processing solution to acquirers and merchants in growing markets around the world. The solution promises to increase sales and efficiency for businesses, giving users access to an array of point of sale technologies, loyalty programs and real-time offer redemptions.

Scoring breakdown

The score included in the report evaluates the different capabilities each provider offers. Different weights were assigned to each feature, depending on which ones make the merchant experience easier through payments processing and various aspects of selling and buying. The weights range from 25% to 5%:

Payments Acceptance and Processing: 25% of weight
Involves the different types of payments the providers accept and was categorized by Mobile Wallets, Gift Cards, Open loop cards, Closed loop cards and ACH payments.

POS: 25% of weight
Evaluates the features that enable merchants to accept payments easily in-store or online (Online Ordering, Omnichannel and Physical POS Integration).

Engagement and Marketing: 20% of weight
Includes capabilities that help companies engage customers and increase consumer loyalty (such as Rewards, Coupons, Beacons, CRM and Social Media).

Security: 15% of weight
Evaluates the features offered to prevent fraud and to enable safer and more accurate identification of consumers or businesses. The subcategories included are: PCI Compliant, Tokenization and Fraud Management, and Analytics.

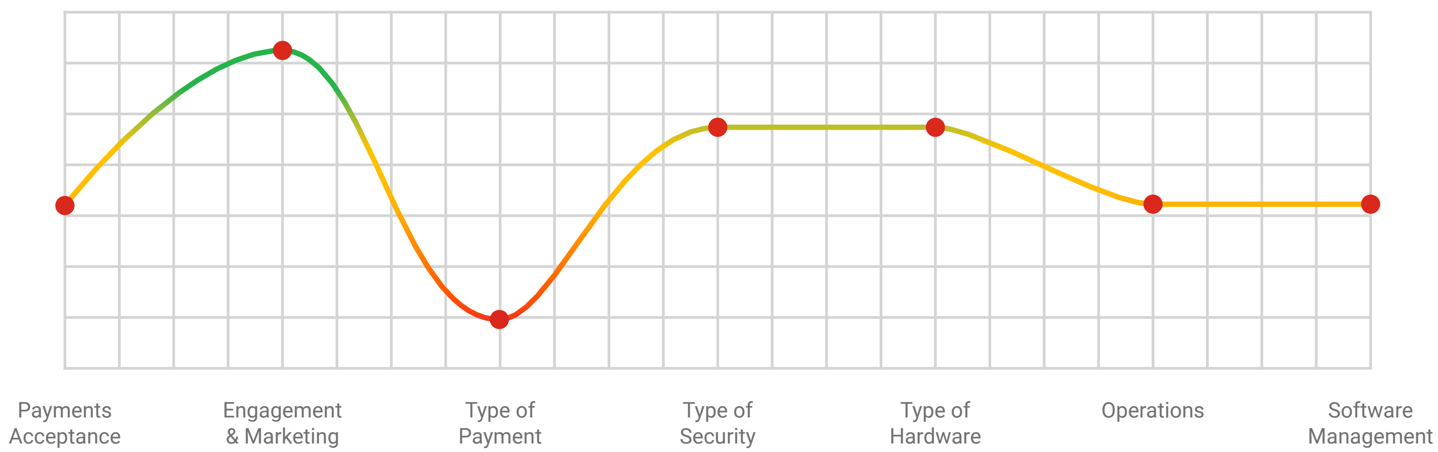
Hardware: 5% of weight
Takes into consideration if the provider offers a device to process payments.

Operations: 5% of weight
Evaluates different capabilities offered to administrate the business, such as Inventory Management, Dynamic Pricing, Analytic Informs and Catalogue.

