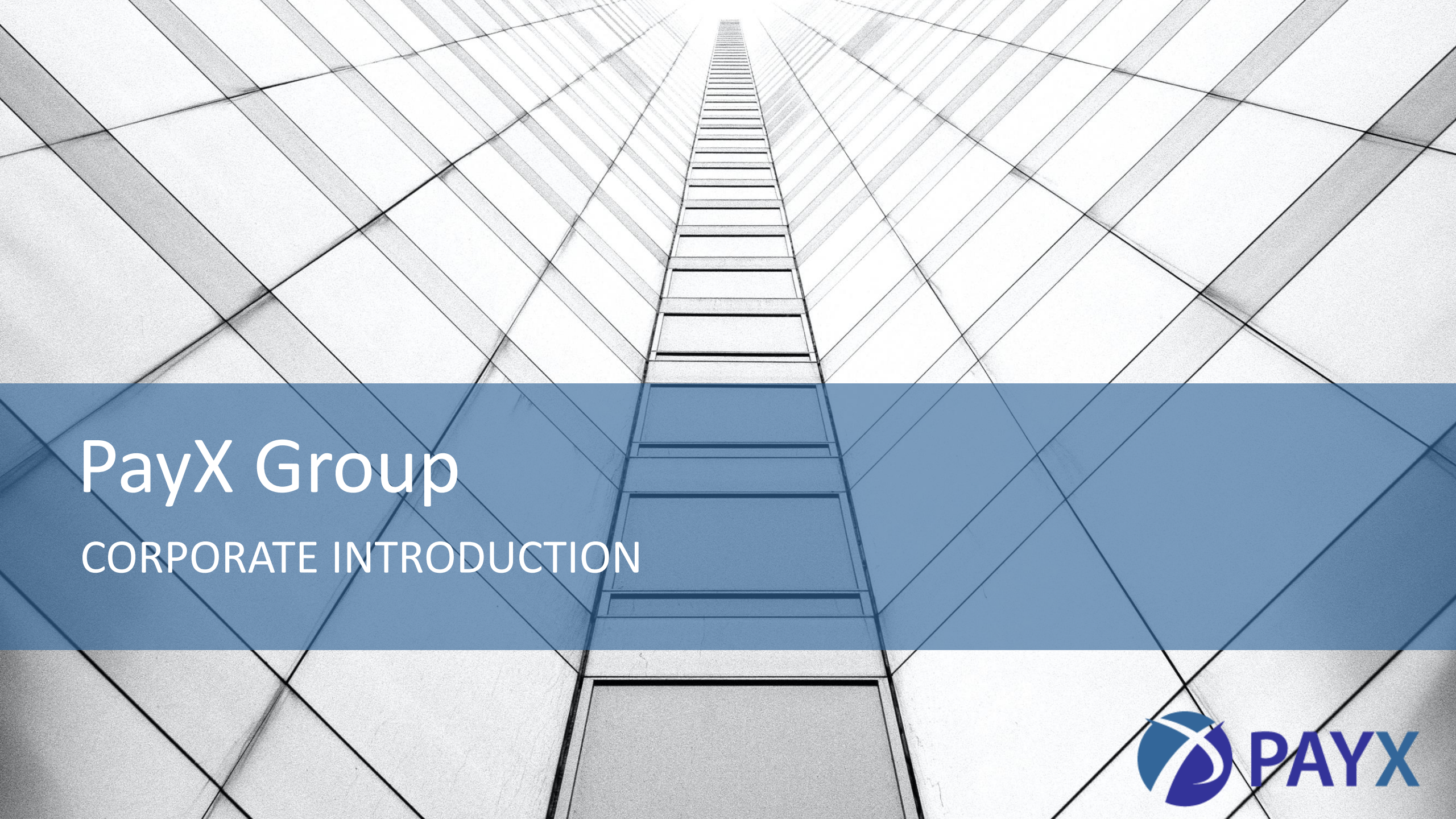


PayX Group

CORPORATE INTRODUCTION

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PayX is a global Payments Market Analyst & Consulting firm.

