

# 20 mins + 24 hrs

How faster payment integration helps ISVs



# 20 mins + 24 hrs



## How faster payment integration helps ISVs

### Moving to recurring revenue streams in a streamlined way

*As more and more Independent Software Vendors (ISVs) move towards embedding payments into the POS software they provide for clients, the focus is on how best to achieve that, deliver a streamlined customer experience, and maximise new revenue streams.*

The challenges of integration will be far more than speed alone. Since the software will have to store, process and transmit cardholder data, your payment partner will have managed the costly and time-consuming work of PCI compliance. Functionality will be in place to simplify pricing, billing, reporting and other merchant services. Software integration will be aligned to a range of the latest payment devices.

After which, the question arises – how fast is the speed of onboarding? With so much to integrate it's important that both the ISV and future merchants can actually progress and fulfil a strong commercial relationship without delay.

### Weeks or months can become hours

If payment integration is to challenge the business models of traditional and costly incumbents such as banks, the payment platform must be designed for exceptionally fast, easy digital engagement.

For ISVs that means quick integration to a range of payment terminals through APIs that hook payments into iOS and Android apps, Windows-based till systems and even backend systems. Twenty minutes may sound a complete impossibility for that, but in reality it's now achieved with a streamlined new payment platform from

Bambora. Once merchants are onboarded, they benefit from simple and flexible price plans and can start processing payments within a day.

This slick digital onboarding solution allows ISV to take more control of the payment function. Now they can 'own' the payment solution as well as their POS software and provide an additional customer-centric service to merchants. Previously, these merchants had to deal directly with a bank or an Independent Sales Organisation (ISO) to secure a payment terminal, with all the paperwork that entails. Now ISVs can step in to extend their first line support and better meet customer needs in a low-touch digital way that improves overall merchant satisfaction.



# 20 mins + 24 hrs

How faster payment integration helps ISVs



## The financial results of efficiency

Getting merchants up and running in a streamlined way is far more likely to meet expectations and encourage initial sign-up. Onboarding for merchants in just 24 hours also opens up a range of value-added services immediately, including the provision of Dynamic Currency Conversion (DCC), cash advance solutions for merchants and a simple, intuitive reporting interface.

Quick onboarding also means more weeks or even months of active operation, improving annual revenues for ISVs whilst ensuring that any rapid increases in merchant volumes can be comfortably handled.

## Summary

ISVs need to provide better added-value payment solutions to help increase the perceived value of their platforms whilst merchants need the speed and simplicity of working with a single partner for point of sale and payment acceptance. Being able to offer merchants fast, digital onboarding is a valuable way to open the door to increased revenue streams for ISVs, without concerns over security, compliance and service provision. By achieving frictionless, digital onboarding in as little as 20 minutes, and providing an approved payment terminal for merchants within 24 hours, the payment experience is transformed for both the ISV and their merchants.

# Bambora Connect.

## Unleash amazing payments



It can be tough to integrate payments. Or dead easy. With Bambora Connect, we've built something amazing: complete and easy payments integration. It means you can provide something amazing – to help your customers sell something amazing.

Bambora Connect keeps it delightfully simple thanks to its easy APIs and fully certified, cross border payment platform.

And it's just as great for your merchants. Everything from a range of payment terminals, simple pricing, real-time reporting, quick payouts and support – in a snap. Your merchant can be on-boarded and taking payments in under 24 hours. What's not to love?

[www.bambora.com/connect](http://www.bambora.com/connect)