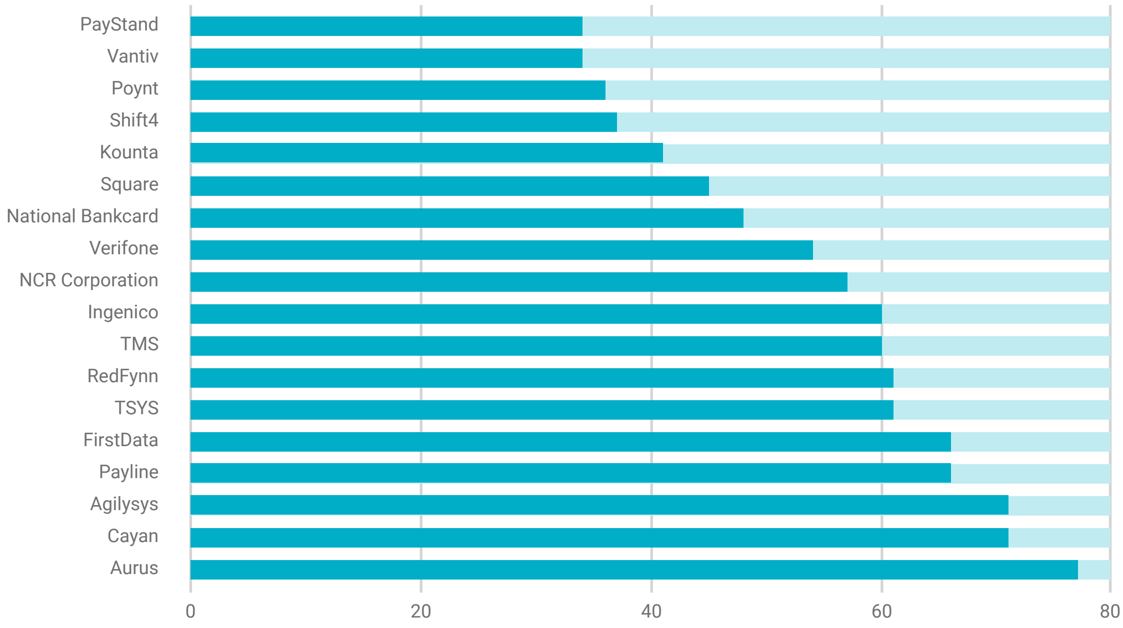
Software: 5% of weight
Evaluates which type of software management the provider offers. The software can be Cloud Architecture, Local/client/terminal or other.

Directory listings begin on next page

Group performance heat map



Total scores



Company: Agilysys
Founded in: 1963
Headquarters: USA

Status: Publicy Traded
Net Revenue: €1.403 billion **(2014)**

Payments Acceptance	14
Engagement & Marketing	14
Type of Payment	25
Type of Security	15
Type of Hardware	5
Operations	3
Software Management	2
Total Score	71

Agilysys is a developer and marketer of proprietary enterprise software, services and solutions for the hospitality industry. The company specializes in point of sale, property management, inventory and procurement, workforce management, and mobile and wireless solutions and services. Its POS solution, InfoGenesis, integrates with other applications, including property management, inventory and procurement, self-service options, and property activities. It also provides data analytics and accepted technologies, including EMV chip cards and NFC contactless payments. As for security, Agilysys is a PCI-compliant firm and utilizes tokenization and fraud management tools.

Company: Aurus Inc.
Founded in: 2000
Headquarters: USA

Status: Publicy Traded

Payments Acceptance	14
Engagement & Marketing	17
Type of Payment	25
Type of Security	15
Type of Hardware	5
Operations	1
Software Management	0
Total Score	77

Aurus Pay is a payment processing platform integrated with major payment processors in the United States and 11 countries around the world. Aurus Pay processes payments from credit and debit cards (EMV), NFC, and Apple Pay. It also enables mobile and online ordering. Some capabilities from the platform include digital messaging and marketing, personalized campaign management, digital couponing, and loyalty programs. Aurus security products include AurusShield, which takes the POS out of PCI Scope. It uses tokenization, P2P encryption and supports various fraud and risk management techniques. The firm is PCI certified.