We work with the world's leading payment businesses as a trusted partner.

We further enable our customers' success using best in class methods, knowledge and expertise.

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The Challenge: Business Growth in Payments Sector

Organisations Must:

- Stream Market Winning Offerings
- Control a solid roadmap
- Openly collaborate with partners and suppliers
- Increasingly cost efficient
- De-risk major failures



WINNING Customers
Reconnection & ongoing dynamic engagement with customers, delivering innovative offerings across diverse segmentation quickly & regularly. Freedom to deliver



DRAMATIC Cost Reductions
Real results through adoption of aligned open approach, step by step, at a pace determined by justified business driven projects. No mega programmes



OWN your own Destiny
Enterprise command and control, vendor Plug and Play roles substantially reduces 3rd party lock-in, freeing selection/replacement & agility, in-house or SaaS. Vendor Hostage scenarios gone.



OPEN to Partnering
Ability to adopt new models, solutions, open technologies with dynamic New Entrants in co-opetition across the portfolio is key to staying ahead. No-one can nor should do it all. Dynamically leverage industry progression



DE-RISK Execution
Driving through complexity via pragmatic augmentation & agile integration rather than monolithic rebuilds. Business results driven assures focus and low risks

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Trusted year on year by top tier clients

- Established 1996
- Blue chip clients worldwide
  - PayX provides services on Payments to banks, processors, oil companies, telecos and software vendors from around the world, including:
    - 3 of the top 4 UK Acquirers; Barclays/Barclaycard, Lloyds and Global Payments
    - 2 of the top 3 US Banks; US Bank, Wells Fargo
    - 3 of the top 3 Australia/New Zealand banks; ANZ, Westpac, National Australia Bank
    - 2 of the top 2 global processors; First Data and Global Payments
    - 2 of the top 2 Irish Banks (Bank of Ireland/Allied Irish Bank)
    - 3 of 3 of the largest processors in Scandinavia; Nets-Nexi, Swedbank, TietoEvry
    - 4 of the top 5 processing centres in Central Eastern Europe; Fiserv, Global Payments, Erste Group, Nets-Nexi
    - 2 of the top 3 largest processors in Latin America; Prisma and RedLink
    - 5 of the strongest in the Investment Community; Credit Suisse, BMO Capital Markets, Brown Brothers Harriman, Hellman Friedman and Stephens Inc
  - PayX has built its reputation on Trust, Knowledge and Delivery
- Unparalleled end-to-end breadth of engagement
  - Market Analysis, Strategy, Business, Technology, Service
  - Spanning geographies, sizes, maturity, cultures

Powerful insight delivered to world's no. 1	ANZ	usbank
	BARCLAYS	Hewlett Packard Enterprise
Providing value across business, strategy and technology	nets	fiserv.
	Nationwide	ERSTE Group
Assisting growing players and new entrants	otpbank	INTESA SANPAOLO
	FNB First National Bank	Banelco
Industry realities complementing the Investment Community	Brown Brothers Harriman	BMO Capital Markets
	Credit Suisse	Hellman & Friedman

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PAYX

What Our Clients Say

barclaycard

"PayX help us in developing our strategic vision, our innovation journey and they also help us in actually implementing some of the solutions we are looking to bring to market"

Head of Digital Payments

usbank

"Insightful, instantly saving us money closing down initiatives that were not going to deliver, and focusing on the right path forward"

Chief Payments Architect

nets

"PayX are payments consultants and they bring payments expertise into our payments business"

Deputy Group EVP

ERSTE

"Genuinely we could not have completed this project without the extraordinary skills of the PayX team"

Head of Group
Retail Steering & Projects

globalpayments

"PayX is a fantastic partner to work with because of its unique approach. The PayX ecosystem draws upon expertise and subject matter experts from across Europe"

