

IMPACT 25

How to Build a Successful ISV Strategy

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 **ElectronicPayments**[®]

PRESS RELEASE — FOR IMMEDIATE RELEASE

**ELECTRONIC PAYMENTS ACQUIRES
HANDPOINT, EXTENDS ITS FOOTPRINT
INTO EUROPE**[READ PRESS RELEASE](#)[ELECTRONICPAYMENTS.COM](https://www.electronicpayments.com)

Why This?

Electronic Payments + Handpoint

A roadmap for ISOs to win the next decade

- Retain more
- Customers grow more
- Win more

A man with a beard, wearing a blue work shirt, is looking down at a rugged tablet device he is holding. He is standing in a garage or workshop, with a car's headlight and side mirror visible on the left. The background shows shelves with various items.

A World in Transition

The world of payments has changed

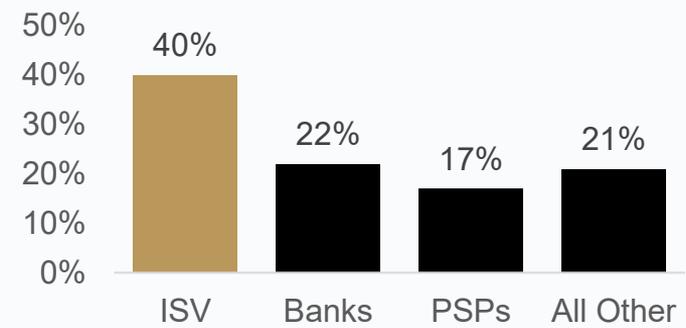
Yesterday: Calendar + Phone + Terminal

Today: Buy software

Why This Matters Now

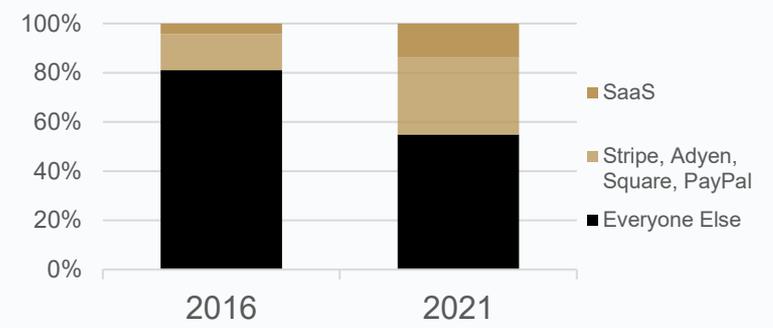
The Market Has Changed

Largest SMB Channel = ISV



% of New SMB merchants signed and active in 2023, Flagship Advisory Partners

Incumbents Lost 25% of Market



Flagship Advisory Partners, 2022



Build on Your Strengths

Build a bridge to your future -- It's not about competing with software companies, it's about partnering with them



Path Upward

ISO Case Study

"We were running fast to stay flat. Handpoint gave us our path up market."

Your Winning Playbook

Move up market today from wherever you are

01

SmartPOS in Your Brand with Terminals for Every Use Case

02

Integrated Solutions from Electronic Payments

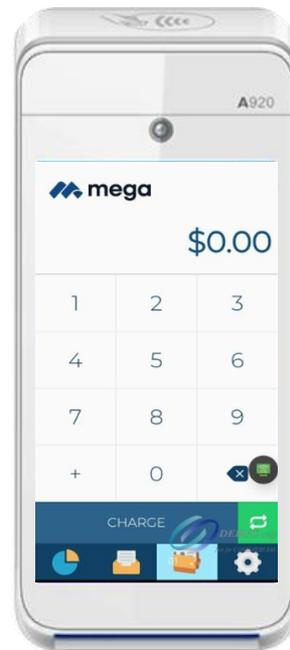
03

APIs for ISVs and Larger Merchants

Step One: Build Your Brand

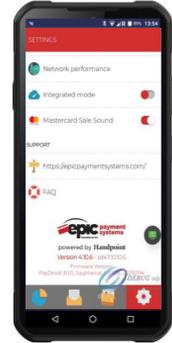
Powered by Handpoint

- Merchant sees you: your logo, colors, contact info
- Easy to activate & remotely support
- Robust features: Sale/Void/Refund, Pre-Auth/Incremental Auth, MOTO and more
- PCI-P2PE protection



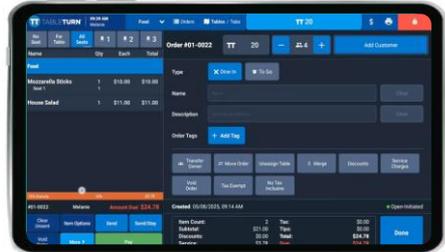
Your Opportunity Starts Now

So many use cases you can support



Step 2: Move Up Market with POS

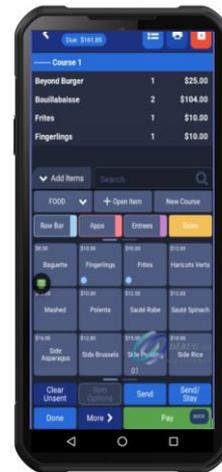
Electronic Payments Solutions



Your Opportunity Starts Now

Offer Solutions with More

- Full table-side ordering platform
- Totally integrated – no app-switching experience
- Ruggedized or all-in-one terminals



 **TABLETURN®**

IMPACT

Step 3: Build a Winning ISV Strategy



Your Opportunity Starts Now: Handpoint Platform for ISVs

Apps,
APIs,
SDKs

Modern APIs
for every ISV

Modern
Use
Cases

20+ terminals &
modern
methods for
every use case

Secure

PCI-P2PE +
PCI-DSS +
Semi-
integrated
+ EMV

Visibility

Real-time data
& analytics
online or via
API

Scalable

RKI, remote
updates &
easy
activations

Global
Reach

International
reach via
one API

Your Opportunity Starts Now

So many ISV use cases you can support



Why ISVs Need You

Find Your Edge



What ISVs Need

- Integrated modern use cases to beat the competition
- Recurring revenue
- High activation & support load
- Reach to merchants



What You Offer

- Handpoint APIs
- Shared residuals
- Your merchant expertise
- Your relationships



Retail + Service

Case Study

Browser-based POS software makes it easy set up merchants, offer them the lowest possible costs of switching, and provide them the latest software updates. But it meant finding a provider who made it easy to add terminals to software sitting in the cloud.



Field Service Software

Case Study



- *mPOS needed for field service application*
- *Required special functionality like Multi-MID*
- *Differentiated with PCI-P2PE*

The "Yes/And" Future-Proof ISO

You don't have to choose

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SmartPOS in Your Brand
with Terminals for Every
Use Case

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Integrated Solutions from
Electronic Payments

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APIs for ISVs and Larger
Merchants



Your Next Moves

Tech & Team

- 1 Visit POS Labs
- 2 Join Breakout: Handpoint in Action
- 3 Talk to Biz Dev about co-branded terminals



ISO ISV

Leap Ahead

When you are ready to BUILD, Handpoint APIs and your deployed terminals help you move fast



Together, We Move Up Market

Electronic Payments + Handpoint

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