Company: Cayan
Founded in: 1998
Headquarters: USA

Status: Privately Held

Payments Acceptance
18

Engagement & Marketing
10

Type of Payment
25

Type of Security
10

Type of Hardware
5

Operations
1

Software Management
2

Total Score
71

Cayan is a provider of payment technologies and features Cayan Genius service, which aggregates and integrates every conceivable transaction technology, payment type and customer program into a single platform. Genius operates as a customer engagement platform interface when customers pay. Some payments this gateway accepts are: credit card, debit card, gift card, loyalty card, chip cards (EMV), NFC, Apple Pay, Android Pay and Samsung Pay. Genius allows both online and in-store ordering and also provides analytics from its screen marketing. Security capabilities include tokenization, P2P encryption and PCI compliance.

Company:
First Data Corporation
Founded in: 1971

Headquarters: USA
Status: Publicy Traded
Annual Revenue: $11.2 billion
(2014)

New!

Payments Acceptance
19

Engagement & Marketing
10

Type of Payment
17

Type of Security
10

Type of Hardware
5

Operations
3

Software Management
2

Total Score
66

First Data Corporation is a global provider of electronic commerce and payment processing services designed for merchants, financial institutions and their customers. The firm processes payment transactions in a fast, easy and secure way. First Data accepts credit and debit, EMV chip cards, electronic checks, private-label and gift cards. Besides, the cloud-based platform offers management tools such as reporting and inventory. Regarding security features, First Data provides clients a secure solution with PCI certification and tokenization.

Company: Ingenico Group
Founded in: 1980
Headquarters: France

Status: Publicly Traded
Annual Revenue: €1.607 billion (2014)

Payments Acceptance	Engagement & Marketing	Type of Payment	Type of Security
18	11	25	5
Type of Hardware	**Operations**	**Software Management**	**Total Score**
0	1	0	60

Ingenico Group is global provider of seamless payments, providing solutions to empower commerce across all channels, in-store, online and mobile. Accepted Ingenico payments include credit and debit cards, EMV chip cards, closed-loop payment networks, contactless or NFC technologies, e-wallets and QR code payment solutions. In addition, Ingenico has a full range of customer loyalty solutions including loyalty card and loyalty program management, prepaid card and gift card management, customer data analysis, marketing campaign management, and more. Its platform solution is PCI compliant.

Company: Kounta
Founded in: 2012
Headquarters: Australia

Status: Privately Held

New!

Payments Acceptance	Engagement & Marketing	Type of Payment	Type of Security
11	10	8	0
Type of Hardware	**Operations**	**Software Management**	**Total Score**
5	5	2	41

Kounta offers a cloud-based POS system that can be used on traditional point of sale devices, smartphones, tablets and laptops in on and offline modes. Kounta provides merchants with a wide range of management features such as stock control, products cataloguing and pricing, accounting, and reporting. Retailers can boost sales through built-in CRM tools and loyalty programs.

Company: National Bankcard
Founded in: 2013
Headquarters: USA
Status: Privately Held

Payments Acceptance 18	Engagement & Marketing 10	Type of Payment 17	Type of Security 0
Type of Hardware 0	Operations 1	Software Management 2	Total Score 48

National Bankcard Services is an electronic payment provider that processes transactions by credit cards, debit cards, EBT and mobile wallets like Apple Pay. Supported technologies are EMV, NFC and magnetic strip. The platform provides its users with a loyalty reward program and a gift card program, as well as an online reporting service. It uses encryption to securely store merchant information.

Company: NCR Corporation
Founded in: 1884
Headquarters: USA
Status: Publicly Traded
Net Income: $191 million **(2014)**

Payments Acceptance 12	Engagement & Marketing 7	Type of Payment 17	Type of Security 10
Type of Hardware 5	Operations 4	Software Management 2	Total Score 57

NCR Corporation is a payment SaaS solution provider, supporting payments that include credit and debit cards with EMV chip, mobile payments and e-wallets. The platform offers in-store, mobile and online payments, loyalty management, inventory management of an online catalog, and more. NCR is a PCI-compliant firm that uses P2P encryption and tokenization.