Managing Director

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PAYX

PayX Business



- Industry Coverage
- Key Players Reporting

- Management Consultancy
- Systems Integration

- Partner Engagement
- New Profit Streams in weeks

“Digital Transformation A Reality”

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PayX Market Analyst Service

PAYXMarketAnalyst

PayX provides independent views from the heart of the industry

- Industry Coverage
- Market Insights & Surveys
- Segment and Vendors Reporting
- Fintech emergence value vs hype
- M&A Analysis & Prediction

Payments Ecosystem Clients

- Payments Users
- Banks / Processors
- Vendors / Suppliers
- New Entrants / Start-ups

Financial Investment Clients

- Institutional Investors
- Wall Street Analysts
- Investment Advisors
- Private Equity / VCs



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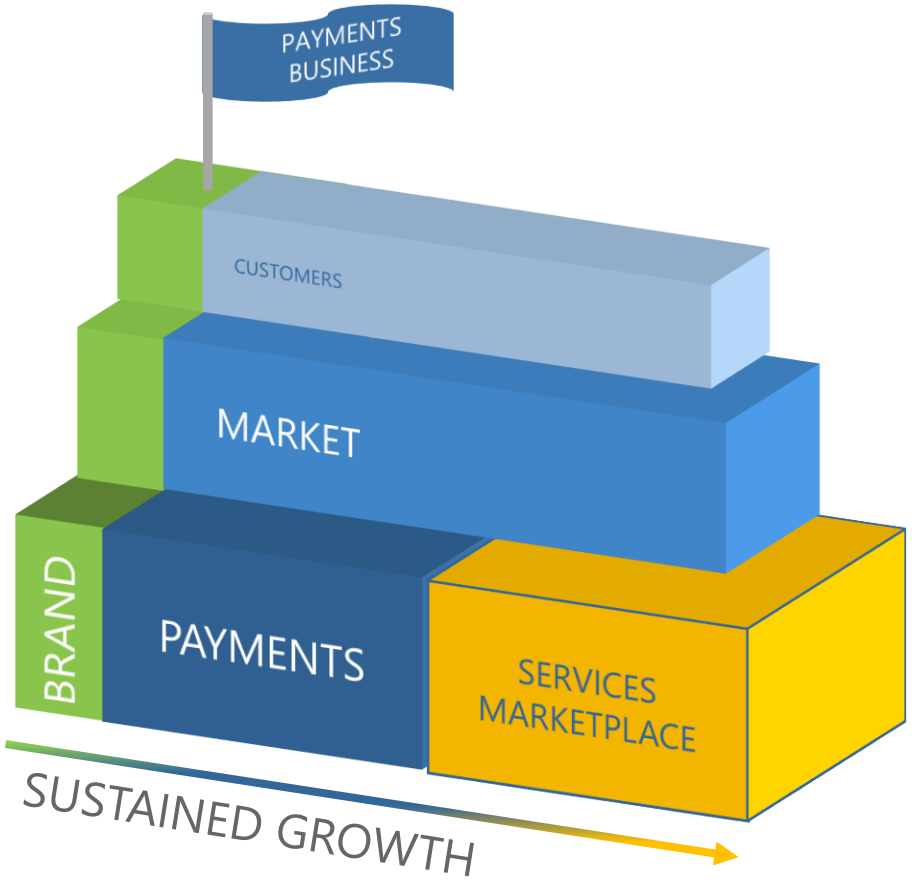
PayX Consulting Services

World Class Assistance



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AddVentures Division



AddVentures

Portfolio Management

Best-in-class Partners
- Pre-qualified Partner Repository
- Constantly surveying players
- Due diligence & partner alignment

