

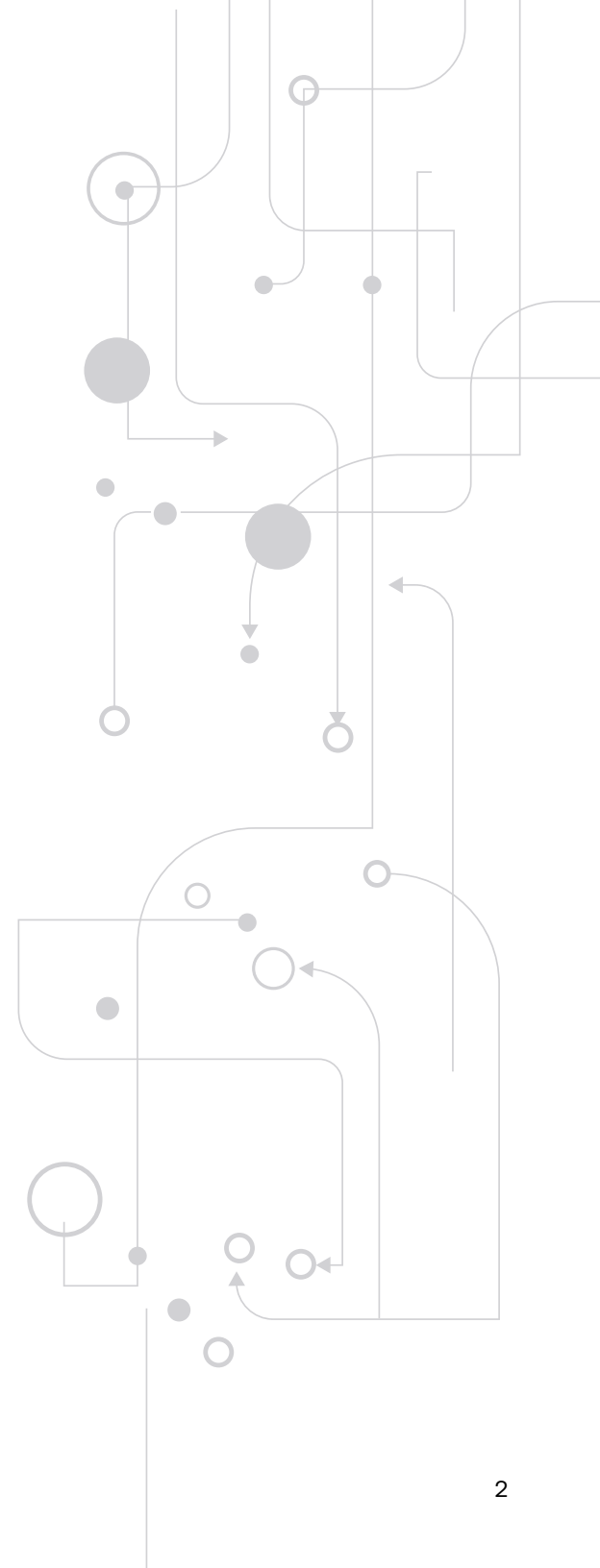
# 10 Major Benefits of Commerce Enablement for ISVs



It's no secret that payments are complex. The sheer number of entities involved in processing a payment — not to mention the number of processes and intricacies of payment data transfer — make it a complicated ecosystem to navigate.

For ISVs looking to facilitate payments within their software, it can mean a convoluted map of vendors and other entities required to process a payment. When things go wrong, ISVs and their merchants are forced to interact with a wide range of companies to troubleshoot and solve the issue. Monitoring payments operations to ensure that there are no issues is also an elaborate process.

Alternatively, ISVs can work with a better payments ecosystem — like the one Global Payments Integrated offers. As an acquirer, payment processor, and payment gateway (and sometimes the card issuer), a partnership with Global Payments Integrated affords ISVs a much simpler approach to embedded commerce. We'll look at ten major ways commerce enablement benefits ISVs.



