

# How to Build a Successful ISV Strategy

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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 World in Transition

**The world of payments has changed**

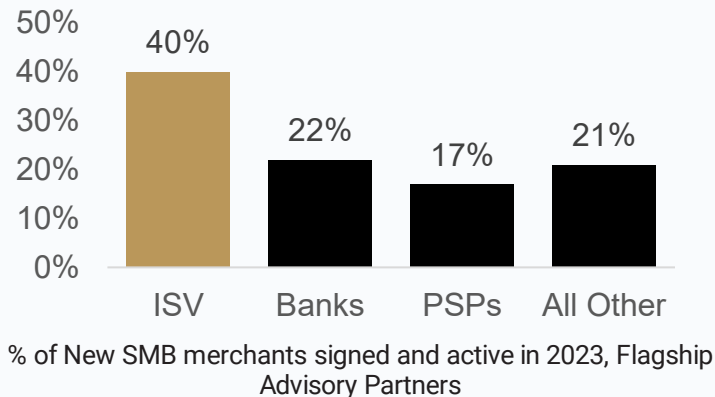
Yesterday: Calendar + Phone + Terminal

Today: Buy software

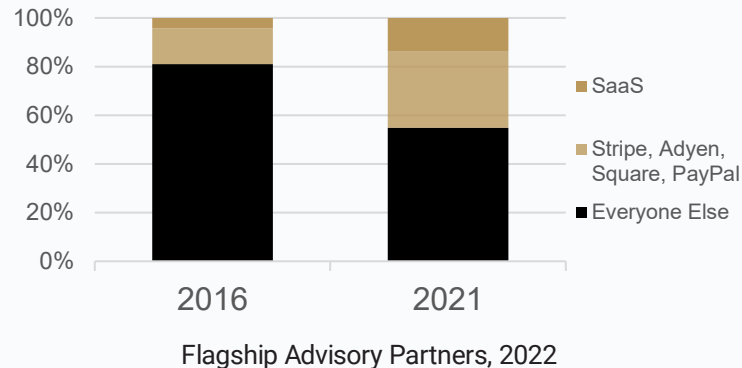
# Why This Matters Now

The Market Has Changed

## Largest SMB Channel = ISV



## Incumbents Lost 25% of Market







# 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

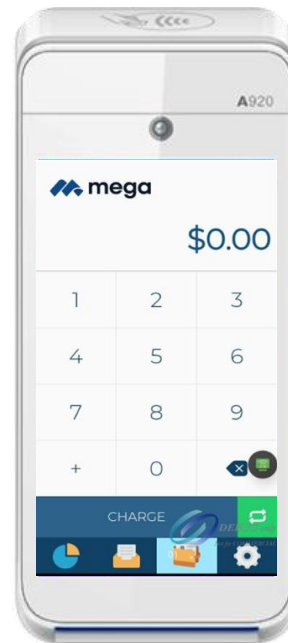
03

APIs for ISVs and Larger  
Merchants

# Step One: Build Your Brand

Powered by Handpoint

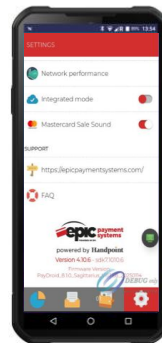
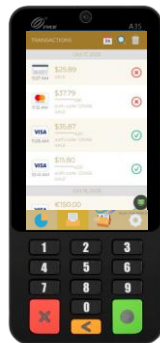
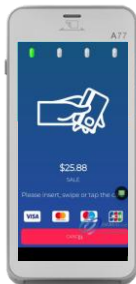
- Merchant sees you: your logo, colors, contact info
- Easy to activate & remotely support
- Robust features: Sale/Void/Refund, Pre-Auth/Incremental Auth, MOTO and more
- PCI-P2PE protection





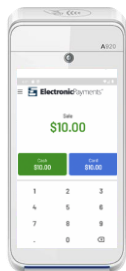
# Your Opportunity Starts Now

So many use cases you can support

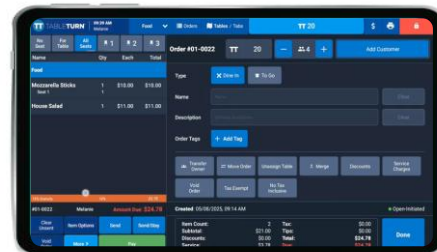


# Step 2: Move Up Market with POS

Electronic Payments Solutions



 **ElectronicPayments®**

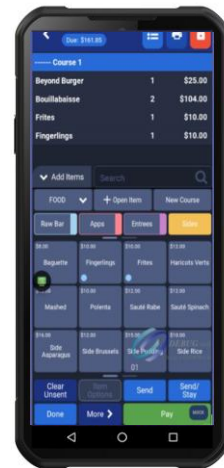


 **TABLETURN®**

# Your Opportunity Starts Now

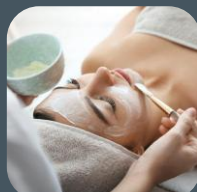
Offer Solutions with More

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



**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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with Terminals for Every  
Use Case

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Electronic Payments

03

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 $\boxtimes$ 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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