Partner Engagement

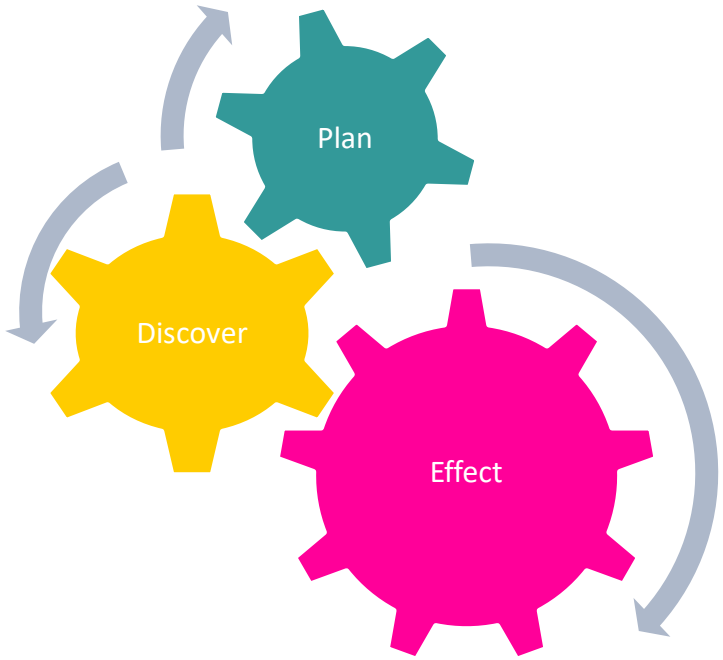
Interpolation
- Explore
- Select
- Execute

Business extension (extra value and growth) driven by AddVentures marketplace

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PayX-DPE™ Methodology

Developed over 10 years ago and used daily with customers



PayX-DPE™

A proven 3 phase methodology which delivers results every time

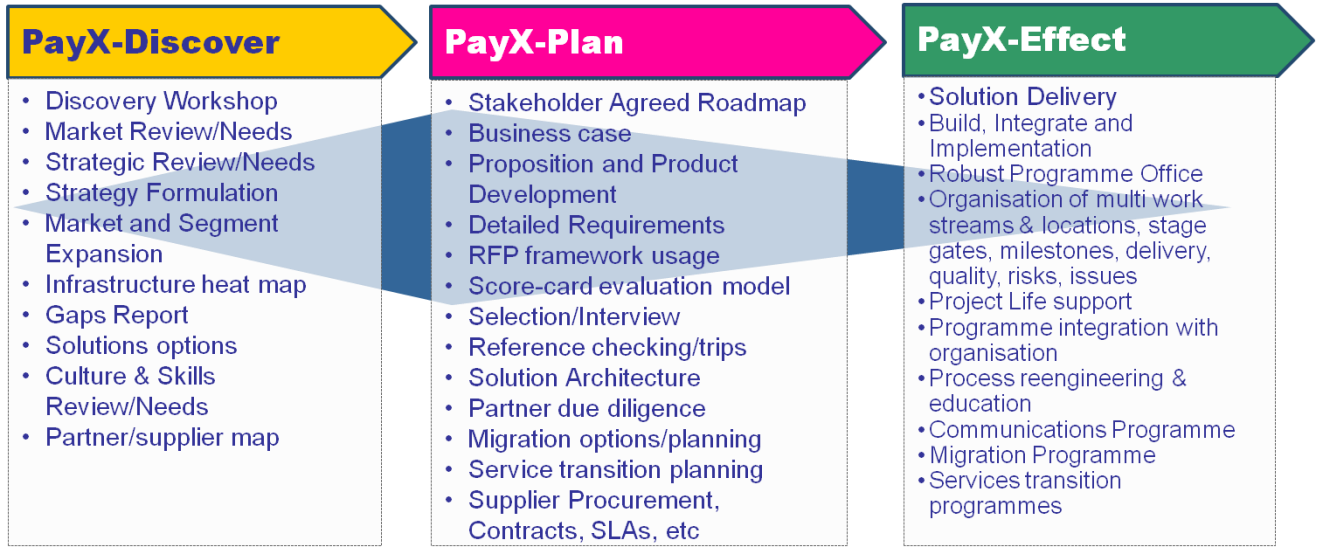
- **Discover** the route to success
  - Review existing business & goals against global market activity
  - Through on-site workshops identify quick wins
- **Plan** Trials/Pilots to market
  - Approach and partner engagement
- **Effect** assessment & rollout
  - Measure & refine
  - Push ahead to maximise tangible results

