



# positivity<sup>magazine</sup>

THE OFFICIAL MAGAZINE OF MERCHANT PAYMENTS ECOSYSTEM • ISSUE 90 / JUNE 2021



## ADAM SHARPE "MPE 2021 INFLUENCER OF THE YEAR"

FROM ELITE SPORTSPERSON  
TO OUTSTANDING BUSINESS LEADER



## MPE 2021 AWARDS: TOP MERCHANT PAYMENTS INFLUENCERS & COMPANIES TO WATCH IN 2021

The role  
of cash  
after COVID-19



on page 24

Levelling Up:  
Payment services  
providers ...



page 36

The Global  
Payments  
Report 2021



on page 39



**In the past 18 pandemic months we've all been challenged.** As an industry, as businesses and as individuals and we are forced to navigate obstacles at every turn.

2020 tested our resilience and  
2021 is the year of transition.

Current **pandemic** has been an accelerator for many good things, especially **accelerating pace of change in the payments industry.**

And the next "post covid" normal life is going to be different for all of us. – and we will not go back to the way we live in 2019.

In this Issue of POSitivity Magazine, we are going back just few months ago to look behind the curtain of the MPE 2021 Awards Winners (announced at the MPE 2021, conference in Feb 17-22).

MPE 2021 Industry Leader and Influencers will share with you:

- what winning mean to them
- how they help their clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?

- how did they adapt to changing needs of their customers?

This Issue of MPE POSitivity magazine is bringing you also fresh Industry news and trends, covering emerging BNPL opportunities, update PSD2 SCA and perspectives on how last 18 months affected merchant payment ecosystem, customer spending, and commerce in 2020.

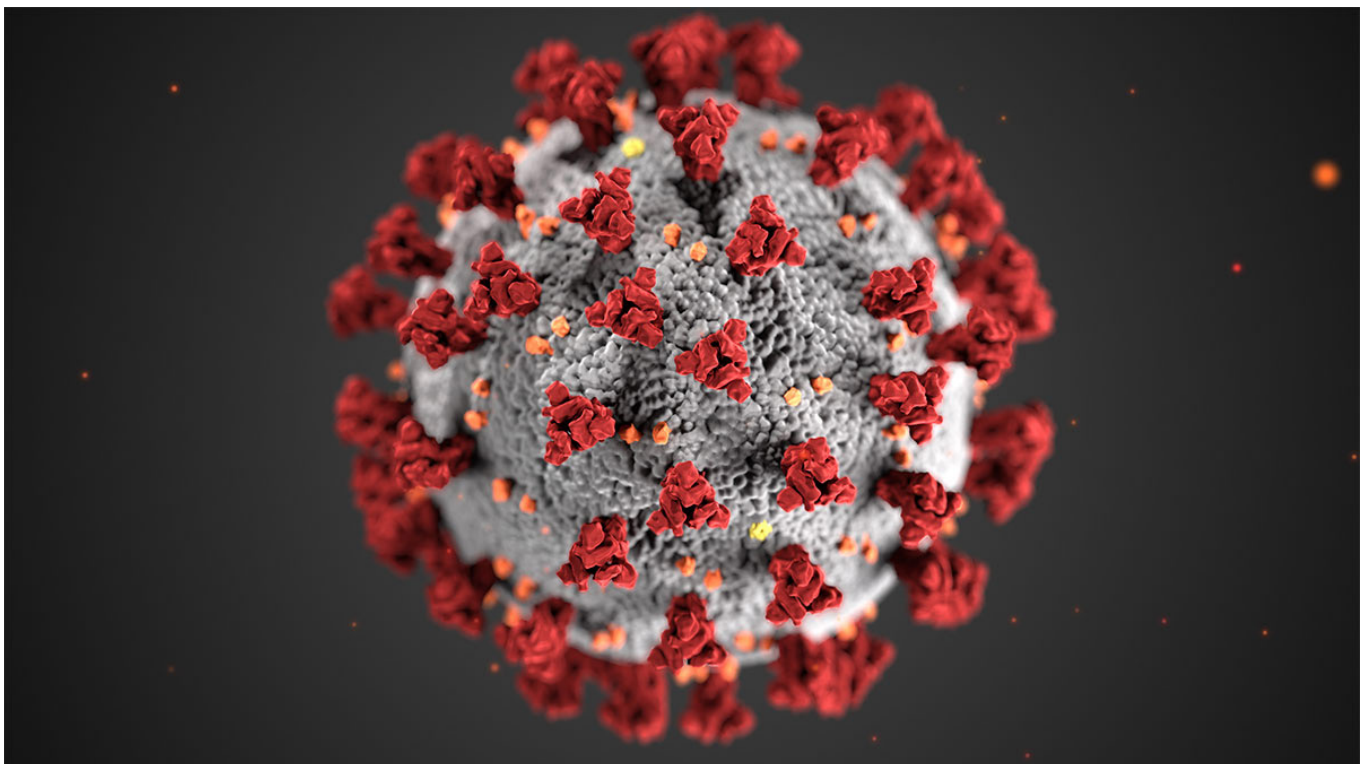
If you have not had a chance to join one of the webinars (How the PANDEMIC is changing merchant payments) MPE organised during previous months, you can find the list of previous webinars or register for the upcoming webinars.

We hope you and your families stay safe and look forward to engaging with you online and in-person over the coming weeks. If there is anything we can do to help you through this trying time, please let us know.

Enjoy the reading

Your MPE team (the publisher of the POSitivity magazine)

*PS: If you would like to Become an active contributor to POSitivity magazine & let us know at [mpe@merchantpaymentsecosystem.com](mailto:mpe@merchantpaymentsecosystem.com)*





# TOP merchant payments Influencers & Innovators to watch in 2021?

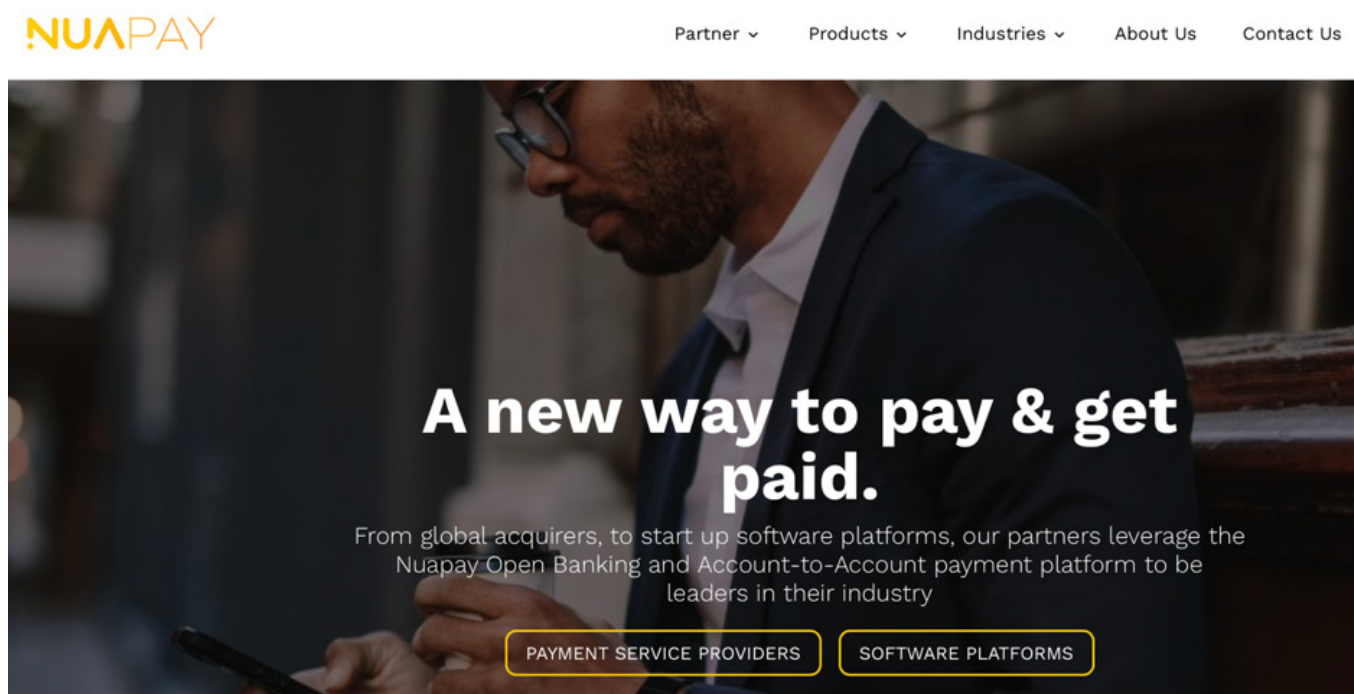
Behind the curtain:  
Interviews with MPE 2021 Awards Winners.

Category:

**BEST USE OF OPEN BANKING IN MERCHANT PAYMENTS ECOSYSTEM**

**Winner: Nuapay, a Sentenial company**

[www.nuapay.com](http://www.nuapay.com)



Interview with  
**Thelma Dhlovu, Marketing & Public Relations Manager, Nuapay**

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Nuapay is the industry's leading Account-2-Account

payment solutions provider for merchants. We enable merchants to reap the benefits of open banking: better cash flow, significant cost savings, and improved customer payment experiences.

**Why did you decide to join the MPE Awards?**

The MPE awards celebrates excellence and innovation within the payment space. Joining for the opportunity to be recognised as a leading solution spotlights Nuapay's progress while enhancing brand awareness.

**How did it contribute to your business and help you to move your business forward?**

Participating in the awards was a great way push our open banking agenda to encourage adoption and establish Nuapay as a leader within this ecosystem. Winning the 'Best use of Open Banking in Merchant Payments Ecosystem' adds credibility and value to the brand going forward.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

Companies considering future participation should definitely take advantage of the opportunity to stay ahead of the competition. In order to stand out amongst other amazing solutions it may be beneficial to present a proposition highlighting your USPs clearly and concisely.

**How have things changed for your company since winning the MPE Awards?**

As winner of the 'Best use of Open Banking in Merchant Payments Ecosystem' award, Nuapay seen an increase in brand awareness and new opportunities made easy by the honour of wielding a winner's title.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Like with most things, the key to success is hard work. At Nuapay we are hard at work developing innovative products to meet rising demands and expectations. Staying in sync with key trends and fine tuning our service allows us to quickly adapt and best serve our clients.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

Covid-19 definitely had a significant impact in consumer behaviour. Our studies reveal a shift towards open banking and a desire from consumers to try new alternative payment solutions such as open banking. With the future angling towards contactless, secure

and faster ways to process payments, Nuapay is in position to encourage open banking adoption and work towards frictionless payment experiences.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

Nuapay is always evolving and developing ways to better serve merchants and their customers. Our one-stop-payments solution offers a well-rounded service enabling merchants efficient and low-cost payments, providing welcome relief to those in need. Pain points like chargebacks, high fees and lengthy processing times are a thing of the past so our merchants/clients are able to enjoy Nuapay's many benefits and leave behind all the stress and fuss.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

Mobile payments and contactless options are rising to meet ever increasing consumer demands. In the next decade we can expect a more established move towards trends such as subscription models and QR codes.

**What are your future plans?**

Nuapay is ultimately working towards creating the best way to pay and get paid, building seamless, tech savvy products that take advantage of the inherent benefits of Account-to-Account payments.

Category:

## BEST MERCHANT ACQUIRER/ MERCHANT PROCESSOR

**Winner: Sberbank**

[www.sberbank.com](http://www.sberbank.com)



Interview with

### Dmitry Malykh, The Director of the Acquiring Division, Sberbank

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Sberbank is the largest bank in Russia, Central and Eastern Europe, and one of leading international financial institutions. In addition, Sberbank is the most valuable Russian brand and the strongest banking brand in the world according to Brand Finance. Our goal is to make Sberbank one of the best financial and technology companies in the world. It helps people to optimize their money, time, and efforts. It helps businesses to increase revenues, cut costs, protect against risks, and proceed with digital transformation.

Sber has been awarded in the Best Merchant Acquirer

category. Our company has demonstrated innovation in its acquiring services, business growth (despite the coronavirus pandemic), the ability to adapt quickly to the constantly changing environment and provide high-level support and service to its customers. We are working to create convenient online services for customers from a variety of areas.

Our customers' businesses are provided with the best payment experience, which is innovative, convenient and secure, because we:

- develop digital channels and expand the product line in acquiring with a focus on convenience for legal entities and individuals
- provide an advanced customer experience
- provide our customers with reliable and seamless service

- create innovative payment scenarios
- support micro and small business through more favorable conditions and rates as compared to the market.

All these factors have a positive impact on development of our customers' business and serve as the key to their success.

### **Why did you decide to join the MPE Awards?**

For as long as 13 years, the MPE Awards has been a prestigious European award aimed at identifying the best participants and practices of the payment industry. This year, the focus of the award was on innovations in payment systems. Our products and services are in line with this concept as much as possible.

Participating in the award meant making a statement. Our aim was to be recognized at MPE Awards to confirm the significance of the work we've done over the year: the changes we've implemented, the projects we've launched and the innovations we've developed. It was important for us to know the views of independent industry advisors - respectable judges. It was a great honor and responsibility for us to win one of the key international acquiring awards. Many thanks to the organizers and judges for such opportunity!

### **How did it contribute to your business and help you to move your business forward?**

By being recognized at the award, we confirm the title of an innovative technology company. Thus, we cultivate an image of credible organization among our customers and partners. It's hard to overestimate the importance of reputation in the market, especially in such a rapidly changing environment. Appreciation of our merits by industry experts at the international level helps us to move forward, to new levels.

### **What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

Why should judges choose this particular project out of hundreds of others? That's what you should ask yourself before deciding whether to enter the award.

If you are sure that your project has a deep meaning and delivers benefits for the society, we recommend you to study the description of all the categories in detail so that you could choose the one that best suits your project. When filling in your application, try to explain the context that communicates the importance of this job here and now. It is important to describe the merits in as much

detail as possible, illustrating them with specific examples and figures. Support the application with links, references, presentations, videos, and other artifacts that will allow you to present your project visually.

Your description should be succinct but insightful. The more information the judges have, the more likely they will be able to appreciate your work.

### **How have things changed for your company since winning the MPE Awards?**

After winning the MPE Awards, the whole Sber's acquiring team got a powerful charge of motivation and energy for development of new innovative high-tech services - we have already held pilot launches of projects that we may nominate for the award next year.

### **What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

The key to unlocking innovation is people. After all, when we create new projects, we are guided by our customers' expectations and want to anticipate them. Our company is very open-minded; we spend a lot of time training, searching for ideas and studying the world's best practices in the payment industry. That's how we get inspiration. The main thing is to get enthusiastic about your idea and have enough imagination to visualize the final result = the goal. Our young, close-knit and active team quickly takes up ideas and becomes energized like in a chain reaction. And then, as in the well-known Russian proverb: what the eyes fear, the hands do.

### **COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

During the pandemic, we have learned how to respond to external challenges in a flash, to think in different categories, to create brand new things, and to be intuitively aware of customers' basic pains and needs.

### **Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

First of all, we have managed to adapt and meet our customers' expectations through launching projects that are unique for Russia. During the coronavirus pandemic, the

customer focus shifted to contactless and e-com payments, and the government's need for social support increased. Our team was able to achieve the objectives in the first and the second areas by implementing the following projects: One-Look Payment (using biometrics), PayQR, SberPay, Take&Go, Social ID, etc.