Company: Payline Data
Founded in: 2009
Headquarters: USA
Status: Privately Held

Payments Acceptance 14	Engagement & Marketing 7	Type of Payment 25	Type of Security 10
Type of Hardware 5	Operations 3	Software Management 2	Total Score 66

Payline Data is a payment processor with small-to-medium business solutions. Payline accepts credit and debit card payments as well as EMV chip cards and all types of mobile payments that use NFC technology, such as Apple Pay. Some of Payline's features include inventory management, multi-store management, loyalty capabilities and analytics. It also provides solutions for physical, online and mobile stores. Payline uses tokenization to store customer data and also provides a fraud prevention service.

Company: PayStand
Founded in: 2013
Headquarters: USA
Status: Privately Held

Payments Acceptance 9	Engagement & Marketing 3	Type of Payment 17	Type of Security 5
Type of Hardware 0	Operations 0	Software Management 0	Total Score 34

PayStand offers payments as a service, which accepts eChecks, eCash and credit cards, for a flat monthly subscription. PayStand provides merchants with complete contact information as well as APIs to link CRM. PayStand turns an iPhone into a mobile POS with the card reader and, considering it's a PCI Level 1-certified payment processor, PayStand adheres to the latest security and fraud prevention standards.

Company: Poynt
Founded in: 2013
Headquarters: USA

Status: Privately Held

Payments Acceptance
18

Engagement & Marketing
0

Type of Payment
8

Type of Security
5

Type of Hardware
5

Operations
0

Software Management
0

Total Score
36

Poynt is a payment as a service provider that allows merchants to accept credit cards (through magnetic stripe or EMV), gift cards and other mobile wallets such as Apple Pay and Google Wallet. Poynt's hardware and software have both received PCI PTS, PCI-DSS and EMV certification.

Company: RedFynn
Founded in: 2007
Headquarters: USA

Status: Privately Held

New!

Payments Acceptance
19

Engagement & Marketing
10

Type of Payment
17

Type of Security
5

Type of Hardware
5

Operations
3

Software Management
2

Total Score
61

RedFynn provides retailers with a cloud-based solution which offers payments processing and business intelligence. Its terminals accept all major credit cards, ACH payments such as eChecks, EMV chip cards and gift cards. RedFynn helps merchants to improve customer engagement with reward programs and CRM tools. The solution offers stock management, as well as analytics. RedFynn uses tokenization to store sensitive payment information off-site.

New!

Company: Shift4 Corporation
Founded in: 1994

Headquarters: USA
Status: Privately Held

Payments Acceptance	Engagement & Marketing	Type of Payment	Type of Security
13	0	8	15

Type of Hardware	Operations	Software Management	Total Score
0	1	0	37

Shift4 Corporation is a payment getaway solutions developer. Its payment solution offers physical POS integration and accepts credit, US and Canadian PIN debit, gift cards, signature capture, check verification, and EMV. Shift4 offers security capabilities such as fraud control tools, tokenized and simplified PCI-compliance. The solution also provides comprehensive accounting and reporting features allowing merchants to search, filter, and create custom reports.

Company: Square
Founded in: 2009
Headquarters: USA

Status: Publicly Traded
Net Income: $1.1 billion **(2014)**

Payments Acceptance	Engagement & Marketing	Type of Payment	Type of Security
8	10	17	0

Type of Hardware	Operations	Software Management	Total Score
5	3	2	45

Square's register service is a point of sale that allows merchants to accept credit cards and track inventory. It also provides financial and marketing services, including small business financing and customer engagement tools. With Square, merchants can monitor sales and create sales reports. It also provides merchants with analytics and feedback. Square Register works on a smartphone or a tablet, and upgrades automatically. It currently has no security and fraud features.

Company:
Total Merchant Services
Founded in: 1996

Headquarters: USA
Status: Privately Held

Payments Acceptance 9	Engagement & Marketing 11	Type of Payment 25	Type of Security 10
Type of Hardware 5	Operations 0	Software Management 0	Total Score 60

Total Merchant Services is a credit card merchant account acquirer that enables businesses to accept all major credit cards, debit cards, checks and EBT. For marketing functionalities, it has a loyalty card program as well as a gift card program. Total Merchant Services integrates multi-application credit card readers and processing terminals, which transmits from a retail terminal, to wireless and mobile. In addition to the physical credit card terminals, Total Merchant Services offers a virtual terminal to run transactions online and an eCommerce solution to connect a user's website to a variety of shopping carts. For security, the platform is PCI compliant and identifies suspicious transactions with built-in fraud tools.