"by appointing PayX and utilising the PayX-DPE™ methodology through just the initial weeks it gave us greatly refined goals & **saved six months duration and cost"** - **US Bank**

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Immediate or Long Term Focus

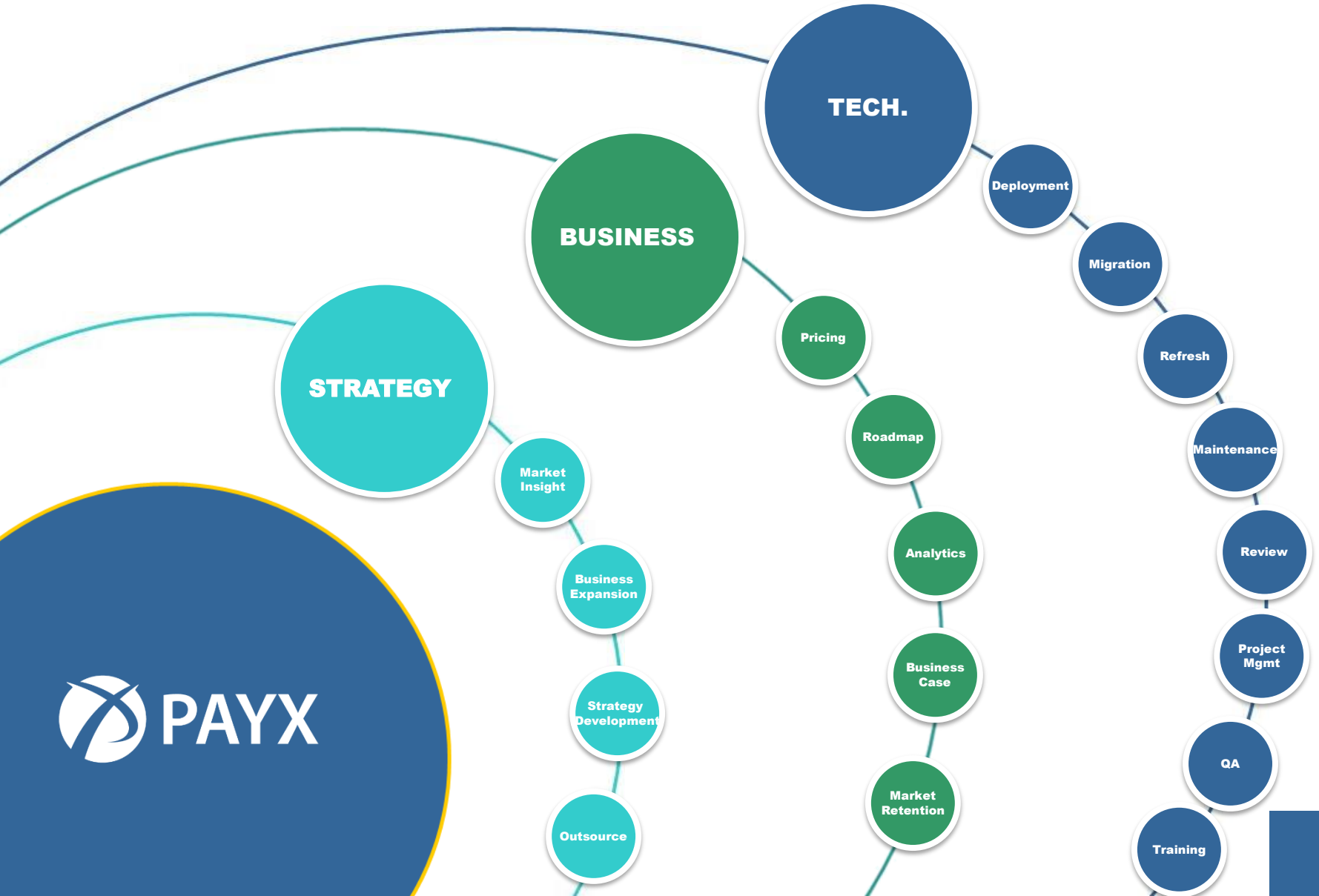
- **New opportunities and threats are created almost daily which need action now**
  - PayX bring world class expertise with the benefit of working in a number of organisations globally where very similar opportunities & threats have already been addressed successfully
  - We bring the power of real engagement in global activity to deliver focused solutions
- **Using PayX-DPE™ we have led numerous payment organisations towards success**
  - A structured approach to rapidly addressing focused needs
  - Tangible Results end to end utilising Market Research – Strategy – Business – Technology and Service