Second, the speed of response was important. Our team was able to act quickly within the new environment and almost instantly rebuild established work processes to support customers. For example, we have managed to increase the share of digital sales in a very short time, which made life of our (retail) customers much easier.

To make it easier for our customers to cope with the aftermath of the Covid-19 crisis, we supported them as follows:

- We arranged a payment 'holiday' for service fees for using terminals and online cash registers
- We accepted expired cards
- We cut down a fee for e-com companies
- We cut down an acquiring fee while paying for medical services

**Payments companies must anticipate what's next—now. What are current trends in merchant payments?**

### **What can we expect in the next decade?**

It's obvious that the volume of the ECOMMERCE market will continue to grow fast since business will move from offline to online sales more and more rapidly.

In the next decade, the transformation of trade payments will be largely affected by the development of artificial intelligence, robotics, the Internet of Things and process automation. Many new behavior patterns will become a standard practice and drivers of technological and business innovations. Progress can be made in developing more stringent standards for assessing transaction risks, tracking cross-border payments, and simplifying user authentication. The role of non-profit organizations in shaping the payment ecosystem will also be strengthened - we are talking about central banks and other regulators introducing new rules for payments market players.

### **What are your future plans?**

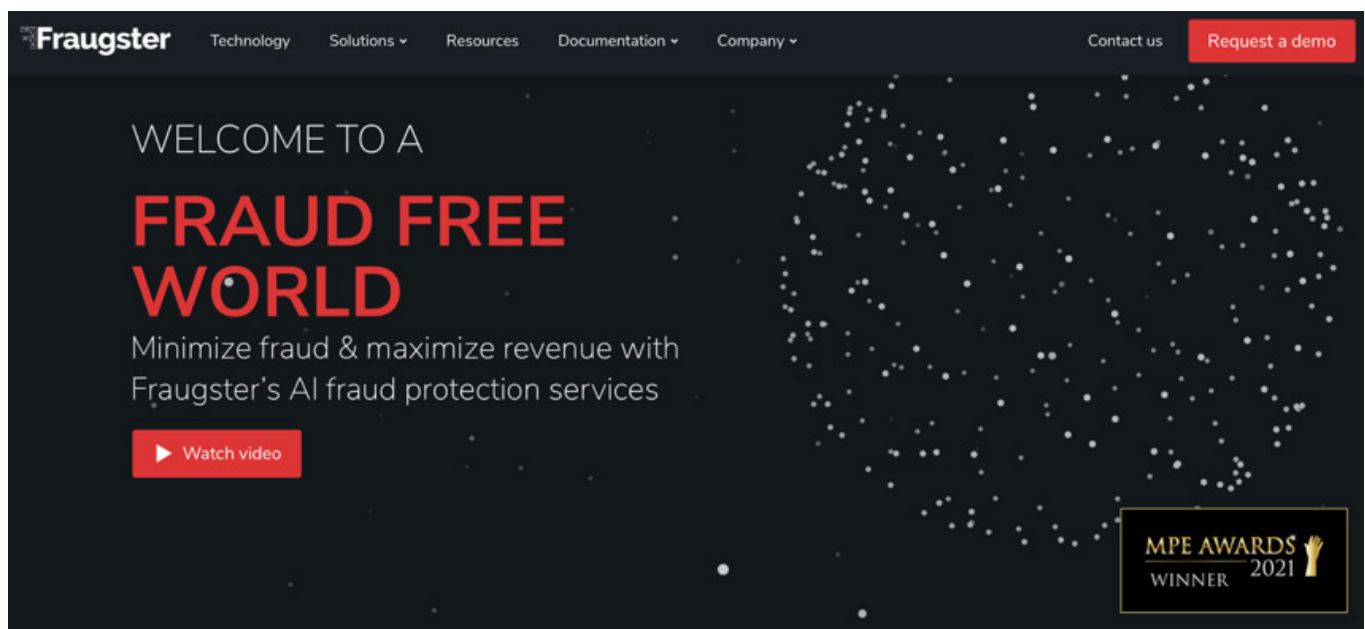
We will continue to work toward our global goal of making the world a better, more convenient and comfortable place for everyone through seamless, instant and secure payment solutions.

Category:

**BEST USE OF DATA ANALYTICS/ AI FOR FRAUD PREVENTION / SECURITY**

**Winner: Fraugster**

[www.fraugster.com](http://www.fraugster.com)





## Interview with Christian Mangold, Co-CEO of Fraugster

**Could you please briefly introduce your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Fraugster is a payment security company that enables e-commerce businesses and payment companies to intelligently manage the impact of fraud on their business, by building world-class technology and products. The company's unparalleled service offering includes a highly flexible operational model, that meets all types of needs – customers can choose between Fraugster managing their risk – including chargeback protection with full liability shift, or doing it themselves in-house, utilising Fraugster's technology, or a hybrid model. Additionally, customers enjoy a secure and seamless checkout experience that ensures a higher approval rate, lower fraud rate and lower false positives, fostering long-lasting trust and loyalty.

Fraugster's fraud prevention offering was developed to provide:

1. AI technology that turns data into insightful decisions.
2. User-friendly UI - the ability to write rules, test on historical data, and go live immediately.
3. Track KPIs with live insights and customized reports.
4. Compliance and security requirements.
5. A set of rules tailored to specific industries that identify the latest fraud patterns and block fraud attacks.
6. Flexibly provide both in-house and outsourcing options

These components prevent fraud and charge-backs, which represent significant business threats for online merchants.

**Why did you decide to join the MPE Awards?**

The MPE Awards is one of the leading awards in payments and we wanted the chance to showcase our expertise on a level playing field and compete with the best in the market.

**How did it contribute to your business and help you to move your business forward?**

By winning this prestigious award, Fraugster has strengthened its standing as a leader in data analytics and AI in fraud prevention and security. This is incredibly motivating for our people and gives prospective customers validation that they are speaking to a rising star in the industry.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

Be clear about what unique perspective you want to share for the award submission. Think about how your company's solution has made a positive change for the industry and highlight what you are especially proud of, i.e., team and technology. Be bold, inspiring, and creative when writing your submission.

**How have things changed for your company since winning the MPE Awards?**

We have received positive feedback from employees and clients. In regard to sharing the news of our win with potential clients was extremely positive. They were impressed that we were connected to such a reputable organization and increased our credibility.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Real innovation comes from full spectrum thinking, this means looking left and right within your domain, but also at other industries to see how leaders are doing things differently to add value to their customers. Inspiration at Fraugster comes from thinking about how new technologies creates new opportunities to commit fraud, across a very wide surface area of attack. Our meeting rooms are named after famous fraudsters, from Madoff to Lustig, and we use these to remind us that behind every fraud is a pattern of behaviour, both human and machine - and often a lot of ingenuity which we need to stay ahead of.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

Almost everyone shops online, including a much larger share of segments that previously did little to no online shopping. This means e-commerce needs to cater to a broader audience, not just a younger, tech savvy buyer. It also increases the surface area of attack as more people transact more often across more services. On one hand this represents a leap forward of 5 years versus forecasts, but in security terms the industry needs to catch up and put in place new protocols. A simple example is that we do not all have an authorised digital online identity, in the same we all have a passport. This may come and would allow consumers to interact with online services without requiring separate accounts, logins and verification steps. In short, we are moving towards a new normal where the distinction between online and of-



fine services will cease to exist.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

2020 was a year of complete uncertainty due to the global Covid-19 pandemic. The spike in online spend led to more intensified fraudulent attempts with fraudsters attempting to penetrate all barriers to make illegitimate transactions. Merchants expected high levels of fraud prevention to deal with the sudden surge in new account openings and online purchasing. To address this, we have tightened our solution portfolio, strengthened our senior management team with key industry players, adapted our solutions to address the new PSD2 regulation that was implemented in the EU at the end of 2020 and expected to be implemented in the UK in the latter part of 2021, and forged new technology partnerships. Additionally, we continue to enhance our thought leadership capabilities through keynotes and applying for awards within the industry.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

The biggest change in payment behaviour and preferences

is a shift from a credit mindset to a debit mindset, or put differently, a desire from consumers to be more in control of their finances. The poster child for this shift is Buy Now Pay Later (BNPL, it is growing rapidly amongst younger consumers and has now reached mainstream status. Consumers love the flexibility to spread payments across 3 to 12 installments so they can manage their cash flow, and spend responsibly. Many have observed the negative effects of unmanageable credit card debt. In parallel we think that customers will start to monetize their time and talent - we have already seen Non Fungible Tokens (NFTs) boom this year, and this is a sign of things to come. It is not hard to imagine a world where creators earn income from their online activity and convert this into currency that allows them to consume a range of services. Someone will need to make this possible and facilitate this conversion, and ensure this is done in a non-fraudulent way.

**What are your future plans?**

To address and control the massive value of fraud loss caused by online fraud, it is essential that all players within the cybersecurity industry pool resources, IP and technology. Fraugster recently launched a AI platform which allows access to third parties to bundle their best of breed within the ecosystem to allow world class technology vendors to join forces across domains, from fraud protection to biometrics, behavioural intelligence to identity verification, and payments. We are also planning to enter the 2022 MPE awards.

## Category: BEST PAAS PROVIDER

**Winner: Limonetik**

[www.limonetik.com](http://www.limonetik.com)

The image shows a screenshot of the Limonetik website. The header includes the Limonetik logo, navigation links for Solutions, Clients, and Company, a language selector (UK flag), and a Log in button. The main content area features the headline "Enable the new world of payments" and the subtext "Global modular platform for all payments challenges". Below this is a form to "Enter your email" and a "Get started" button. The background of the main content area is a dark blue gradient. Overlaid on this are three images: a smartphone displaying a QR code and a "Pay" button, a desktop dashboard with various charts and graphs, and a world map showing global reach.

## Interview with Arthur Laclau, Product Manager, Limonetik

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Limonetik is a global open platform awarded "Best Platform as a Service Provider" by the MPE. Limonetik supports multichannel retailers, marketplaces, gig and shared economy platforms as well as business to business platforms, acquirers and payment services providers. They face challenges to accept local payment methods, manage marketplace payments workflows or to build a key payment value chain.

Limonetik is the only actor that can enhance a global full-service payment solution adapted to the customer reality. What makes the real difference is that we allow our customers to keep their long-term business relationship with their preferred partners and at the same time benefit from Limonetik expertise to manage financial complexity: from reconciliation, bookkeeping fees handling to payouts management and many more.

To make our vision real, Limonetik continuously builds an agnostic network of hundreds of payment gateways, acquirers and front-end solutions.

In addition, Limonetik processes 285 payment methods in 70 countries within 100 currencies through multiple channels: online, mobile or in-store.

**Why did you decide to join the MPE Awards?**

The MPE Awards are a milestone of global excellence in merchant payments and connect together the entire payment ecosystem. Consequently, it allows all these different actors to gather all the actors that could benefit from our platform connect and share.

**How did it contribute to your business and help you to move your business forward?**

This award reinforces our strategy and unique positioning that have enabled us to provide our know-how and expertise to our major customers and partners such as Ingenico, Computop, ACI, Mirakl, Webhelp, Conrad, ManoMano, Veepee, Deliveroo and more.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

MPE awards is a great opportunity for your company

whether it is a precise insight on your positioning or a good promotion of your offers.

My tip on copywriting is basic but always forgotten. Talk first about your customers and their challenges. Then explain clearly the value your product brought to the game. No less, no more. Bonus tip: avoid "buzzwords"

**How have things changed for your company since winning the MPE Awards?**

It is a great honor to be recognized Best PAAS Provider within the top merchant payments acceptance companies. This award is a testament to Limonetik's growth and product strategy focused on innovation, technology, and globalization.

Obviously, it has brought a high number of business opportunities, benefiting from the international coverage and the MPE network.

Finally, it is also a great award for all the talented and committed people – both the wonderful creative teams at Limonetik and the many dedicated and discerning clients and consortium partners—whom I have been fortunate enough to work with over the past few years.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Payments is a huge gameplay for innovation. Every new regulation, new scheme rules, new technology partner, new payment methods or new way of selling could be a trigger for a new offer. By working closely with every type of payments provider, Limonetik is at the edge of innovation, and remains constantly open to any new needs. This mindset enables us to build products and processes very agile.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

Covid-19 was a huge accelerator for online sales and new way of selling. From a product perspective, Limonetik was ready but what has changed, is the motivation of our customers to obtain new solution quickly.

A good example was the launch of stop-covid19.fr ; a French-government marketplace that sells COVID-19 related furniture. With long time partners Mirakl and Webhelp, we

launched a very specific marketplace in 1 month. We have to learn to deliver and be the sharpest possible in every action

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

As a 10 years old start-up, it is in Limonetik DNA to pivot strategy and develop innovative offers. Our customers know our strengths and take the habit to request innovation directly to Limonetik, rather to their long-time bank or card processor partners. The crisis has just multiplied the number of requests.

Fraud issues have increased but the main focus for our customers is to adapt their business model to the impact of successive lockdowns. It is the moment to bring more revenues from a Marketplace instead of your ecommerce website or from new payment methods like meal vouchers on food delivery marketplaces.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments?**

**What can we expect in the next decade?**

Next decade will be a paradox, the payment market is consolidating with big M&A but there never was so many local payment methods, local payment actors and new way of selling. Businesses will continue to chase growth but must constantly adapt their business model to ecological issues. No large payment actor will be able to be agile enough to provide specific payments solutions. No start up fintech have the capacity to process huge volumes of payment and provides riskless and solid payment infrastructure.

The future is then a resilient payment platform that connects you to a broad range of payment services.

**What are your future plans?**

The focus will be to develop our solution to a global range. Focus will be then to continue to develop a global network of payment providers, payment methods and connect more type of partners for our platform.

We also want to leverage on our existing capacities to invest on in-store payments and be more efficient for global payouts.

To do so expect our size to get bigger in the coming years

## Category: BEST ALTERNATIVE PAYMENT METHOD

**Winner: Currence iDEAL**

[www.ideal.nl](http://www.ideal.nl)



Interview with  
**Rob Hoitink, Product Owner iDEAL, Currence iDEAL B.V.**

**Could you please introduce briefly your company and your Award-winning solution/idea/concept?**

**How is your solution helping your customers to succeed in their business?**

Currence is the brand owner of iDEAL, iDIN and Incasomachtigen (for digital mandates). All of these solutions are based on the bank infrastructure, to perform a payment, provide the identity of a consumer or to issue a valid mandate for SEPA Direct Debits.

iDEAL is an online payment method that enables consumers to pay online through their own bank. iDEAL has a near

100% reach among Dutch consumers and provides a payment guarantee to merchants. Those USPs have made iDEAL the number one payment brand in the Netherlands with a market share of 69% in e-commerce in 2020.

**Why did you decide to join the MPE Awards?**

We are proud of iDEAL and its success and we were convinced we had a fair chance to win the award.

**How did it contribute to your business and help you to move your business forward?**

The iDEAL brand already has a brand recognition of almost



100% in the Netherlands. By winning this award, we were certain the brand exposure in the rest of Europe would increase. Currence iDEAL focuses on expansion beyond the Dutch borders and we believed that a prestigious award from MPE would support us in achieving that goal.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

Show, don't tell. Be genuine and support your claims with actual facts and features.