# Benefits of Commerce Enablement



## 1. Lowered Costs

Working with a specialized commerce enablement partner that can take on multiple roles in the payments process can significantly reduce costs for ISVs, including reseller cost layers and third-party fees paid to acquirers. Working with a holistic payments provider can minimize costs by streamlining payments operations from start to finish.

## 2. Unify Customer Touchpoints

Help your customers achieve all of their payments needs via one platform accessible through your software solution. With the rise of omnichannel, merchants are in greater need than ever to easily sync information across all channels (online, mobile, in-store, app, etc.) and systems (accounting, inventory management, etc.).

Commerce enablement allows you to offer a unified commerce strategy that connects all systems and provides the merchant with accurate, consistent data across the board. This allows merchants to accommodate increasingly sophisticated consumer demands better and provide an optimized customer experience.

## 3. Seamless Integration

Integration is often viewed as a challenge by ISVs who have had bad experiences in the past. Working with a trusted payments partner that offers processor connections across all of your requirements can make integration a seamless process. Additionally, this type of partnership means you have access to a one-stop shop for online, in-store, mobile, and self-service transactions while gaining a single source of truth for insights about your customers.

## 4. Tailor Software for Your Customers' Needs

Your software is not one size fits all, so why should your payments offerings try to be? Working with an experienced commerce enablement partner allows you to build software that solves your customers' unique problems while delivering an optimized payments experience. The right partner can help you create payments features and services aligned with your business model so you can enhance the value you provide to your customers.

## Benefits of Commerce Enablement



### 5. Seamless Client Experience

Your merchants need to accept payments, and there are no two ways about it. The question is whether or not you and your software will be there to help them accept payments from their customers or if they're going to have to tread the more difficult path of managing multiple vendors and technologies.

ISVs that partner with an organization -- especially one within a closed-loop payments ecosystem -- are able to provide an exceptional front-end and back-end experience for their merchants, reducing costs and saving time and resources that can instead be spent on growing the core business. An all-in-one software solution simplifies life for your customers. A strong payments partnership with a trusted name can make the technical and customer service aspects of payment processing easy for you.

### 6. Value-Added Technology

ISVs that leverage value-added embedded commerce technology in their software can pass that value along to merchants who want to grow their business. As the payments landscape continues to evolve and emerging payment methods, PCI DSS compliance, and omnichannel experiences grow more complex, ISVs can facilitate greater merchant control over touchpoints and the overall customer experience.

This can even extend beyond payments and into other facets of the customer journey. Customer intelligence software that provides real-time information about customers during their interactions with a merchant can enable a highly personalized experience. Technology that streamlines appointment-setting, invoice payment, and customer communications can enhance the customer experience and improve customer satisfaction and loyalty.

## Benefits of Commerce Enablement



### 7. Increase Productivity for Merchants' Automated Business Processes

A unified commerce platform that automates business processes can increase productivity for merchants who no longer need to manage multiple vendors, technologies, and processes. Instead, they can focus on providing the best customer experience possible, growing the business, and driving new revenue.

### 8. Better Forecasting

Unified commerce platforms can enhance and increase the data that merchants have access to, allowing them to paint a more accurate picture of their business. Data that can provide actual insights can also enable more accurate forecasting, allowing merchants to plan for the future in a meaningful way.

### 9. Increased Sales

Commerce enablement solutions give your merchants an optimized tool to increase revenue for every sale while also streamlining the payments process for their customers. Facilitating this type of seamless experience organically increases sales of your software.