WE ARE A TRUE PARTNER FROM CONCEPT TO SERVICE

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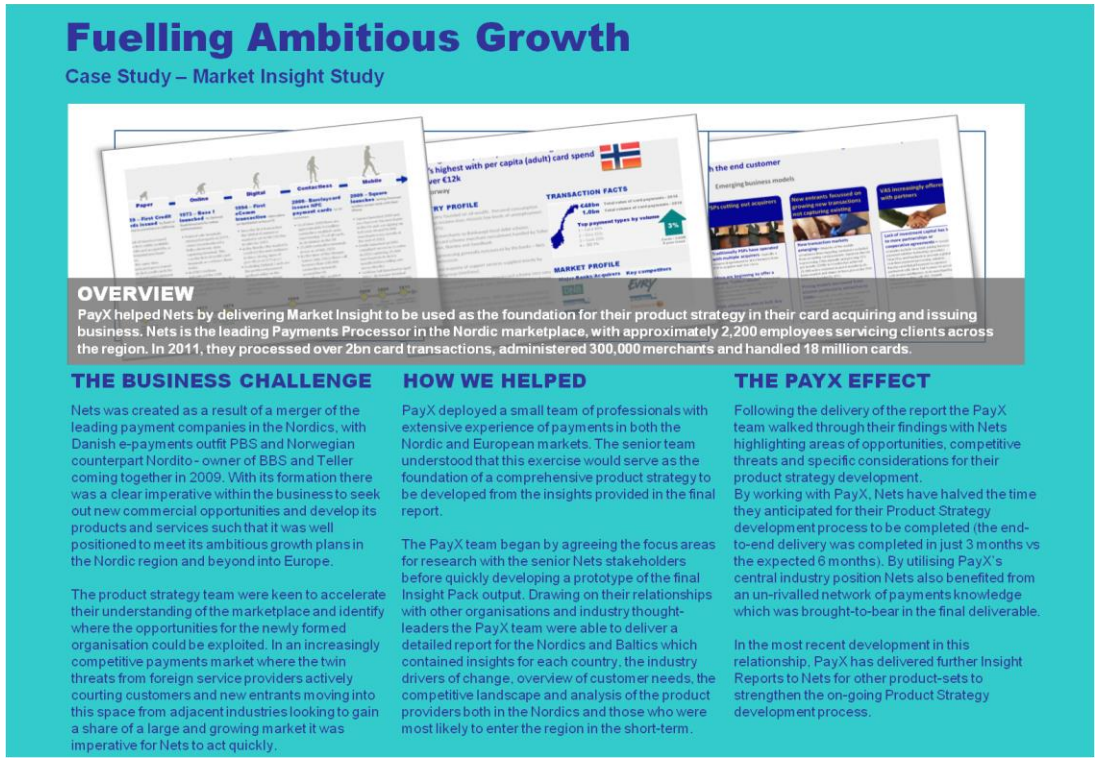
Examples of Our Work