**How have things changed for your company since winning the MPE Awards?**

We are currently upgrading iDEAL, with a new infrastructure and new functionalities to improve conversion for online merchants. That program started at the beginning of this year. Winning the MPE Award was an inspiration to all team members.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Innovation is most powerful when it solves a problem for a large user base. In payments there are some basic require-

ments that need to be met for innovation to be successful:

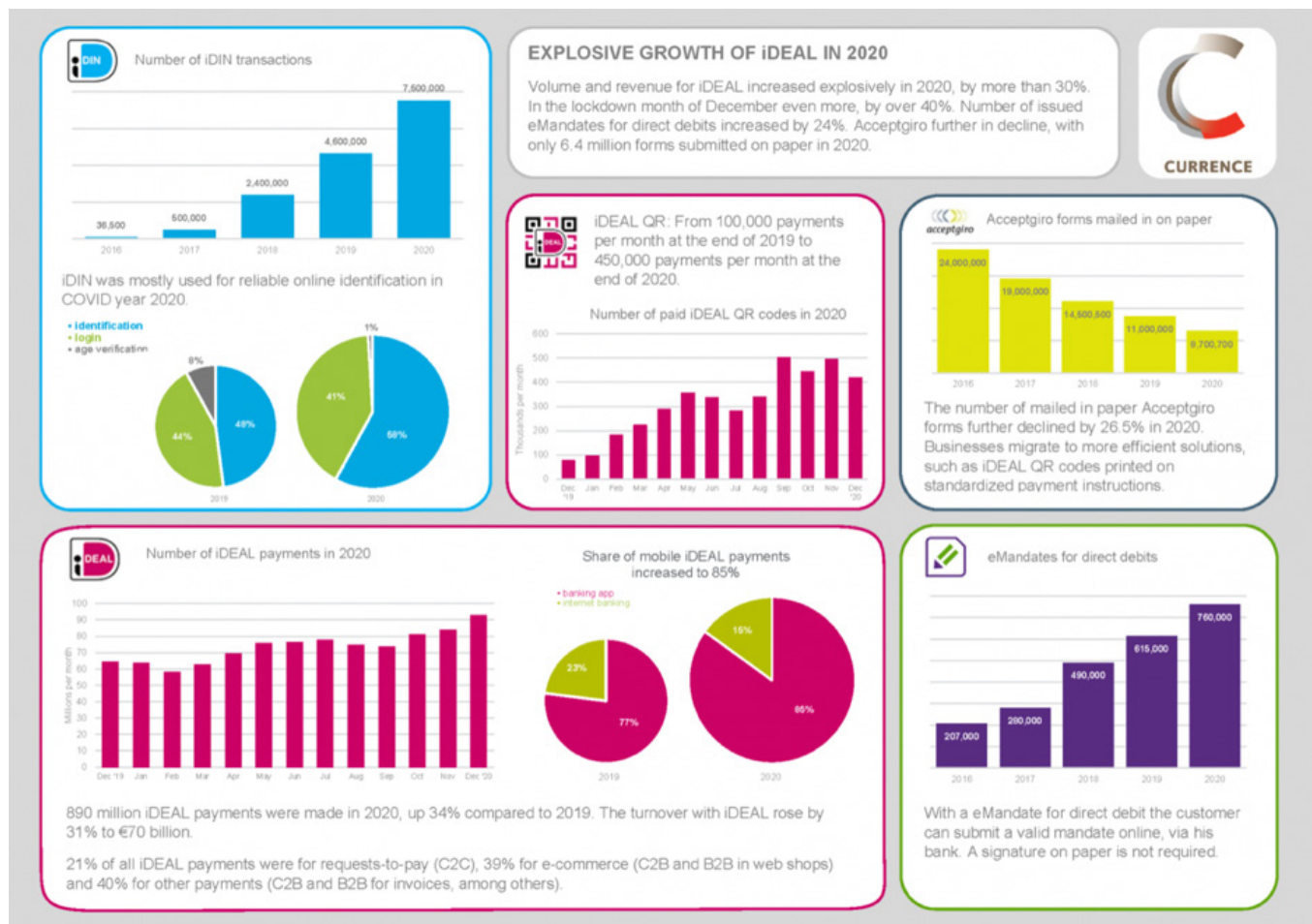
- For consumers, a proposition must have the right balance between ease of use and security. Without user trust an innovation is not likely to succeed in payments.
- For merchants we always focus on three key elements: reach, conversion and cost.

These starting points are at the basis of every innovation for iDEAL.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

During the pandemic the iDEAL volumes increased rapidly. We even temporarily exceeded the volume of POS card payments in the Netherlands. We saw a pickup of iDEAL in new branches, like hospitality. iDEAL was also increasingly used to pay for beers and snacks on outside terraces.

We are currently developing new functionalities for iDEAL to further support merchants in the online shopping cycle. We will introduce iDEAL Checkout, which will provide the delivery address to a merchant in a seamless way, with the consumer's



consent. Customers can shop without typing their personal details, just by using their thumb for identification and authorization. iDEAL will become more relevant and easier to use, while maintaining the same level of security that applies to remote SEPA Credit Transfer payments.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

We keep focusing on an easier payment journey and functionality to use iDEAL in more payment channels, with solutions like scheduled and recurring payments.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

iDEAL is a scheme. As a scheme we allow our partners to offer iDEAL to their customers. Together with those partners

we develop new solutions the market demands. For the short term our focus is on enriching the iDEAL payment with additional information and allowing for more flexibility in the payment terms. For the longer run we foresee that a payment method should integrate easily into a merchant environment, provide reach among both consumers and merchants and support the needs of consumers as much as possible. We try to make payments invisible, but still provide control and trust to consumers. A development in this area will be 'OneClick iDEAL' payments to merchants. Making an iDEAL payment will be as easy as a 'card-on-file' payment and as secure as an iDEAL payment is today.

**What are your future plans?**

The coming year we will release a new platform that facilitates innovation of iDEAL and allow third parties to add value to iDEAL payments. We are confident this open infrastructure will allow iDEAL to provide more value to consumers and merchants by working together with relevant parties in the shopping and online payment ecosystem.

Category:

**BEST PSP/ ISO/ FACILITATOR / AGGREGATOR (Third Party Provider)**

**Winner: dLocal**

[dlocal.com](https://dlocal.com)

## d-local at a glance

**330+**

Merchants

**2B**

Combined internet users  
reached

**\$104M**

Revenue in 2020

**29**

Countries

**600+**

Local payment methods

**129%**

Revenue growth  
+ Adj. EBITDA margin  
in 2020

## Interview with Mathieu Limousi, VP of Marketing, dLocal

**Could you please briefly introduce your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

dLocal's mission is to enable global merchants to connect seamlessly with billions of emerging market users. We make the complex simple by redefining the online payments experience.

dLocal enables global merchants to get paid and make payments safely and efficiently via a proprietary platform that can power both cross-border and local-to-local transactions in 29 countries through over 600 local payment methods.

**Why did you decide to join the MPE Awards?**

Because MPE resonates with the most advanced in the payments industry: the latest technologies, trends, and future business models. Receiving such recognition puts dLocal at the forefront of the Payment Service Provider category and reinforces the trust we have from our clients and partners.

**How did it contribute to your business and help you to move your business forward?**

Receiving the MPE Best PSP award for the first time is an honor that shows our commitment to our customers. We are very proud of this achievement and will keep our focus on innovating and connecting global merchants seamlessly with billions of emerging market users to get an award again next year.

**What advice would you give companies who are thinking of entering the MPE awards?**

Choose a business case that shows teamwork and cooperation. It is from collaborative work between different teams in different countries and timezones that dLocal obtains so much creativity, innovation, and results.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Everything we do is to make our customers succeed in emerging markets. That is the key for dLocal: being customer-centric. By understanding our merchants' needs, we create products that remove the complexity of payments in emerging markets. But it is also our business to be always ahead of time, so we use our passion for our clients as an inspiration for doing in-depth research in trends and devel-

oping new solutions.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to the changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

When it comes to payments in emerging markets, we see an unprecedented move into the digitalization of payments. While this might be no surprise in more mature countries, emerging markets are still very cash-based and are still in the middle of their digital transformation. The pandemic accelerated the process. Here are some trends expected to be seen and that dLocal can help merchants deliver:

- Digital payment methods are becoming mainstream, like digital wallets, virtual cards, or digital vouchers. For example, contextual commerce becomes routine, such as buying tickets on a merchant's feed after seeing pictures of an influencer trip.
- Creating new rules and investing in technology do make refunds a seamless experience. It will take time for travelers to rebuild trust, that is why companies in this industry will invest in their customer relationship, and offering a frictionless refund experience is critical. That also means investing in fraud management technology.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

Increased adoption of e-commerce and online modes of payment in emerging markets have delivered significant growth for global merchants in recent years. As global merchants continue to benefit from these strong secular trends, we believe this will translate into larger transaction volumes and additional revenue for dLocal from the solutions we offer and the countries where we serve them today.

Key market trends we see include:

- Consumer expectations to make purchases or receive funds anytime, anywhere, using their preferred method of payment;
- The continued rise of a digital economy fueled by increased accessibility of the Internet and adoption of smartphones in both developed and emerging markets



- Increased level of spending and online transactions among the middle class in emerging markets;
- Global merchants establishing a local presence in select emerging markets; and
- Highly complex and evolving local regulatory and tax environments, compounded by an increase in fraud and cyberattacks.

### What are your future plans?

dLocal is growing fast. We will continue to target global enterprise merchants in our key verticals including, retail, streaming, ride-hailing, financial institutions, advertising, SaaS, travel, e-learning, and gaming.

We intend to continue expanding into new markets, developing new products, and retaining and expanding our merchant base while growing their overall volume processed through our platform, all of which are drivers that will continue to propel our growth in the years to come.

Our global expansion strategy follows the needs of our merchants by prioritizing markets with the most attractive opportunities and where our merchants face the most complex payments, compliance, and regulatory challenges.



Category:

**BEST OMNI-CHANNEL OR MULTI-RAIL PAYMENT SOLUTION**

**Winner: Paysafe**

[www.paysafe.com](http://www.paysafe.com)

**Paysafe** Products We Offer ▾ Industries We Serve ▾ Partners ▾ About ▾ EN ▾ Login

# Payment solutions that power the everyday

Plug into Paysafe's global experience in solving local acceptance

[Learn more](#)

1 BILLION TRANSACTIONS PROCESSED

## Interview with Carla Erlick, SVP ISV Channel, Paysafe

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Paysafe is a leading global payments provider with over 20 years' experience, and we specialize in serving niche verticals and industries. One of our specializations is integrated payments or providing independent software vendors (ISVs) in North America and Europe with payment solutions for their technology to better serve their merchant partners and consumers. I lead our ISV business, and our team was excited to see our payments solution recognized in the 'Best Omni-channel of Multi-Rail Payment Solution' category at this year's MPE Awards.

With ISVs, and the merchants they serve, increasingly tailoring their offerings to consumers who want to engage with their products not only in person and online but also on-the-go via their smart phones, our payments solution allows them to bridge all these channels. At Paysafe, we seamlessly combine paying in-person, online and via mobile devices – providing a cohesive user experience across all channels. Merchants only need a single account to manage their Ecommerce, mobile, and in-store transactions, all through one provider.

**Why did you decide to join the MPE Awards?**

The Merchant Payments Ecosystem (MPE) annual conference is one of the major payments events for the European and global marketplace, uniting payment service providers and tech companies from across our industry. The MPE Awards recognizes payments innovation and the payment service providers driving the industry's evolution.

We're therefore always keen for our products and solutions to be considered for the MPE Awards, and we were fortunate enough to be again recognized from among our peers this year. In 2019 with our partner Handpoint, we jointly received the Best Payment Partnership award, also for our global omni-commerce solution.

**How did it contribute to your business and help you to move your business forward?**

Being recognized as a leader in your space and from among your peers is always great exposure from a business development perspective. As mentioned, the MPE Awards are a seal of approval from the payments industry, given the prestige and reach of the MPE.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

First, it's essential to evaluate your solution or offering against the specific criteria of the award category in question. Then it's important that you consider your solution and define its value proposition in terms of what payments challenge it helps merchants and the wider payments industry solve.

It's also vital to provide evidence of your solution's effectiveness to back up and support your statements. Customer testimonials can do this very effectively and provide colour and detail that helps give your nomination more credibility.

**How have things changed for your company since winning the MPE Awards?**

While our newest MPE Award was great recognition, we're always as a company focused on continually evolving our products and solutions – that's always been a constant for us at Paysafe.

In terms of specific changes, in late March we became a public company after listing on the New York Stock Exchange. Meanwhile, in the ISV space we've continued to partner with innovative software platforms which embed our payment solutions into their core offering to better serve merchants around the globe.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

Listening to your customers is paramount and what keeps me on my toes. The speed and pace of innovation from new age SaaS platforms is unprecedented and the problems they are solving in the niche verticals they serve is really inspirational. Being part of these solutions by providing our digital commerce technology is rewarding on a daily basis. Keeping up to date on the wider industry trends and the amazing solutions our peers are bringing to the market also forces us to constantly evaluate our own products and solutions for opportunities to improve and strengthen our offering.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

Yes, I agree. The pandemic has been a catalyst for online payments and Ecommerce. Our April 2020 research, for instance, revealed that a quarter (25%) of Americans shopped online for the first time as a result of COVID-19.

Paysafe has strong roots in Ecommerce and online payments so we were well positioned to support our clients with the rapid shift to online at the start of the pandemic. As the world starts to re-open, we are proud of our global omni-channel capabilities and are excited to continue to support our clients as their consumers choose their preferred way to buy and pay in the 'new normal'.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

During the pandemic we worked collaboratively with our ISV partners and merchants and provided support to the best of our ability to help them weather the storm and emerge stronger. We provided solutions for our brick-and-mortar customers to transact online almost overnight. Navigating the financial exposure risk while trying to support our clients, especially our SMB clients, was an art, but we are very proud of how we creatively supported our clients.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments?**

**What can we expect in the next decade?**

The COVID-19 pandemic has taught us all that it's difficult to forecast what we can expect from the future. That said, in the ISV space, where technology is intrinsically important, we can expect a continued diversification to meet merchant and consumer demands. Mobile's importance will only grow, yet online will remain important as a channel, but the offline or in-person payments experience cannot be ignored, as COVID-19 stabilizes amidst a relative return to normal for face-to-face commerce and B2C business. The only thing that is certain is that customers want choice. They want options of how to pay, when to pay, and where to pay.

At a payments level, ISVs will continue to integrate alternative payment methods, which have seen significant uplift amidst during the pandemic. From digital and mobile wallets to online cash, or eCash, solutions.

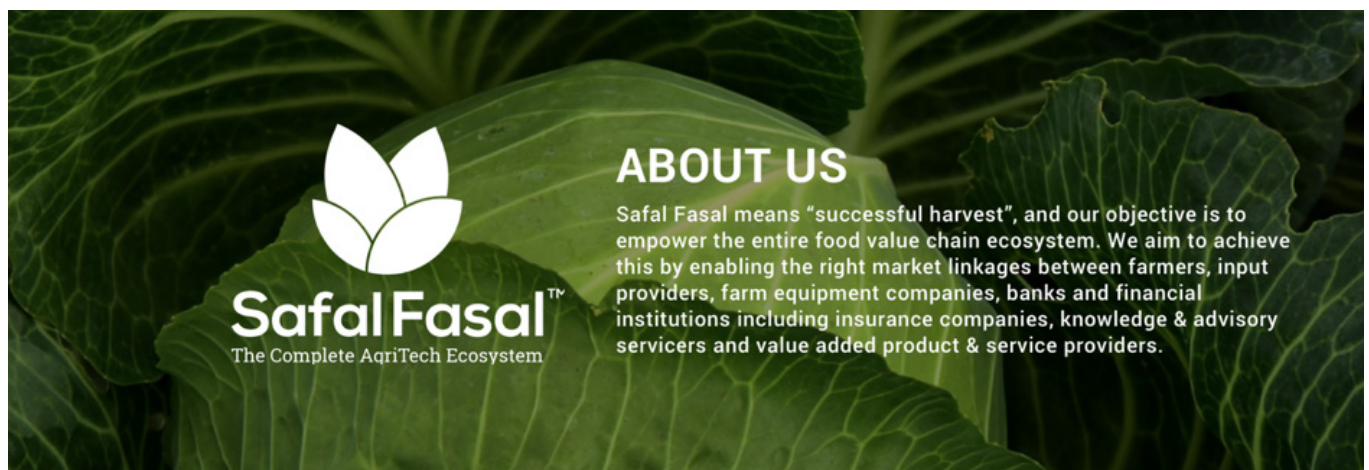
**What are your future plans?**

We have a number of exciting ISV partnerships in the works on both sides of the Atlantic, and we also have big plans for continuing to innovate our solution to consolidate our position as a leader in the ISV space. We look forward to continuing to innovate, support our current and future ISV partners to grow and make an impact in the world of global digital payments.