Company:
TSYS Merchant Solutions
Founded in: 1983

Headquarters: USA
Net Income: $322 million **(2014)**

Payments Acceptance 18	Engagement & Marketing 11	Type of Payment 17	Type of Security 10
Type of Hardware 0	Operations 3	Software Management 2	Total Score 61

TSYS Merchant Solutions is a payment acceptance solutions provider that offers services that range from regular credit card processing to new technologies such as contactless payments and EMV. Its merchant solution includes marketing features such as the option for users to establish a reward and gift card program, and it also integrates with an online dashboard that allows users to monitor reviews in social media. For its operations solutions, the tablet POS and the ShopKeep POS offer different functionalities such as inventory management and customer sales tracking. It also has multiple solutions for online payment processing. To protect customers, the platform uses encryption and tokenization and it's also PCI compliant.

Company: Vantiv
Founded in: 1971
Headquarters: USA

Status: Publicly Traded
Annual Revenue: €1.607 billion (2014)

Payments Acceptance	19
Engagement & Marketing	7
Type of Payment	8
Type of Security	0
Type of Hardware	0
Operations	0
Software Management	0
Total Score	34

Vantiv's integrated payment processing solution, formerly known as Mercury Pay, is a POS platform that supports the most common payment types like credit, debit, check, EBT and gift cards, as well as EMV chip cards. The platform is a cloud-based delivery model for customer acquisition and retention. Features include protecting card data with PCI-DSS requirements. The solution also provides reporting analytics.

Company: Verifone
Founded in: 1981
Headquarters: USA

Status: Publicly Traded

Payments Acceptance	18
Engagement & Marketing	10
Type of Payment	8
Type of Security	10
Type of Hardware	5
Operations	1
Software Management	2
Total Score	54

Verifone is a payment and commerce solutions provider, which offers a payment as a service solution that combines hardware, software, and services into a flexible managed services suite with a cost-predictable subscription model that allows merchants to accept chip cards (EMV) and NFC/wallets with loyalty and rewards transactions. It has an omnichannel general integration, which provides analytics and reporting. The platform uses E2EE/tokenization, data encryption and it's PCI compliant.

PYMNTS Payments as a Service Tracker

The PYMNTS.com Payments as a Service Tracker™ is a monthly report designed to give an overview of the trends and activities of merchant platforms that not only enable payment processing of new and old technologies, but that also integrates with other features that make the merchant's experience easier such as customer engagement, security, omnichannel retail experience, analytics, inventory management, software and hardware management, and more.

The tracker will also include the latest news and highlights about key players of the payments as a service space, as well as a directory describing key providers and their capabilities and a scoring for each firm.

Scoring

We evaluate companies based on the types of payments they accept, the type of customer engagement platforms they offer, the type of POS available, their security measures, their operation features, and their hardware and software management capabilities.

The companies that were included in the analysis support the following types of payments:

· Mobile wallets (Apple Pay, Android Pay, PayPal, Samsung Pay)
· Gift Cards
· Standard open loop cards (Visa, MasterCard)
· Closed loop/private label (American Express, Discover)
· ACH/direct debit
· EMV Chip Cards

The customer engagement capabilities that these companies offer are:

· Loyalty/Rewards programs
· Coupons
· Beacons
· CRM
· Social Media integration

The types of POS services they offered are:

· Online ordering
· Omnichannel
· Physical POS Integration

Consumer authentication and security features include:

· PCI
· Tokenization
· Fraud management and analytics

Firms' operations capabilities include:

· Catalogue
· Inventory management
· Dynamic Pricing
· Analytics

Software management platform was evaluated based on the type of software:

· Cloud architecture
· Local/Client/Terminal
· Others

Scores for the hardware management category were based on whether or not they offered a device management service.

PYMNTS.com

PYMNTS.com is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of payments and commerce and make news.

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