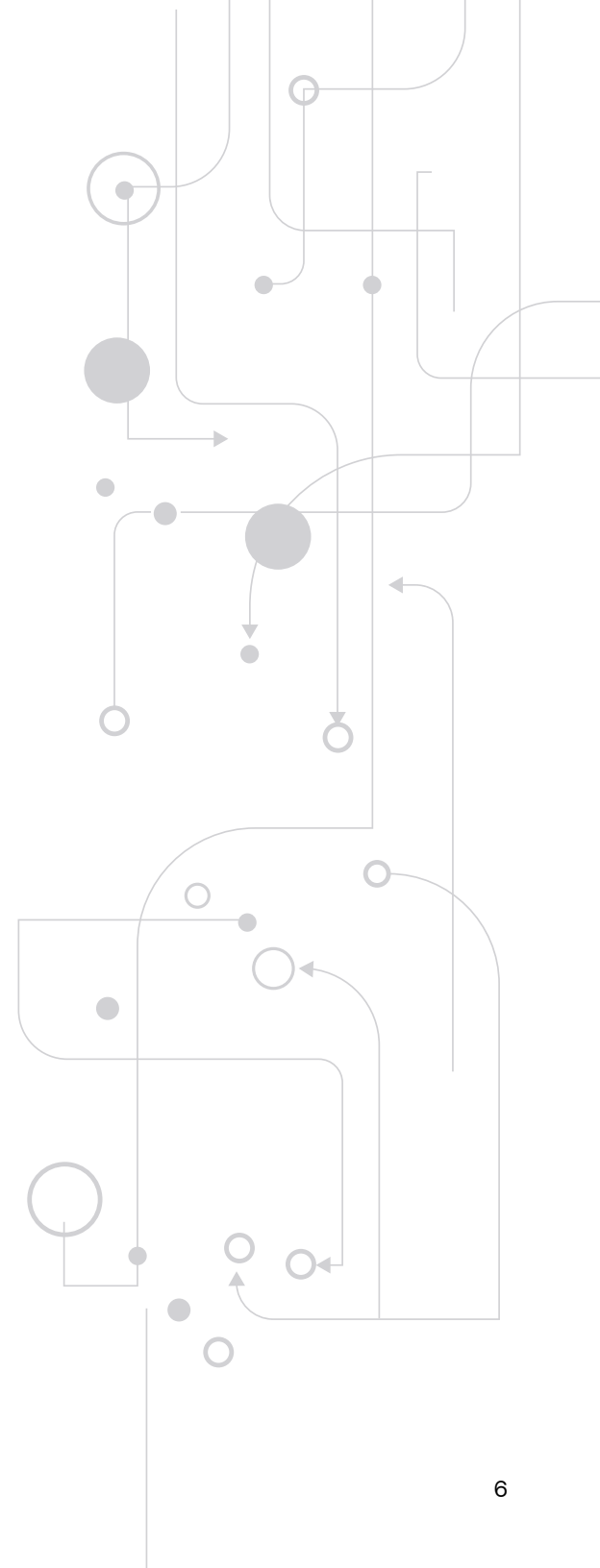
### 10. New Revenue Streams

What's more, working with a specialized embedded commerce partner can open up new revenue streams via revenue sharing on processed transactions. Not only can ISVs provide frictionless payments for their customers, but they can monetize payments revenue, too. It's a win-win-win for everyone who helps facilitate payments.

# Conclusion

While the payments landscape is complex and sometimes hard to navigate, it also presents an opportunity for differentiation among ISVs who opt to help merchants streamline payment processing. Working with an experienced payments technology partner can allow ISVs to go even further in the customer experience they help merchants facilitate, especially when that partner can provide additional value-added tools and solutions that improve marketing, analytics, communications, and more.

ISVs don't have to take on the bulk of payments environment management, and they shouldn't. Instead, the best path forward is to work with a partner that has dedicated resources and experts to help you create software with an optimal payments experience -- and one that can monetize payments for your organization.





# globalpayments Integrated

## About Global Payments Integrated

Global Payments Integrated, a Global Payments company, provides innovative payment solutions to help software providers and their customers grow their businesses. Our integrated tools go beyond payment processing, offering a range of features to enable commerce and enhance customer experience—all backed by award-winning support. We're proud to serve more than 60 industry verticals, processing over \$1.1 billion transactions annually for more than 400,000 merchants.

**For more, visit us at [globalpaymentsintegrated.com](https://globalpaymentsintegrated.com).**

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