## Category: CHAIRMAN AWARD

**Winner: Safal Fasal**

[safalfasalonline.in](http://safalfasalonline.in)





## Interview with Debarshi Dutta, Co-founder, Safal Fasal

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

Safal Fasal, is an online marketplace that brings together India's agriculture ecosystem players; bridging the gap between buyers, sellers and financial institutions. Our marketplace allows buyers to source produce, choose quantities and make a purchase online. It is designed for a multi-channel and a multi-institutional processing environment, supporting the most innovative banking solutions. The marketplace enables buyers, farmers, FPOs and representatives to access available produce and stock information from their mobile devices. We aim to make a difference within the farmers' community in India, by transforming their traditional trading methods.

**Why did you decide to join the MPE Awards?**

The MPE event is a flagship event when it comes to merchant and their payment experience. Our decision to enter these awards was to demonstrate that now is the time to build an ecosystem through digital transformation, and is working very well.

**How did it contribute to your business and help you to move your business forward?**

I joined Safal Fasal since a founding member, from naming the company to driving its growth from 0 to success. This would not have been possible without our main shareholder BPC and the team who joined with the intention to make an impact in India's agriculture industry through technology and smart finance.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

I would recommend anyone who is proud of their achievements to enter the MPE awards. I think the secret to victory is a mix of your story but also the proof demonstrated with customer uptake that testify of the success of a fintech.

**How have things changed for your company since winning the MPE Awards?**

The MPE awards is part of all of our presentation decks and introduction, it gives us this extra recognition from an organization that takes awards seriously and has gone

through a full jury evaluation to nominate their winners. We are very cognizant of this distinction.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

We all look for this extra innovation feature that will give us an edge however sometimes innovation is about improving practices and we have done so by carefully listening to all ecosystem players within the marketplace. Farmer on one hand, financial institutions, buyers and partners. It is also a never ending journey and as an agritech we keep iterating, testing, learning and making the experience better.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

In the agri-space the solution is phy-gital and comes with a lot of education. Although digital payment adoption is on the rise worldwide, you need to leapfrog this transition with better understanding on how it works and gaining trust.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

Covid has made it clear that money needs to move instantly between consumers, business and governments but it also reiterated that we need a functional ecosystem where we need to fulfill the experience from the search for products and services to the delivery and after sale. More and more we will see merchants joining ecosystems or creating their own specialised one in order to prime the customer relation.

**What are your future plans?**

Our forecast is pretty impressive as we plan to onboard 1 million farmers in our second year of operations. It means that we have to scale our operations and team and take the business from a start up to a grow up stage. We are looking for more partners to join the adventure and continue to provide outstanding services that help farmers grow their business. We are also open to take external funding to bring the same concept to other countries.

Category:  
**INFLUENCER OF THE YEAR AWARD**

**Winner: Adam Sharpe, CEO, Cardstream**



Interview with  
**Adam Sharpe**

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

I'm Adam Sharpe, CEO of Cardstream, an independent global payment gateway, specialising in whitelabel solutions through our Open®Payment Network – or OPN®.

Our style is to network with Partner colleagues by opening our IP to them and sharing it freely. We're creating a huge array of successful challenger gateways through our "dare to share" approach and our abundance philosophy, meaning there's more than enough to around.

Independent of individual acquirers, markets or geographical locations, Cardstream can integrate globally into any trading market, acquirer or locality. Now integrated with hundreds of merchant providers; card schemes; acquirers; fraud prevention services; big data analysts; lenders; alternative payments providers; and more, our market influence is very apparent.

Many acquirers now prefer Cardstream's Gateway tech-

nology over their own. Cardstream's reach into a huge diversity of merchant verticals has gained the year-on-year financial patronage of the Card Schemes themselves. This has placed Cardstream in the leadership ranks of their Scheme-wide innovations, such as 3-D Secure v2; Network Tokenisation; Secure Remote Commerce; and bank-to-bank payments. That's a mark of recognition and influence.

**How did you contribute to your business/ Merchant Payments Industry and help you to move your business/industry forward?**

I'm passionate about enabling others to get the most out of their talents, whatever the challenge. As a race driver, I have competed several times as a podium finisher in the Le Mans 24 Hour race and I've coached other race drivers to achieve the same. Sharing experience is what I do naturally. So is building teams, whether for Le Mans or FinTech. I've influenced OPN® Partners to build significant businesses by bringing gateway technology into the open for anyone with ambition to deploy.

Cardstream's "one-click API" has simplified Partner gate-

ways' deployment of custom solutions for their enthusiastic merchants, who love them. We have created the world's first truly "go-to" collegially driven competitive hub, OPN®, which houses hundreds of payment gateways where, eight years ago, there were barely ten. Cardstream has turned the Gateway market, previously heavily dominated by a few huge players, on its head.

We have influenced OPN's® nextgen Partners by showing how 8000+ of their rapidly growing salesperson numbers can boost their business success by own-branding and onselling Cardstream's white-labelled technology to their merchants.

**What advice would you give people who are thinking of entering the MPE awards?**

The MPE conference and awards is a highly prestigious event. The level of content, relevant connections and industry exposure is of major benefit to any business operating within payments. The awards have a number of very competitive categories and winning is a significant achievement by any company or individual, providing the recognition and validation of their contribution that they can be proud to receive.

As to practical advice – well, you have to have two things. First you have to have clear traction on the FinTech landscape – not necessarily massive, but definitely engaging. Second, you have to work and rework the words you use in your submission and make every one of them add value. Fluffy stuff is not enough. You must set out your stall with clear aims, wins, metrics, and endorsements. Start with the factual stuff and then weave in your storyline to make it interesting and fun. Judges need to enjoy their reading, after all.

**What and Who inspires you?**

My inspiration comes from working with successful and engaging people, whether that's within our excellent team or our network of Partners, from whom I'm constantly learning.

**What is your key to unlocking innovation in payments?**

Simply, we know we don't know everything and never shall. So we are always listening to and learning from our Partners and the industry and we respond quickly. By operating a large network of payment connections and Partners, we're able to adapt and create propositions for the market very rapidly.

**How do you translate the inspiration into the context of your daily work?**

Ideas into action. We just never stand still. The FinTech world moves very quickly. There's never a day that passes without some exciting news coming from around the world. Being part of this fast-paced industry provides the inspiration and drive to achieve more and more for our Partners and their merchants as well as our business and team at Cardstream.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

As with many businesses, we have seen a huge shift to ecommerce and mcommerce – not only SMEs moving from the high street to having an online presence but also large enterprises bringing the ecommerce experience into store. Ecommerce provides a vastly more data intelligent way to transact and we're only just starting to see this being used within retail. But for starters, we've almost doubled our staff numbers in the last two months, which gives an idea of how ecomm and mcomm are rapidly increasing.

**Payments leaders must anticipate what's next—now. What are current trends impact your business decisions?**

The shift from instore to ecommerce or, indeed, bringing ecommerce to instore is very obvious. The consumer experiences are merging. We have many merchants and Partners looking to use the benefits of ecommerce and mcommerce solutions to their fullest. This could be as simple as adding ApplePay and GooglePay or as complex as removing all POS hardware and replacing it with RFID, QR and the like. This is where we are aiming to make an impact in the near future.

**And how to get ready better and organize your business for a post-pandemic future?**

We are always working towards taking the best of the ecommerce and digital experiences that we expect and enjoy and providing them within the physical world for our day to day lives. Cracking this will allow for a hugely enriched experience for both merchant and consumer.

**Leadership/People - What are the type of people that are needed now to build the future of this ecosystem?**

There is still a lot of consolidation taking place, often of legacy platforms with thousands of customers. I think there is certainly a lot of room for further new players in the industry. The ecosystem is growing rapidly, as is the adoption of digital payments, connected technology and



biometrics. In the near future, I think there could be another generational shift to rationalising payments across the globe. Maybe as significant as digital shift within commerce.

**Knowing what you know now would you change anything in the past?**

I think we could have expanded across the globe a little more quickly. However, the scaling with the right Partners has been far more important than landing in a new territory without a compelling commercial reason.

**What are your future plans?**

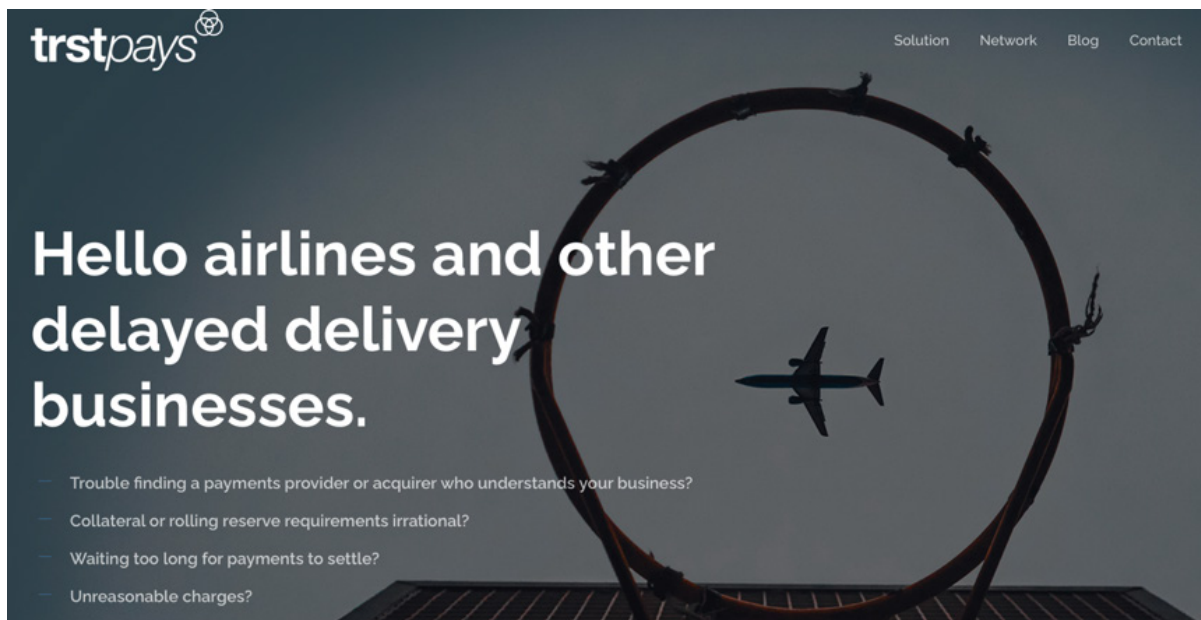
I have a number of new business opportunities in the early stages of development. Some within payments but also another outside of payments, for example within HealthTech.

Cardstream is rapidly upscaling and working with Partners across the globe and this is expected to accelerate rapidly over the next 12 months.

Category:  
**BEST START-UP INNOVATION**

**Winner: Trstpays**

[trstpays.com](http://trstpays.com)



Interview with  
**Marc O'Brien, CEO, Trstpays**

**Could you please introduce briefly your company and your Award-winning solution/idea/concept? How is your solution helping your customers to succeed in their business?**

We help airlines and other delayed delivery businesses get better payment services by helping acquirers to manage the credit risk.

**Why did you decide to join the MPE Awards?**

The MPE awards are highly regarded by the industry for merchant payments solutions and we felt that it was good place to get ourselves known by airlines and merchant payment professionals.

**How did it contribute to your business and help you to move your business forward?**

It was a real accolade to win the best innovation award from MPE and we've had a number of new inbound enquiries about our service so it's really helped with increasing our profile in the industry.

**What advice would you give companies who are thinking of entering the MPE awards? What is your tip on how to write a successful award entry?**

First of all I think it's worth the time and effort to apply, and if you believe your company is worthy of the categories then just go for it.

**Winning the Awards can play an important role for startup looking to scale. But what are the learnings and strategies fueling your growth?**

An award is a great accolade and can give more confidence to the team that the service is on the right track. Ultimately though the growth for any scale-up comes from continuing to engage and sell to people that fit with your target segment. For us, maintaining our focus on B2B networking and sales is bringing dividends.

**What is the key to unlocking innovation in payments? How do you translate the inspiration into the context of your daily work?**

For Trstpays, unlocking innovation in payment has been to dedicate time to solve payments problems - a problem focus. By identifying what doesn't work so well, in our case identifying airline payments as difficult to manage because of credit risk, we were able to work through a new way to pay and get paid.

**COVID-19 has transformed consumer behavior and the way we pay. The trends of 2021 will take digital shopping experiences to the next level. How do you adapt to a new normal in payments and what are the things you have learned during the pandemic?**

The pandemic really slowed down our business development activity as the airlines were furloughing staff and coping with grounded aircraft. It was tough to get in front of the airline payment teams as they were focused on refunds, chargebacks and vouchers. But as things improved in 2021 we've found it increasingly easier and remote sales is now normal and this is much

more efficient than arranging face to face meetings.

**Customer expectations have increased and will continue to evolve in 2021- and after. How did you adapt to changing needs of your customers? How does your company help your clients/merchants tackle the impacts of Covid-19 crisis (late payments, insolvency, increase of fraud)?**

Trstpays is focused on helping airlines get better payments and helping acquirers to manage credit risk and during Covid-19 we found that these issues became much more acute - mainly because the credit risk of airline payments became much higher and so we are now seeing more demand for the solutions we offer. In a strange way, Covid has actually helped us build a better profile for our business.

**Payments companies must anticipate what's next—now. What are current trends in merchant payments? What can we expect in the next decade?**

Trstpays is helping acquirers manage the credit risk of delayed delivery payments, such as for airlines. We anticipate seeing a lot of new airlines being established to take the place of failed airlines from Covid. We are helping new airlines to get payment solutions that would have previously required a lot of collateral to set up and we can do it without any collateral at all. Over the next decade I think we will see a lot of new trust type solutions to protect consumer funds and help the payment industry to reduce the risk of processing payments.

**What are your future plans?**

We are looking to grow our core trust service for airlines and to see if we can extend our service into new delayed delivery verticals like ticketing for events. There's a lot of demand for innovation across the delayed delivery sector for better ways to manage credit risk and we think Trstpays has the solution.

# Changing Commerce & Customer Experience Trends

## A glimpse of the 11 trends shaping the digital landscape

AB Tasty (The customer experience optimization company) released in 2021 its new guide on the top trends shaping digital customer experiences worldwide

### **1. Virtual Experience Economy**

Fast-forward 20 years after the initial publication of 'The Experience Economy', and you've got a world of consumers getting used to showing status and self-expression through virtual experiences. Air Jordan, Gucci, and National Geographic have all taken notice, offering their audiences experiences that strengthen their brand.