STRATEGY – Constant Deep Market Insights

Partnering for Ambitious Growth

- PayX assists Digital transformation programmes by crystalising tangible catalyst initiatives
- Market Analyst services and reports regularly helps PayX customer businesses review market opportunity against global activity
- PayX delivers deep analytical Market Insights used as foundations for creating new payments business/product strategies
- Thought leadership by PayX is utilised by Central Banks, Governments, Leading Investment and many of the Custodians in the Payments Ecosystem who own and drive the marketplace, old and new



Fuelling Ambitious Growth

Case Study – Market Insight Study

OVERVIEW

PayX helped Nets by delivering Market Insight to be used as the foundation for their product strategy in their card acquiring and issuing business. Nets is the leading Payments Processor in the Nordic marketplace, with approximately 2,200 employees servicing clients across the region. In 2011, they processed over 2bn card transactions, administered 300,000 merchants and handled 18 million cards.

THE BUSINESS CHALLENGE

Nets was created as a result of a merger of the leading payment companies in the Nordics, with Danish e-payments outfit PBS and Norwegian counterpart Nordito - owner of BBS and Teller coming together in 2009. With its formation there was a clear imperative within the business to seek out new commercial opportunities and develop its products and services such that it was well positioned to meet its ambitious growth plans in the Nordic region and beyond into Europe.

The product strategy team were keen to accelerate their understanding of the marketplace and identify where the opportunities for the newly formed organisation could be exploited. In an increasingly competitive payments market where the twin threats from foreign service providers actively courting customers and new entrants moving into this space from adjacent industries looking to gain a share of a large and growing market it was imperative for Nets to act quickly.

HOW WE HELPED

PayX deployed a small team of professionals with extensive experience of payments in both the Nordic and European markets. The senior team understood that this exercise would serve as the foundation of a comprehensive product strategy to be developed from the insights provided in the final report.

The PayX team began by agreeing the focus areas for research with the senior Nets stakeholders before quickly developing a prototype of the final Insight Pack output. Drawing on their relationships with other organisations and industry thought-leaders the PayX team were able to deliver a detailed report for the Nordics and Baltics which contained insights for each country, the industry drivers of change, overview of customer needs, the competitive landscape and analysis of the product providers both in the Nordics and those who were most likely to enter the region in the short-term.

THE PAYX EFFECT

Following the delivery of the report the PayX team walked through their findings with Nets highlighting areas of opportunities, competitive threats and specific considerations for their product strategy development.
By working with PayX, Nets have halved the time they anticipated for their Product Strategy development process to be completed (the end-to-end delivery was completed in just 3 months vs the expected 6 months). By utilising PayX's central industry position Nets also benefited from an un-rivalled network of payments knowledge which was brought-to-bear in the final deliverable.

In the most recent development in this relationship, PayX has delivered further Insight Reports to Nets for other product-sets to strengthen the on-going Product Strategy development process.

nets

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BUSINESS – Profitability Optimisation

Sweating maximum profits

- **Value Chain Fees Optimisation**
  - Interchange, Scheme, Suppliers, Services in the Payments industry are always changing under diverse pressures
  - Internal processes/controls over time typically become misaligned with optimum industry best practices & become de-sensitive to some financials comparing current to previous periods for alignment
  - PayX deep specialist skills and existing models are always up to date with current data and efficiencies. These niche but key fee areas can be quickly validated and almost always positively enhanced for additional profits/savings; often materially year on year with just one short assignment
- **Contracts Optimisation**
  - Payments business market offerings are often downwardly pressured by regulation and/or commoditisation/competition
  - PayX short focused assignments can review customer/merchant/consumer pricing against other market norms and changes to maximise differentiation and profitability