### **2. Segment of One**

Personalization has moved beyond traditional demographic segments like age, gender, income, family status, etc. However, according to Salesforce, though 73% of consumers expect companies to understand their needs, just 51% agree they do it effectively. So, who's getting it right? Apps like 'The Yes' and brands like Dior, Shiseido and of course, Spotify.

### **3. Synced Services**

The need for convenience has been heightened due to pandemic-related constraints. New solutions – think social commerce, voice ordering, in-vehicle payments and more – are setting new customer expectations. Panera and Google Maps, Uber and Sydney's public transit system...all are syncing services to bring consumers next-level convenience.

### **4. Contactless Commerce**

With safety top of mind, brands are using technology to replace or remove in-store touchpoints, via contactless payments, QR codes, BOPIS, curbside delivery, drive-thru and more. Although the pandemic may have been the catalyst, consumers appreciate the value and convenience of these new habits, and many may be here for the long haul.

### **5. Green Pressure**

Can you help consumers navigate a world of GREEN PRESSURE? Greta Thunberg's concept of flygskam ('flight shame') has spread far and wide. Though there's a gap between what consumers say and what they do, there is a growing appetite for green initiatives like low-impact e-commerce websites or carbon footprint tracking chrome extensions.

### **6. Virtual Concierges**

Consumers are ready to mix up their usual online shopping experience with a virtual reality twist, like with the YouCam Makeup app or Hyundai's 'Genesis Concierge'. These AR and VR additions can reassure shoppers that they really are getting the product they imagine in their heads. This takes Zoom call and Snapchat filters to the next level.

### **7. Join the Dots**

The global health crisis – and the uptick in online shopping that it created – will drive new demands for consistency across on- and offline channels. And here's a brutal truth: even though customer experience is predicted to overtake price and product as the key brand differentiator, few brands have a solid strategy in place. A few notable exceptions? MAC, Costa Coffee and Apple's Fitness+.

### **8. Business as Social**

As livestreaming gained popularity in Asia, increasing numbers of global consumers expect online transactions that are convenient, communal and experiential. Services like DropTV, a streaming platform where users can watch music videos and buy what they see in real time, are setting new, higher standards for the future of shopping experiences.

### **9. Sentient Spaces**

Consumers are used to knowing a lot about their favor-



ite stores. But now, their favorite stores will know a lot about THEM! Facial recognition, emotion recognition, smart carts and palm scanners...brands that can safely, delightfully and securely recreate the online experience in-store will be able to entice skittish shoppers back into the aisles.

### 10. Beneficial Intelligence

The lives of many consumers are already touched by intelligent, automated infrastructure. But now, rising numbers will expect that brands use machine learning and AI to help them make better decisions, with little or minimal effort on their part. Think Cred.ai, the financial app that assists users in building good credit and

stronger financial habits.

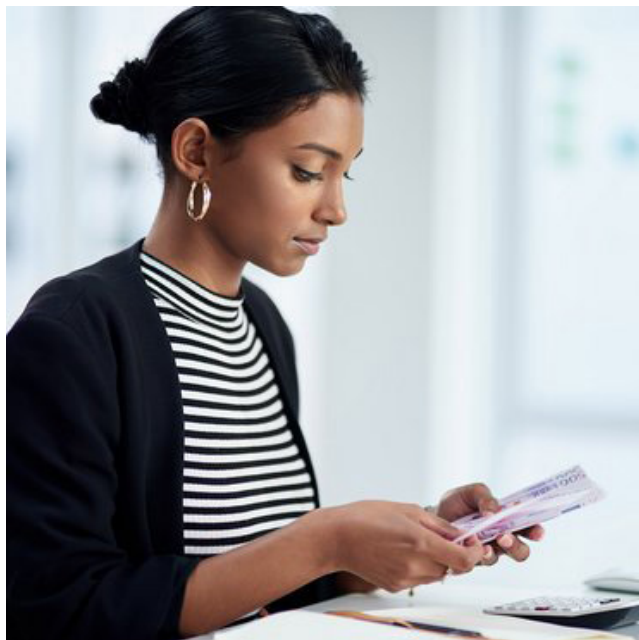
### 11. Data Gates

Even after numerous blockbuster data breaches, consumers are resistant to the idea of giving up the data-driven benefits they've grown accustomed to. Instead, they will welcome organizations that provide them with greater autonomy and security around the collecting and sharing of personal data. Ikea, Samsung and Blacklight are leading the way.

You can read the full report 37 pages of detailed insights, real world examples and predictions @ [www.abtasty.com](http://www.abtasty.com)

## Covid Impact On Merchant Payments

### The role of cash after COVID-19



The pandemic has driven consumers away from stores and businesses for the majority of the past 15 months. When we go back to normal, will the role of cash change?

**Has there been a reduction in cash usage, and is that a permanent trend?**

Cash remains an important element of the payments landscape, with only a very small minority of consumers committing to going completely cashless. And while the pandemic has clearly had an impact on cash usage in the short term, the long-term picture tells a different story. Our latest Lost in Transaction report "Consumer payment trends 2021" brought interesting findings about the consumer behaviours in COVID-19 times.

Prior to the pandemic, 44% of consumers made less than 25% of their in-person payments using cash, and only 9% of consumers were completely cash free. During COVID-19 this rose to 14%, potentially due to safety concerns, access to banks, or simply that stores were choosing not to accept cash. Overall, 58% of consumers were making less than 25% of their in-person payments with cash.

However, when consumers are asked to project their cash usage once the pandemic is over, these percentages fall back into closer alignment with the pre-COVID-19 figures. 10% of consumers plan to be completely cashless following COVID-19, only a 1% increase on pre-COVID-19 figures, and 50% of consumers plan to make at least 25% of their transactions using cash in the future.

In fact, 28% of consumers said that they wouldn't shop in stores that do not accept cash moving forward; again another indicator that COVID-19 isn't going to have a permanent impact on readiness to use cash as a payment method in stores.

### **The shift to alternative payment methods**

But it's not only in stores that cash appears to have appeal for consumers. A key pattern that is emerging from our new research and the research that we conducted 12 months ago is that COVID-19 and the subsequent digital commerce boom has raised the profile of alternative payment methods including eCash. So appetite for cash is being sustained even as consumers convert to shopping online.

Overall, 86% of consumers told us that they had changed their online payment habits during COVID-19. This is a result of both making more online payments generally and because they were making transactions with merchants that they didn't have a personal relationship with and were concerned about the security of their financial data. Being able to track their spending more accurately while increasing their volume of online payments was another popular reason consumers had changed their checkout habits.

Additionally, 38% of consumers told us that they were more aware of alternative payment methods than they were 12 months ago and 31% said that they were more likely to use them.

### **Will eCash be the alternative payment method of choice for some consumers?**

When we asked consumers about eCash specifically, they were positive about its benefits. A third (32%) of all consumers told us that they would like to complete transactions online using cash if it was easy to do so, and a similar percentage (30%) said that they would shop online more frequently if they could pay using cash.

And overall, 8% of consumers told us that they had used eCash for the first time during COVID-19, and this was even more pronounced among younger consumers aged 18-24 (11%) and 25-35 (12%).

Despite the overall growth in trust in online payments that we saw through our research, the security and privacy of eCash solutions is still clearly a priority for many. The majority of consumers (59%) told us that they feel more comfortable purchasing online using a payment method where they don't have to share their financial details with the merchant. Overall, 44% still do not feel comfortable entering their financial data online to make a payment.

### **Looking ahead**

With consumers making it clear that cash still remains central to their payment plans, and alternative payments including eCash becoming even more relevant during COVID-19, the future is bright for cash. The role of cash may change as the world and commerce continues to digitise, but the pandemic has not accelerated cashless societies.

Author: Udo Mueller, CEO paysafecard  
Source: [Paysafe](#)

## Partnership, Mergers & Acquisitions



**Worldline to acquire Cardlink, the leading Network Services Provider in Greece.**

Worldline, a global leader in the payments industry, announced the signing of a bidding agreement for the acquisition of 92.5% of the share capital of Cardlink, the leading Network Services Provider in Greece.

Source: [Globenewswire](#)



**lightspeed**

**Lightspeed POS to acquire retail software company Vend for \$350M**



Lightspeed will leverage Vend's complementary technology stack and user experience capabilities to deliver commerce capabilities to retailers around the world

Source: [Lightspeed](#)



### FortisPay Doubles Down on Integrated Commerce Acquiring EpicPay and Change Merchant Solutions

FortisPay announces two acquisitions to offer PayFac capabilities and expand into new markets. The strategic investment will enable a full suite of commerce experiences and engagement models for technology partners looking to scale.



Source: [Prnewswire](#)

### Square and Plaid partner to provide ACH payments to merchants



For many ecommerce businesses, ACH payments debited directly from bank accounts provide a lower-cost, more accessible alternative to credit cards. And while cards expire and go missing, account and routing numbers used for ACH payments are more permanent, leaving less room for interruption and error. Despite the benefits for merchants, customer preference and convenience have helped cards solidify their position

as the recent default in ecommerce payments.

Plaid makes it easy for customers to quickly authorize their bank account to make a payment—turning a cumbersome, long process into an easy one. To help businesses take advantage of the ACH opportunity, we partnered with Square so merchants in the US can easily process ACH debits without needing to hold sensitive bank information. Now merchants can accept ACH payments through [Square Invoices](#) and developers can enable ACH payments through [Square Web Payments SDK](#), without worrying about bank authentication or any managed payment complexities.

Through the partnership, Square uses a tokenized check system that uses Plaid to allow customers to securely connect their bank accounts for bank payments. This verification option allows customers to quickly enter their bank login credentials to connect an account to enable payments.



For businesses that collect payments on high-value orders, the power of Square and Plaid means more certain collections. In addition, Square offers fee-free refunds on ACH payments they process to make ACH acceptance even easier.

Source: [Plaid](#)

## Industry News

# Advent International agrees investment in Planet to accelerate growth in global integrated payments



Planet, a global integrated payments leader, will accelerate its growth strategy with a new investment from Advent International (“Advent”), one of the largest and most experienced global private equity investors. Advent

has agreed to co-ownership with Eurazeo, a leading global investment company.

Planet provides integrated digital payment services on

a unique single platform that offers acquiring, processing, digital wallets, VAT refund and currency conversion services to merchants in the Retail, Hospitality, Food & Beverage, Parking and Financial sectors. By partnering with Planet, merchants enhance their customers’ omnichannel experience, while generating additional revenue from value-added payments services.

Advent and Eurazeo share a common vision for the business – to accelerate Planet’s existing strategy, deliver new innovations to customers faster, and further



develop Planet's position as a global leader in integrated payments.

Marc Frappier, Eurazeo Managing Partner and Board member, said: "Six years ago, we saw the potential in Planet to become a world-class payments business de-

livering innovative products and digital services across multiple vertical sectors. Since then, we have been delighted with Planet's strategic direction and growth trajectory."

Source: [Planet](#)

## Buy Now Pay Later Platform Divido Raises \$30 million Series B

Divido, the world's largest whitelabel platform for retail finance, has raised a \$30 million Series B funding round to fuel international expansion, while continuing to build out its market-leading platform for lenders and merchants.

participation from Sony Innovation Fund by IGV\*, SBI Investment, OCS, Global Brain and DG Daiwa Ventures along with existing investors DN Capital, Dawn Capital, IQ Capital and Amex Ventures.

Source: [Prnewswire](#)

The round was led by global banks HSBC and ING, with

## EU set to unveil plans for bloc-wide digital wallet - FT

The European Union (EU) is set to unveil plans for a bloc-wide digital wallet on Wednesday, following requests from member states to find a safe way for citizens to access public and private services online, the Financial Times reported.

The app will allow citizens across the EU to securely access a range of private and public services with a single online ID, according to the FT report on Tuesday.

The digital wallet will securely store payment details

and passwords and allow citizens from all 27 countries to log onto local government websites or pay utility bills using a single recognised identity, the newspaper said, citing people with direct knowledge of the plans.

The EU-wide app can be accessed via fingerprint or retina scanning among other methods, and will also serve as a vault where users can store official documents like the driver's licence, the newspaper reported.

Source: [Reuters](#)

## World's first payment chip that can be implanted under skin launched by Polish-British startup

A Polish-British startup claims to have created the world's first microchip implant that can be inserted un-

der the skin and used to make contactless payments at any card terminal.

Walletmor's device consists of a microprocessor for storing encrypted payment data as well as a proximity antenna to connect to nearby terminals. Both are sealed in a capsule made from biocompatible materials.

"I believe that one day implants will be as popular as payment cards," Wojciech Paprota, who is the founder of London-based Walletmor but hails from the Polish city of Lublin, told Notes from Poland. He argued that the speed of global take-up of other technologies that are "safe, convenient and aggregate more data" is encouraging.

"Our payment implant cannot be forgotten or lost," Paprota told Lublin.eu. "This means that, unlike a standard payment card, it cannot end up in the wrong hands. It will not fall out of our wallet, and no one will take it from there. The implant cannot be scanned, photographed or hacked."

Walletmor's implant is half a millimetre long and weighs less than one gram. It comes at a cost of €199, but must also be sewn into the body, usually the hand. This can be done by specialists at "every medical aesthetics clinic", says the firm. The implant is passive, meaning that it does not require a power source.

The company says that it already has almost 200 users following its recent launch. Of these, 34 are in Poland, where the company led one of the first marketing drives.

Walletmor's research shows that where people are more "conscious" about wearable technology, such as in Scandinavia, the UK and Switzerland, up to 15% of adults are willing to use implants. "There are few qualms here about whether the device spies or monitors its user," says Paprota.

By contrast, in Poland that figure is only 5%. "Conspiracy theories related to the coronavirus do not help, because some suggest that vaccines contain microchips that serve to control people," Paprota told Notes from Poland.



More than 4,000 people in Sweden had had chips sewn under their skin by 2018, reported NPR. They are used for making payments, as keycards, and to monitor health. However, they have so far operated in specific, closed environments such as individual workplaces, notes Walletmor. By contrast, its implant is for general use.

For now, the implant connects to a mobile application, operated by Bulgarian fintech company iCard, which is used for topping it up with funds for contactless payments.

However, the company's long-term goal is to develop new functionalities – such as providing identification and keycards – which will be integrated into a single proprietary mobile application, Paprota told Notes from Poland.

To back up its claim of being "impossible to hack", Walletmor says that its implant cannot be scanned or copied, and lacks a CVV number. Moreover, it does not transmit radio waves or have GPS, which would allow for location tracking.

The product uses near-field communication (NFC) technology to allow for short-range contactless payments. As a standard payment wearable, it should work with every terminal processing contactless payments worldwide.

Source: [Notes from Poland](#)

# Klarna launches **game-changing new shopping feature**, bringing interest-free shopping to ALL online retailers

Klarna, the leading global banking, payments and shopping service, has today launched its Shopping app, empowering users to Pay in 3 in any online shop directly through the Klarna app, without ever paying more than the price of the product. Klarna's in-app shopping experience now covers the whole retail journey, from inspiration and discovery right through to purchase and return management.

This new Shopping feature allows UK Klarna users to shop at any online retailer, regardless of whether they're partnered with Klarna or not, and split the payment into three interest-free instalments - eliminating the need to use a credit card. It will also integrate monthly budgets and personal spending limit functionalities for users to set and remain in control of their spending.

Additional features include personalised wish lists and curated content based on consumers' interests and their favourite stores, price drop notifications, thou-

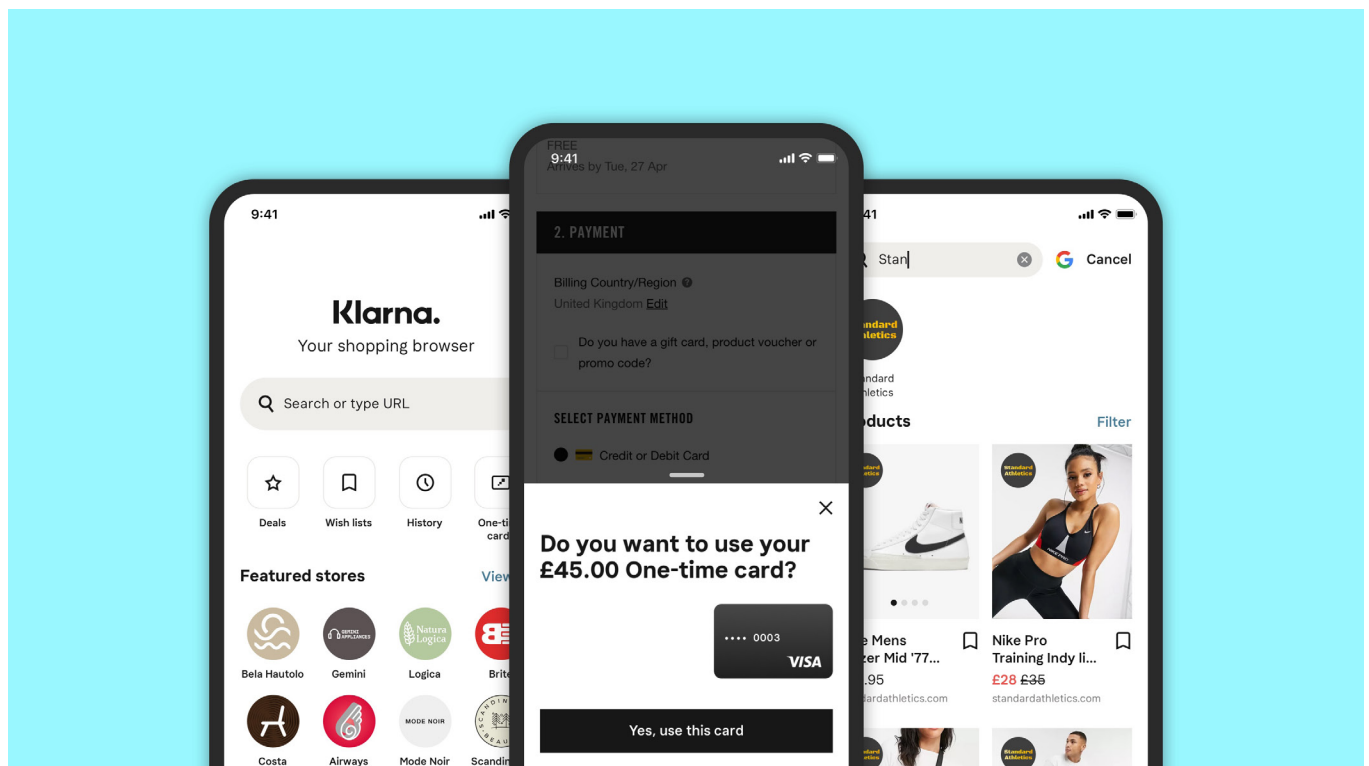
sands of deals updated daily, and lists of retailers for

users to decide where to buy their favourite product, at the best price.

With an estimated 72% of e-commerce to take place on a mobile device by the end of the year, the Klarna app will give shoppers everything they need right at their fingertips and never have to juggle multiple apps ever again.

The launch of Klarna's new shopping feature comes during Klarna's prominent #WhyPayInterest advertising campaign. The campaign highlights the difference between buy now pay later products and credit cards, challenging the outdated credit model that saw Brits pay £5.7 billion in credit card interest and fees in 2020 alone.

Source: [Klarna](#)





## Buy Now Pay Later

# Buy Now, Pay Later Services Continue Explosive Growth

In July 2020, The Ascent, a unit of the Motley Fool, conducted survey on 2,000 Americans about their buy now, pay later habits.

The company then followed that survey with another in March 2021, with the results showing an almost 50% growth in BNPL in less than a year.

The Key Findings revealed:

- 55.8% of consumers have used a buy now, pay later service, up from 37.65% in July of 2020 -- an increase of almost 50% in less than one year.
- Buy now, pay later usage growth was largest in the 18 to 24 (62% growth) and 55+ (98% growth) age groups between July 2020 and March 2021.
- 53% of respondents who have never used BNPL say they're at least somewhat likely to use it within the next year.
- Among buy now, pay later users who have used the service more since the pandemic started, 41% say they've done so to conserve cash in case of an emergency, while 25% say it's because they lost

income.

- 31% of buy now, pay later users have made a late payment or incurred a late fee. 36% of BNPL users say they are at least somewhat likely to make a late payment within the next year.
- 62% of buy now, pay later users think BNPL could replace their credit cards, though only about a quarter want that to happen.
- PayPal's buy now, pay later services are the most commonly used among providers, with 43% of users saying they've used the brand's BNPL options.

The survey further found:

- The most common reason to use buy now, pay later services is to make purchases that don't fit in one's budget -- 45% of respondents have used it for this reason.
- Buying electronics is the most common use of buy now, pay later, with 48% of users saying they've used it for that reason.
- 36% of buy now, pay later users use BNPL once a month or more.
- Buy now, pay later users aged 18 to 24 are the most likely to pay \$250 or more per month when they have a BNPL payment.
- Americans understand BNPL significantly better than they did last year, with a nearly 50% increase in the number of people who say they understand it at least somewhat well.
- 61% of buy now, pay later users would rather use a BNPL service offered directly from the retailer they're buying from than going through a third party.

### Age Breakdowns

Here's how BNPL usage breaks down by age:

Age range	Percentage who had used a buy now, pay later service in July 2020	Percentage of consumers who have used a buy now, pay later service in March 2021	Percentage growth, July 2020 to March 2021
18–24	37.71%	61.16%	62% growth
25–34	46.77%	60.08%	28% growth
35–44	50.13%	60.58%	21% growth
45–54	42.22%	53.07%	26% growth
Over 54	20.63%	40.88%	98% growth

Data source: The Ascent surveys of American adults, July 2020 and March 2021.

\* In July 2020, only 37.71% of consumers aged 18 to 24 had used a buy now, pay

later service, but that figure jumped to 61.16% in 2021, showing 62% growth in less than a year.

\* Users aged 25–54 saw growth of over 20% in the same period. Respondents aged 55 and up showed a staggering 98% growth, but still see significantly less use of BNPL services than other age groups, with only 41% of these consumers reporting having used one, according to The Ascent.

The findings align with other research that shows that younger consumers are looking for flexible yet responsible ways to pay for purchases, the company said, noting men are also more likely than females to use a BNPL service, with 62.20% of male consumers taking advantage of this payment option compared to 51.36% of women.

Author: Maurie Backman  
Source: [The Ascent](#)

BNPL service	Interest rate	Late fees
Affirm	Up to 30% "depending on your creditworthiness and/or the type of product offered (0% APR may only be offered at select merchants)"	None
Afterpay	0%	Up to \$17 per late payment, capped at up to 25% of your initial order value or \$68, whichever is less (per purchase)
FuturePay	\$1.50 for every \$50 in unpaid balance*	Up to \$38 (per payment)
Klarna Pay Later in 4	0%	Up to \$7 (per payment)
PayPal Pay in 4	0%	Unlisted on website, may vary between states
QuadPay	0%	Up to \$21 per purchase
Sezzle	0%	\$10 per payment
Splitit	0%	None (though your credit card will charge late fees)

## PSD2 SCA - update

# Strong Customer Authentication (SCA) enforcement date – update

[Strong Customer Authentication](#) (SCA) requirements officially went into effect on 14 September 2019, and the European Banking Authority mandated that these requirements should be fully enforced by 1 January 2021. In response to this, many countries in Europe have communicated their individual enforcement timelines (see image below\*).

Cardholder country	2020												2021											
	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De	Ja	Fe	Ma	Ap	Ma	Ju	Ju	Au	Se	Oc	No	De		
 France	Amex FR gradual enforcement						Gradual enforcement						Full enforcement											
 Belgium							Gradual enf.						Full enforcement											
 Netherlands							Gradual enf.						Full enforcement											
 Germany													Gradual e.		Full enforcement									
 Italy													Gradual enf.		Full enforcement									
 Ireland													Gradual enf.				Full enforcement							
 Rest of EEA													Full enforcement											
 UK + Switzerland																			Gradual enf.		Full enforcement			

The most notable future SCA enforcement milestones are:

- France — **full enforcement** of SCA on **15 May 2021**
- The UK — **gradual enforcement** SCA on **1 June 2021**
- The UK — **full enforcement** of SCA on **14 March 2022**

Since no updated country plans have been published, SCA

enforcement will continue to increase from January 2021 onward. Please note that SCA plans are subject to change — follow this page for updates.

\*[Switzerland](#) - Stripe's acquiring bank for Swiss merchants is located in the UK. Because of this, Swiss merchants will need to meet SCA requirements with the same UK full enforcement

deadline of 14 September 2021.

### How this impacts your business

Now that the official SCA enforcement date has passed, we recommend preparing your payment flows immediately. This will help prevent an increase in declines as enforcement of these requirements ramps across European banks.

Our new payments APIs and other SCA-ready solutions are designed to take this uncertainty into account. If you are us-

ing our SCA-ready solutions, we will only apply authentication and exemptions when they are required by the cardholder's bank—adjusting to each country's enforcement timeline to minimise friction.

We are closely tracking any change in banks' behaviour as well as the ongoing regulatory discussions, and we will continue to update this page with the latest information.

Source: [Stripe](#)

## UK - Deadline extension for Strong Customer Authentication

### We have extended our deadline for implementing Strong Customer Authentication (SCA) for e-commerce transactions to 14 March 2022.

This further 6-month extension is to ensure minimal disruption to merchants and consumers, and recognises ongoing challenges facing the industry to be ready by the previous 14 September 2021 deadline. The new 14 March 2022 deadline is the latest we expect full SCA compliance for e-commerce transactions.

We previously agreed to give firms extra time to implement SCA for card-based e-commerce transactions in response to

concerns about industry readiness, and to limit the impact on consumers and merchants. We also provided an [additional 6-month extension](#) in response to the coronavirus crisis.

We welcome the implementation of SCA solutions which protect consumers while minimising the potential for disruption to customers and merchants.

We still expect firms to continue to take robust action to reduce the risk of fraud.

Source: [FCA](#)

## PSD2 SCA - Industry Comments & Blogs

### Strong Customer Authentication (SCA) – Impact Assessment – February 2021



**CMSPI's insights team has been analysing retailer Strong Customer Authentication testing data to show the potential sales at risk and overall readiness of the industry. Our analysis of February data illustrates significant transaction**

**failure with the estimated European failure rate on transactions at 31% compared to 33% in January 2021. While this is a modest improvement, failure rates are still far too high, and, as SCA is enforced on more transactions, merchants risk losing a significant number of sales if these rates do not improve quickly.**

Key findings in this update include:

- Estimated average failure rate in Europe at 31% in February
- Estimated annual sales at risk of €96 billion
- The failure rate for Italy is estimated to be at 47%,

significantly higher than the European weighted average of 31%

Source: [CMSPI](#)

“ We welcome the decision by the FCA. However such an extension has not yet been agreed for the EEA. Therefore we continue to caution clients with European presence to continue to get ready at pace. We are committed to providing vital support to explore optimised solutions in this unprecedented time. ”

Paul Adams Barclaycard Director, Acquiring

Many UK merchants aren't ready and cannot afford to have a 25% reduction in conversion rates as seen in France and Spain, or even up to 40% like in Italy.

*Amanda Mickleburgh, ACI Worldwide's merchant fraud director*

“We have observed a lack of issuer readiness. As well as low levels of customer co-operation with the increase in friction at the checkout.

*Galit Michel, Forter's payments VP*

## Pivot point for payments – The FCA Consultation Paper

**Paul Rodgers** of **Vendorcom** delineates the main points of the FCA Consultation Paper, commenting on the follow-ups that regard SCA and Open Banking

### Introduction

Regulation has the single greatest impact on the direction and pace of the initiation, deployment, and adoption of innovation in most technology-centric business and



consumer activities. The impact is greater than industry-led standards which, whilst they are usually developed through collaborative, consensual processes, often lack any compelling carrot or stick to ensure widespread, rapid deployment. Regulation also trumps theoretical technological advancement which, in isolation, may create a buzz amongst nerds but often struggles to evolve beyond the lab or sandbox. Even market demand lacks the impetus of ubiquity to catalyse systemic change that is of sufficient volume and value to be commercially viable within acceptable business investment cycles.

This places the regulatory regime at the heart of any aspirational, dynamic economy and, at a time when the economic recovery of nations, and indeed the globe, is crying out for radical new approaches, it is essential that the next steps in the regulatory journey are heading in the right direction, have a clear route map, and are designed to provide some quick wins. The FCA consultation is designed to get payments in Brexit-Britain back on course.

## Background

In January 2021, the FCA consulted on [Changes to the SCA-RTS and to the guidance in 'Payment Services and Electronic Money – Our Approach' and the Perimeter Guidance Manual](#).

The main stimulus for the consultation was the need to respond to the pandemic and remove barriers to the adoption of open banking. It was also based on the FCA recognising '...the payments sector as a priority for the next three years.' It was essentially two linked consultations with a response deadline for comments on the Consultation Paper by 24th February 2021 for questions relating to contactless payments and 30th April 2021 for all other aspects of the consultation which related to the PSD2 and SCA as well as broader changes to the FCA Approach Document and Perimeter Guidance Manual.

Such consultations are always welcome and provide the financial services and payments sectors with an opportunity to have a say on planned changes and a channel to feed much-needed intelligence into the regulatory process.

In commenting on the process which ended a month ago, I'm conscious that in a short article, it's impossible to cover everything that the 335-page Consultation Paper dealt with. I'm going to limit my thoughts to the areas where I see maximum impact on the economic recovery. The Strategic Priorities for Post Pandemic Payments are the focal point of Vendorcom's activities this year and it is through this prism that I have summarised my thoughts on the FCA consultation.

## Contactless payments limit increase

To a certain extent, the outcome of the contactless portion of the consultation was signed, sealed, and delivered in Rishi Sunak's budget statement of 3rd March in that the upper regulatory limit was set. However, neither the FCA nor HM Treasury intended this to be mandated, nor was a fixed timeframe proposed.

A programme is now underway, led by UK Finance, to effect that change, and most card schemes and issuers are seeking to increase the single transaction value limit to GBP 100 and the cumulative value limit to GBP 300 by October 2021.

Consultations with the wider merchant payments ecosystem have, however, exposed concerns regarding the rollout plans, particularly in terms of a failure to address merchant concerns, consistency of adoption, and the imposition of a process by regulated entities which has effectively resulted in a mandated change that oversteps the FCA and HM Treasury intent.