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INFRASTRUCTURE - Future Proofing Payments

Accelerating Understanding



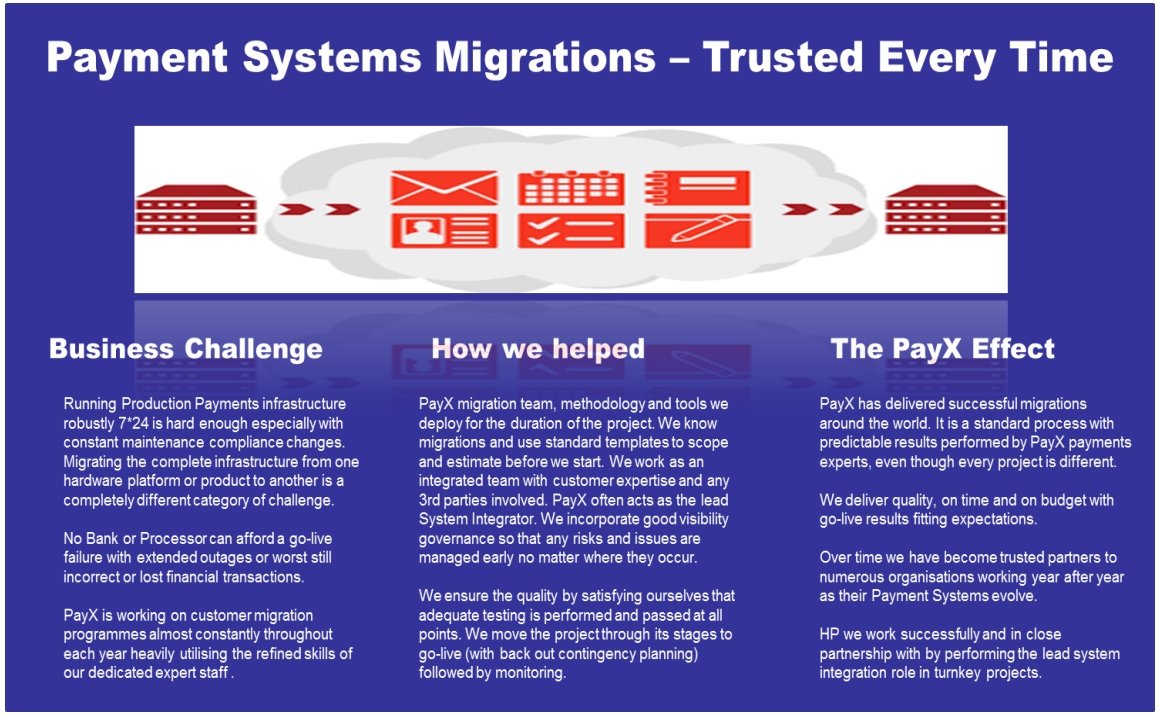
- **Deep up to date global industry knowledge on trends, timing & values**
- **Case studies of success and failures**
- **Reports on Products & Vendors with objective comparison scorecards**
- **Utilised by Banks and Processors for assessment, selection, due diligence**
- **Provides an unparalleled level of high-quality side by side analysis**
- **Frameworks and process for Needs Analysis, RFI/RFP Production, Scoring and Selection**

“An enlightening real insight into the products, experiences from customers and consultants, and details on the companies behind them.”

TECHNOLOGY – Payment Systems Migrations

Trusted to Deliver

- **Moving complex core payments infrastructures to new versions and platforms, often provided as a total turnkey service PayX is trusted and delivers every time.**
- **PayX utilises its past experiences, assets, skills, and existing tools & methodologies to minimise risks and reduce costs and timeframes.**
- **Trusted year after year by our customers and partners such as HPE Mission Critical Solutions division to play the lead system integration role on turkey projects.**



Hewlett Packard Enterprise
Global Payments Partner

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