The stated aim of the consultation was to '...remove barriers to growth, innovation and competition...' In constraining the change to a limit increase to card payments, the decision has actually added to the barriers in all three areas. Growth (and rapid deployment) has been stifled because systems changes are needed to bring the changes into effect, the cause of innovation (so often on the lips of regulators as a goal) has, ironically, been dealt a blow by the FCA and HM Treasury by failing to promote mobile contactless payment innovations, and competition has been undermined by placing the focus on card-based contactless payments when, in the consultation, another repeatedly stated goal was to enable more customers to benefit from open banking services.

The simplest option remains for card payments to remain at GBP 45 with higher value payments being made on mobile wallets such as Apple Pay, Google Pay and other innovators. This could be simply and clearly communicated, deployed by merchants, and adopted by consumers today with no change to processes or technology in the ecosystem.

A decision made in haste by HM Treasury to gain headlines of a 'Brexit Dividend', is now being implemented in haste to the detriment of most retailers, the wider merchant community, and innovative payments solutions providers at a time when economic recovery is paramount.

## Strong Customer Authentication

We have not yet seen a formal, structured response to the feedback on the SCA-related topics covered in the Consultation Paper, but the FCA has recently announced another

er significant delay in the effective enforcement date for ecommerce, mobile and remote payments to 14th March 2022. Whilst most of the proposals in the Consultation Paper are valid, the core barriers to lack of readiness and wider payments ecosystem engagement were not recognised as the main contributors to the interminable difficulties with the deployment and adoption of SCA and were therefore not consulted upon.

Tinkering with the edges of a fundamentally flawed piece of European legislation is not a serious way to help the UK's ecommerce channel respond to the steepest growth curve it has seen since the early 2000s.

Clear leadership that addresses the identity and authentication needs of the whole payments ecosystem, not just the incumbent banking domain, is needed if we are to see any real progress.

### Open Banking

I'm going to limit my comments on the open banking consultation topics to: where's the focus on confirmation of payee, and when are proper safeguards for the consumer in line with Section 75 of the Consumer Credit Act 1974 going to be applied to open banking in merchant payments? Until then, all the topics consulted on, whilst important, are simply distractions as we seek to bring this fundamentally important source of innovation to businesses and consum-

ers.

### Getting back on course

The contactless horse may have bolted out of the regulatory stable, but I haven't given up hope that it can be recaptured and be put back on the right course. SCA and Open Banking risk being stuck in the starting gate as a result of the constraints of the regulatory regime(s) that are dominating the payments ecosystem. This is epitomised by regulators' lack of coordination and alignment and being detached from the operational and economic drivers of making change happen for real.

It is not sufficient to apply a narrow, regulated entity / technical compliance approach to the complex world of payment acceptance. In payments, there are horses for courses. On current form, the odds aren't looking good and there are a lot of hurdles ahead.



Perhaps it's time to give the Payment Systems Regulator a fair crack of the whip.

Author: Paul Rodgers, Chairman & Founder, Vendorcom

Editor: Anda Kania

Source: [The Paypers](#)

## Regulation

# RBI takes action against AmEx for breaking Indian data storage rules.

**The Reserve Bank of India has banned American Express and Diners Club from onboarding new customers in the country, accusing the firms of violating data storage rules.**

The American card firms will not be able to add Indian customers from 1 May, says the central bank, adding that the ruling will not have any impact on existing customers.

Under data storage rules from 2018, all payment system providers were given six months to ensure that full end-to-end transaction details were stored in systems only in India. The rule change was designed to "ensure better monitoring" of data.

American Express - along with Visa, Mastercard, PayPal, Amazon and the US government - lobbied against the rule when it was first introduced.

In a statement, AmEx now says: "We have been in regular dialogue with the Reserve Bank of India about data localisation requirements and have demonstrated our progress towards complying with the regulation."

The RBI has been flexing its muscles in recent months: in December it banned HDFC from adding new credit card accounts or launching fresh digital banking products over an IT outage.

Source: [Finextra](#)

# Levelling Up: Payment services providers to be subject to Bank of Canada oversight under the new Retail Payments Activities Act

Payment service providers, outside of banks and other regulated financial institutions, are currently lightly regulated in Canada. Other than laws of more general application, only the federal Proceeds of Crime (Money Laundering) and Anti-Terrorism Act (PCMLTFA) and the Quebec Money-Services Businesses Act specifically regulate payment providers who fall under the definition of money services business, and the PCMLTFA's objects are limited to the relatively narrow purposes of intelligence gathering activities for the detection and deterrence of money laundering and terrorist financing and related matters.

All of this is about to change. After many years of consultation and discussion, the federal government has finally introduced the Retail Payment Activities Act (the Act) in Bill C-30, the most recent federal budget bill. The introduction of the Act represents a milestone in Canadian payments and is expected to build confidence in the retail payment sector and bring a new level of maturity to this ever-evolving industry.

Below we discuss the key aspects of the Act.

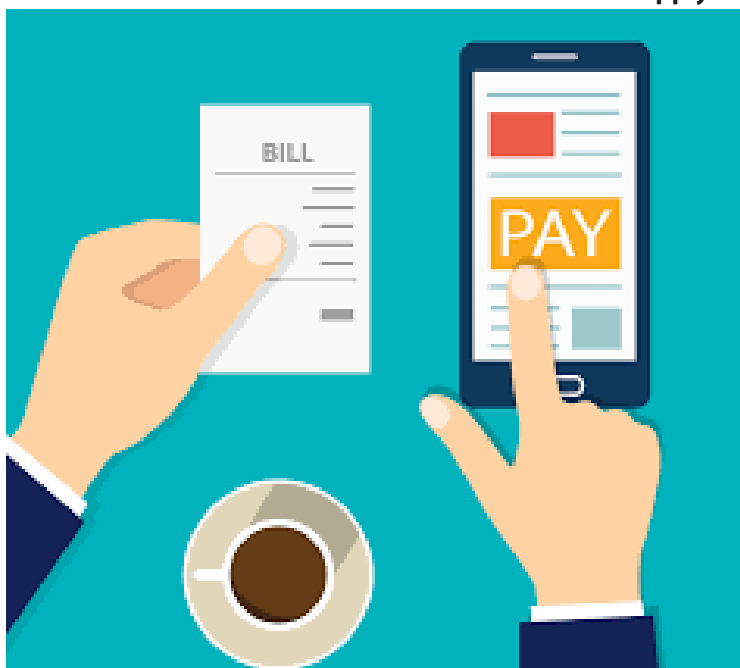
## Who will regulate payment service providers?

The oversight of retail payments is clearly positioned as a matter subject to federal jurisdiction, as the Act's preamble states that the federal government considers that it is desirable and in the national interest to address risks related to national security that could be posed by payment service providers (PSPs), and that it is in the national interest to supervise and regulate retail payment activities in order to mitigate operational risks and to safeguard end-user funds. Given the borderless nature of payments, a strong statement of federal jurisdiction is

welcome as piecemeal provincial regulation would likely be disproportionately burdensome.

The Bank of Canada will supervise PSPs and enforce compliance with the Act, promote the adoption of policies and procedures by PSPs that are designed to implement PSPs' obligations under the Act, as well as monitor and evaluate trends and issues related to retail payment activities. In pursuing these objects, the Bank must consider the efficiency of payment services and the interests of end users.

## When does the Act apply?



The Act applies to any retail payment activity that is performed by a PSP for an end user in Canada and that:

- has a place of business in Canada; or
- does not have a place of business in Canada but directs retail payment activities at individuals or entities that are in Canada.

This extra-territorial application mirrors the application of the PCMLTFA to both domestic and foreign money services

businesses, and in particular, the Act's use of the phrase "directs retail payment activities" closely tracks the language used in the PCMLTFA to define foreign money services businesses. In the PCMLTFA context, the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC) has interpreted "directing" activities at individuals or entities in Canada to encompass marketing or advertisement to persons or entities in Canada, the use of a ".ca" domain name, or appearing in a Canadian business directory, among some other indicators.

A retail payment activity is defined as a payment function

that is performed in relation to an electronic funds transfer that is made in the currency of Canada or another country or using a unit that meets prescribed criteria. Accordingly, the Act will apply to electronic funds transfers that are denominated in fiat, and, while we will need to wait for the regulations to confirm, the term “unit” is sufficiently broad to cover virtual currencies. This is of particular interest since the legislative framework for digital assets, including virtual currencies, is currently in a state of flux in Canada. At this time, the provincial securities regulators are asserting jurisdiction over crypto asset trading platforms that provide custodial services to their users (see our post on recent developments here) and have not distinguished between users who buy and hold virtual currencies for investment purposes versus users who buy and hold virtual currencies as a means to pay for goods and services. It will be interesting to see how this jurisdictional issue plays out, given the strong statement of federal oversight set out in the Act’s preamble.

An end user means an individual or entity that uses a payment service as a payer or payee. As such, the Act applies to both consumer and commercial transactions.

### Who is a PSP?

A PSP is an individual or entity that performs payment functions as a service or business activity that is not incidental to another service or business activity. A payment function is broadly defined to mean:

- the provision or maintenance of an account (for example, a bank account or an e-wallet) that, in relation to an electronic funds transfer, is held on behalf of one or more end users;
- the holding of funds on behalf of an end user until the funds are withdrawn by the end user or transferred to another individual or entity;
- the initiation of an electronic funds transfer at the request of an end user;
- the authorization of an electronic funds transfer or the transmission, reception or facilitation of an instruction in relation to an electronic funds transfer; or
- the provision of clearing or settlement services.

The term electronic funds transfer is also broadly defined to mean a placement, transfer or withdrawal of funds by electronic means that is initiated by or on behalf of an individual or entity.

### Who is not a PSP and what activities are excluded from the application of the Act?

The Act does set out various exclusions, including:

- **Regulated entities:** The Act does not apply to banks, authorized foreign banks, credit unions, caisses populaires and centrals, insurance companies, trust companies, loan companies, the Canadian Payments Association, the Bank of Canada, or the government of a province if it accepts deposits, among others.
- **Prepaid payment products:** There is an exclusion for electronic funds transfers made with an instrument issued by a merchant — or by an issuer that is not a PSP and has an agreement with a group of merchants — and that allows the holder of the instrument to purchase goods or services only from the issuing merchant or any merchant in the group. This exclusion will cover prepaid products and gift cards (closed loop).
- **ATM transactions:** Cash withdrawals from an ATM are excluded.
- **Designated systems:** The Act does not apply to electronic funds transfers made using a system designated under the Payment Clearing and Settlement Act.
- **Transactions with affiliates:** Electronic funds transfers between affiliates are excluded.
- **Eligible financial contracts/securities transactions:** electronic funds transfers that are made for the purpose of giving effect to an eligible financial contract (as defined under the Canada Deposit Insurance Corporation Act) such as derivatives agreements and securities lending agreements, etc.
- **Agents and mandataries:** Agents and mandataries of a PSP are exempt when performing retail payment activities in the scope of their authority as agent or mandatary, subject to certain conditions.

Other exclusions may be set out in the regulations.

### What are the key obligations of a PSP?

**Registration:** All PSPs must be registered with the Bank of Canada before performing any retail payment activities. The Bank will maintain and publish a list of registered PSPs, as well as a list of individuals and entities that the Bank has refused to register and the PSPs that have had their registrations revoked.

The Bank is required to provide completed applications to the Minister of Finance, and the Minister may decide to review an application if the Minister is of the opinion that it is necessary to do so for reasons related to national security. The Minister may require undertakings or impose conditions, again if the Minister is of the opinion that it is necessary to do so for reasons related to national security.

**Operation risk management and incident response:** A PSP must establish, implement and maintain a risk man-



agement and incident response framework that meets prescribed requirements. Operational risk is a key area of non-financial risk for prudential regulators such as the Office of the Superintendent of Financial Institutions and international counterparts and it is interesting to see this principles-based approach articulated in the Act.

Under the Act, an “operational risk” is any risk that a PSP’s information system or internal process deficiency, human error, management failure, or a disruption caused by an external event, will result in the reduction, deterioration or breakdown of the PSP’s retail payment activities. An “incident” is considered to be any unplanned event or a series of related events that could be reasonably expected to result in the reduction, deterioration or breakdown of the PSP’s retail payment activities.

PSPs that become aware of an incident with a material impact on an end user; another PSP that performs retail payment activities, whether or not the Act applies to that PSP; or a clearing house of a clearing and settlement system must notify such persons or entities and must notify the Bank without delay. It is not clear, although we would expect, that such notification requirements are limited to incidents that have a material adverse impact.

Further details will be set out in the regulations.

**Notification requirements:** If a PSP becomes aware of an incident that has a material impact on an end user, another PSP, or a clearing house, the PSP must notify that individual or entity and the Bank of Canada.

A PSP must also notify the Bank before making a significant change in the way it performs a retail payment activity or before it performs a new retail payment activity.

**Safeguarding of funds:** If the PSP holds end-user funds until they are withdrawn by the end user or transferred to another individual or entity, the PSP must either:

- hold the end-user funds in trust in a trust account that is not used for any other purpose;
- hold the end-user funds in an account or in a manner as set out in the regulations, and take such measures as set out in the regulations; or
- hold the end-user funds in an account that is not used for any other purpose and hold insurance or a guarantee in respect of the funds that is in an amount equal to or greater than the amount held in the account.

This requirement does not apply to a PSP if the PSP accepts deposits and the deposits are insured or guaranteed under a provincial Act.

The term “funds” is not defined in the Act. To the extent that virtual currency transactions will be subject to the Act, we would expect that the safeguarding requirements would extend to such virtual currencies.

**Annual reporting:** PSPs must submit an annual report to the Bank; details will be set out in the regulations. The regulations will set out additional details regarding the above, as well as regarding other obligations, including record keeping requirements.

### **What are the penalties for non-compliance?**

Contraventions under the Act may give rise to administrative monetary penalties (AMPs) for designated violations. The Bank of Canada may halve the AMP if a compliance agreement is entered into with the Bank. The Act provides for a due diligence defence.

While the stated goal of the AMPs is to promote compliance and not to punish, we note that the regulations may provide for a penalty or range of penalties in respect of a violation up to a maximum of \$10,000,000.

Importantly, an individual or entity is liable for a violation that is committed by any of its third-party service providers, as well as its employees and agents. PSPs will therefore need to be diligent in respect of any contractual relationships they may have with such third-parties and appropriately consider the risks of such relationships.

### **When will the legislation be in force?**

At this time, no in-force date is set and we anticipate that it will be some time before the legislation is in force and operational. At first instance, regulations will need to be drafted and passed, and there will be a transition period to allow PSPs to register and uplift their business practices. The transition period begins on the day that section 29 (respecting applications for registration), comes into force and ends on the day that section 25(1) (duty to register), comes into force.

Domestic and foreign PSPs should take note now of these changes and closely follow the progress of this legislation, as well as the expected regulations and any guidance issued by either the Bank of Canada or the Minister of Finance, to ensure that they are well positioned to implement this new regime.

Author(s): Elizabeth Sale, Victoria Graham, Haley Adams

Source: [OSLER](#)

# The Global Payments Report 2021



**Cash will account for just seven percent of in-store purchases in the UK by 2024, according to calculations from Worldpay.**

The study found that cash usage for in-store purchases in the country declined from 27 percent in 2019 to just 13 percent last year, with the Covid-19 pandemic fueling a shift in consumer payment preferences.

Across all countries studied, cash usage dropped by 10 percent in 2020 to 20 percent of transactions. Many European countries, including Denmark, Norway and Sweden, will be almost cashless by 2024, and the growth of non-cash payment methods will be primarily split between cards and mobile payments, with mobile payments expected to comprise a third of the POS market in 2024

**The Global Payments Report: 5 enterprise takeaways for 2021**

[The 2021 Global Payments Report](#) covers how payments have changed over the last year and how the pandemic has catapulted payments technology further than previous projections.

*No. 1 – The accelerating decline of cash*

Cash retreated in 2020 as COVID-19 restrictions fell most

heavily on physical point-of-sale merchants. In 2020, cash accounted for 20.5% of global POS volume, a dramatic 32% reduction from 2019. The pandemic accelerated cash's decline by over three years, exceeding in 2020 our previous projection for 2023.

We project this decline will continue well after the pandemic, falling an additional 38% between 2020 and 2024, when it's forecast to represent just 12.7% of POS transactions. However, cash isn't dead and should be accepted wherever consumers demand it and where mandated by legislation. Merchants should assess their cash acceptance infrastructure knowing that the decline of cash is a trend continuing into our foreseeable future.

*No. 2 – The emerging dominance of mobile and digital wallets*

Mobile wallets gained much more acceptance in pockets around the world as consumers looked to reduce physical interactions and increased their online shopping. Mobile wallets absorbed a large part of cash's share loss at the point of sale, rising 19.5% from 2019 to represent 25.7% of 2020 POS transactions. The pandemic accelerated interest in contactless payment methods, propelling what was already a growing surge in mobile wallet use globally. We project mobile wallets will account for more than a third (33.4%) of global POS transactions by 2024, rising to become the dominant payment method worldwide.

Bringing mobile and digital wallets into the core of enterprise payment acceptance strategies is now an established best practice. Led by its majority market share in APAC, digital wallets were used for 44.5% of global e-commerce transactions in 2020. Digital wallets will eclipse all other payment methods combined in global e-commerce by 2024, rising to account for 51.7% of transaction volume.

Determining which mobile and digital wallets to accept should largely be based on region and geography. Payment preferences remain localized so planning which integrations to put on the roadmap should be discussed based on where your primary customers reside.

*No. 3 – Loyalty is the new modern currency*



Creating infinitely flexible, fault-tolerant digital and physical infrastructure is hard work, even for the best-resourced enterprise merchants. The complexity of digital transformation makes going it alone impractical – if not impossible. Partnerships with technology and logistics providers help make digital transformation a reality.

The pandemic forced even the largest global merchants to engage with e-commerce and delivery platforms to engage customers where they were. Logistics managers are leveraging partnerships to manage a new era of unprecedented risks. Payment partners are helping merchants manage a paradigm shift where safety, speed and convenience are essential to

customer experience.

We've entered a new era where the velocity of commerce is accelerating faster than ever. Rebuilding our economies and businesses starts with a clear-eyed understanding of what's changed and where commerce is heading.

Source: [WORLDPAY FROM FIS](#)

Customer loyalty has long been the goal of brands. Yet the key to instilling loyalty has remained elusive. The pandemic is hastening the evolution of the loyalty ecosystem, as merchants embrace reward programs more in sync with a new generation of consumers.

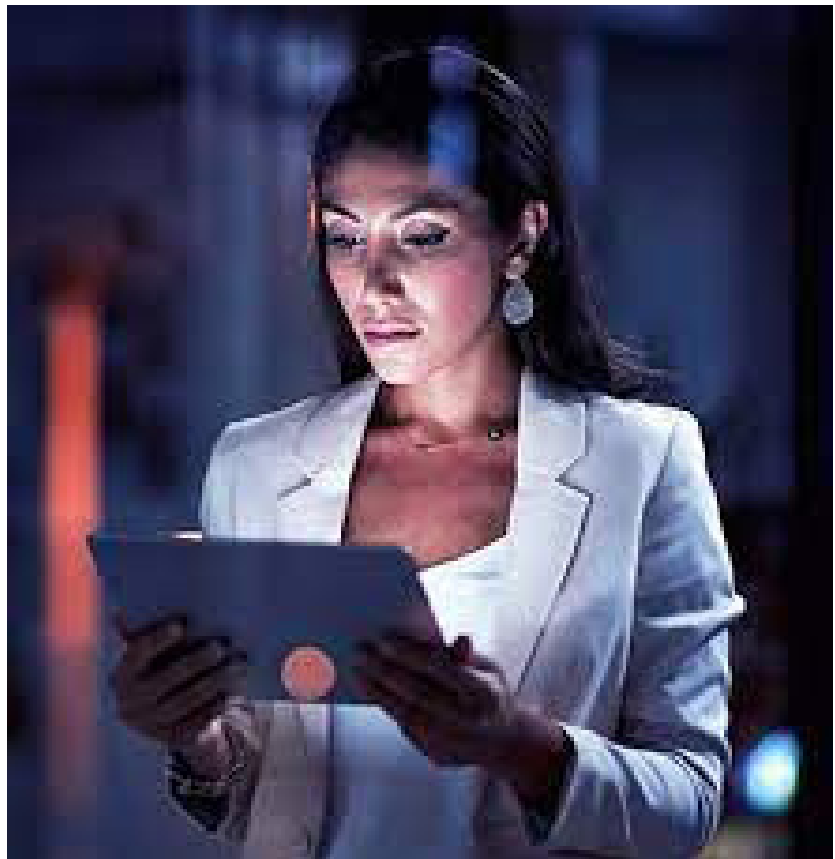
Central to effective loyalty rewards platforms is product design informed by the customer UX at all stages of their customer journey – awareness ignition, evaluation of alternatives, motivation to sign up, user experience and repeat-purchase behavior. Brands that understand their customers and embrace a digital-first mindset have the capability to tap into the right experience to benefit their business.

#### *No. 4 – The existential importance of omnichannel*

Prior to the pandemic, digital engagement strategies, channel-agnostic payments and flexible delivery methods all sounded great. But for many businesses, development efforts could wait. The pandemic changed that equation overnight.

COVID-19 is accelerating this momentum toward omnichannel experiences with the pandemic being the ultimate stress test of business resiliency. Omnichannel approaches were around and well underway prior to 2020 but the pandemic propelled them into the forefront of development. Nice-to-haves instantly became must-haves. Adaptability is now core competency and embracing digital transformation is increasingly a matter of survival for enterprise merchants.

#### *No. 5 – Partnerships are essential to rebuild after COVID-19*



## MPE 2021: Resilience Through Innovation

**MPE and AITE Group** is bringing you the summary of the key themes that from the largest European Merchant Payments conference, held this year virtually in February 2021.

MAY 2021

**Ron van Wezel**



# IMPACT POINTS

- This Aite Group report summarizes the key themes from the Merchant Payment Ecosystem (MPE) conference held virtually in February 2021. The report provides an overview of the top trends and issues in merchant acquiring and payments.
- The pandemic has strongly accelerated the shift to digital and contact-free payments, driving innovation in physical and online commerce. The crisis has shown the resilience of payments as a value-generating activity as well as the innovative power of the industry to support merchants in their digital journeys.
- The growth of cross-border commerce puts challenging requirements on merchants to globalize their offerings and support local consumer preferences at the same time.
- Alternative payment methods (APMs) and real-time payment alternatives are growing at a faster rate than traditional payment networks and will surpass them in transaction volume in the near future.
- As of May 2021, the enforcement deadline for strong customer authentication (SCA) has passed for most European Union (EU) countries, and issuers are expected to ramp up soft declines. Implementation issues with EMVCo 3-D Secure 2.0 (3DS2) must be resolved to avoid huge amounts of transaction failure in the coming months. Payment service providers (PSPs) and technology vendors have an important role to play to support merchants in their quest to mitigate the risk of friction and cart abandonment.
- New players have appeared in the acquiring value chain to provide payment services to small and midsize enterprises (SMEs), operating as payment facilitators (payfacs). Payfacs are becoming a formidable force, competing with traditional acquirers. The payfac model allows software companies to manage payments in-house. This gives them more control over the payments process and a significantly larger share of the payments revenue.

[DOWNLOAD THE AITE GROUP REPORT](#)

# Fraud Prevention in Ecommerce Report

## 2020/2021 - teaser



In November 2020, The Paypers launched the new [Fraud Prevention in Ecommerce Report 2020/2021](#), which is looking at the current state of affairs in the commerce industry and the emerging fraud threats that risk management teams are dealing with. Via the current edition, we aimed to depict valuable views into fraud detection and risk management; new methods of leveraging artificial intelligence and machine learning; and the impact of PSD2's SCA.

In 2020, the COVID-19 impact been felt by all industries, both businesses and consumers have had to shift the move to digital transactions, while there are more cashierless pay points and retailers that offer various benefits via mobile apps.

What is worrying here is that fraudsters are opportunistic, and they will always look for weak loopholes to achieve their goal. So, as ecommerce has risen and fraudsters take advantage, now more than ever everyone needs to be informed and to act efficiently. How can this be attained? With three main steps: knowing the enemy, the challenge, and the solution.

If we consider fraudster's business model during this lockdown period, we can see that bad actors turn to several attack typologies such as account takeover attacks using identity spoofing and chargeback fraud, BOPIS and BOPAC, or social engineering and automated credential stuffing, which allow fraudsters to defeat rudimentary defences.

The challenges do not stop here because merchants need to detect fraud during the entire customer journey, 'not just at the time of financial transaction'. However, businesses new to digital commerce struggle as some have not invested in solutions for the risks associated with the mobile and online channels.

Another thing that should be taken into consideration is PSD2 with its Strong Customer Authentication, which is

aimed at consumer protection and making ecommerce safer; but the European Banking Authority granted additional potential exemptions and set the new [deadline to 31 December 2020](#). The fact that there will be further exemptions and out of scope transactions only means that fraudsters will have more options to exploit.

If we talk about solutions, since fraud has become more sophisticated and as fraudsters obtain access to the latest tools, the question that raises is what can be done? Have we used the current techs to the maximum or should we look into new ones? If we need to search for new ways for protection, what are those? What is certain is that consumer education is a must and they should stay informed regarding the risks and the ways to prevent any fraudulent activity.

To picture the newest technologies, the final part of the 2020/2021 Report focuses on mapping the key players in the fraud detection, identity verification, and online authentication area, as well as presenting their backgrounds and features via in-depth profiles. It reveals an overview of the solution providers in the fraud prevention space and the most important capabilities of each company.

We invite you to download and check the [newest edition of our Report](#) as this is our way to help players in the payments space to keep pace with the latest trends and developments, fraud challenges, the newest technologies to combat fraud attacks, and the upcoming regulations.

### Enjoy your reading!

Author: Simona Negru, Senior Editor, The Paypers  
Source: [The Paypers](#)



## Fraud Prevention in Ecommerce Report 2020/2021

The Ultimate Source in Securing Transactions While Offering  
a Frictionless Journey to Customers

Endorsement partners:



**THE FRAUD PRACTICE**

Key media partners:





# Delivering on the New Standard in Merchant Onboarding

Sponsored by:



For many payments processors (PSPs), onboarding is fraught with process challenges: getting a new merchant approved typically takes 3-5 days and any additional demands for documentation makes most businesses abandon the flow in favor of a PSP competitor that enables them to transact sooner.

With the global pandemic accelerating the trend of people starting their own businesses, the need for quick, effective and scalable onboarding is greater than ever before.

## Speakers & Panelists



**Alan Moss**  
(Moderator)  
MD Europe for Western  
Europe,  
Newland Payment  
Technology



**Daniel Belda**  
Director of Market  
Strategy – Payments  
Ekata

[Download the webinar here](#)



REGISTER NOW

Free Webinar  
May 26, 3PM CET  
Brazil hot trends:  
The boost of e-commerce  
and instant payments



## Brazil hot trends: The boost of e-commerce and instant payments (Pix)

Sponsored by:

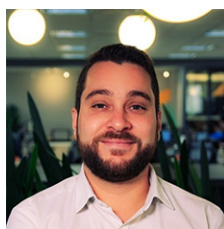


Did you know that Brazilian e-commerce gained more than 13 million e-shoppers and grew 47% in 2020? The webinar will present an overview of the unmatched. Webshoppers study made by Ebit | Nielsen that brings this and many other data and insights from the e-commerce segment in Brazil and its trends for the future. Moreover, we will present highlights about the cross-border section and local payment methods in Brazil, especially the rise of instant payment tool (Pix). Pix is the Brazilian Central Bank's instant payment solution that is revolutionizing the payment ecosystem and can replace many other payment methods. Check out all these trends that international players must be aware of to expand businesses to Brazil.

### Speakers & Panelists



**Volker Schloenvoigt**  
(Moderator)  
Principal  
Edgar, Dunn &  
Company



**Vinicius Vieira**  
Head of Business  
Development  
Bexs



**Marcelo Osanai**  
Head of E-commerce,  
EBIT  
Nielsen

[Download the webinar here](#)

## MPE podcasts

# A Match Made in... Berlin - MPE SUCCESS STORIES

**VOICE OF**



In this episode, Alan Moss interviewed Jarkko Anttiroiko at the MPE 2020 conference about the successful partnership between start-up and established payment provider that started three years ago at MPE 2017 conference.

Finnish Enterpay and German VR Payment entered into a successful partnership after meeting at the MPE 2017 conference in Berlin. From the stage at the MPE conference, Jarkko Anttiroiko, CEO of the Finnish fintech startup Enterpay shared his story and views on the future of B2B e-commerce with the audience. And what Jarkko Anttiroiko told sparked the curiosity and interest of the German banking group.

In this podcast Jarkko reveals his journey to this partnership. The issues that Jarkko Anttiroiko raised and Enterpay's solution resonated well with VR Payment, who reached out to Enterpay directly after the presentation. The two parties quickly decided to explore the options for collaboration. Now the partnership between VR Payment and Enterpay is in place and the first joint product has been brought to market.

Things you will learn in this episode:

- The story of successful partnership between start-up and established payment provider: key milestones in a product launch in 2019, achievements and the lessons learned
- How to launch the payment innovation on European markets in cooperation with local merchants and financial services providers?
- Future trends in verifying a customer's identity.



**Alan Moss (Host)**  
Head of Fintech &  
Payments  
BlueSpecs



**Jarkko Anttiroiko**  
Co-Founder & CEO  
Enterpay

Listen to podcast here





# Talent Management Challenges in Payments

VOICE OF



Talent management & People power took centre stage at MPE2020 conference, with the launch of its first dedicated panel sessions on 'People for Payments'. The overall feedback from MPE2020 speakers underlined the role of talent management which is becoming much more important for the entire payments ecosystem.

Competition to secure talent is intensifying, as merchants and payments companies increasingly seek to gain advantage and differentiate themselves through their 'people talent'. This creates a challenge for many organizations, as they seek to fill key roles and to source, develop, and retain individuals with desirable skills.

In this episode you will learn from seasoned payment professionals about:

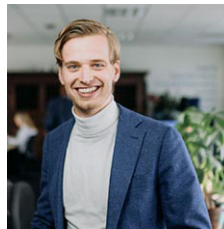
- the biggest talent management challenges payment providers face in 2019/2020
- leadership/people: What is the type of people that are needed for the future of this ecosystem
- the challenges of bringing talent across sectors and geographies
- the new positions needed in the merchant payments ecosystem
- what is missing in the industry at the moment? The most difficult roles to fill-in and skillset necessary now



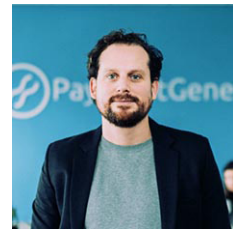
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**Simon Stokes**  
Senior Partner, Pay-  
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tional



**Thijs Moser**  
Head of Global and  
DACH  
PaymentGenes



**Camile Laupman**  
Co-Founder  
PaymentGenes

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