



Choosing The Right Payment Technology Partner / Checklist

The payments industry in the U.S. is very dynamic. Keeping up with the changing needs of the market can be an uphill battle. To be successful in delivering strong solutions that meet your needs, it's important to find a payments technology partner that complements your business and makes it easier for you to get to market.

To assist you in choosing a technology partner, we've created a checklist designed to help you weigh different criteria for delivering successful payment solutions in the vertical markets you serve. Follow this checklist to make an informed decision that's right for your business.

THE TECHNOLOGY

Employing the right technology is at the core of a solid payment solution and here are the most important things you should look for in a partner:

- ❑ **Reliable hardware.** Make sure your technology partner provides high-quality and reliable hardware including a complete range of devices catering to different use cases. These should include [fixed POS](#), [wireless](#), [mobile](#) and [unattended](#) solutions. You should also make sure these payment solutions are of enterprise grade so they can handle large volumes of transactions and are capable of accepting all forms of electronic payments, such as magstripe, EMV and NFC/contactless methods, including Apple Pay® and Google Pay®.
- ❑ **Field-tested software.** Your technology partner should offer high quality software that has been field-tested. It should seamlessly integrate with all different hardware types to make future upgrades easy. The software package should include a reliable [terminal operating system](#), [software and application development](#), and [security solutions](#), such as point-to-point encryption (P2PE).
- ❑ **Certified solutions.** Your technology partner should provide pre-certified hardware and software solutions to save your business time and huge costs when it comes to meeting compliance standards.



SUPPORT FOR MULTIPLE INDUSTRIES & USE CASES

Every business operates differently, including how they accept payments. Some businesses require fixed terminals, and some need to bring payment processing to their customers with wireless or mobile point of sale (mobile POS) solutions. A lot of payment technology providers are only able to serve a limited number of industries and use cases because they lack solutions and expertise in other areas. They might not understand the unique business needs some customers have. Also, if a business decides to expand into a new market/industry and the technology provider doesn't have proficiency in that area, the business may need to find another technology partner, which could take a lot of time and money. Additionally, managing multiple technology partners can also be cumbersome.

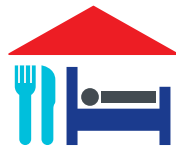
While looking for a technology partner, you should look for one with decades of industry experience and a variety of solutions that cater to multiple vertical markets and support different use cases.



RETAIL



RESTAURANTS



HOSPITALITY



NON PROFIT



HEALTHCARE



SMALL TO MEDIUM
BUSINESS

- ❑ **Retail.** The retail environment is demanding and requires different use cases based on the needs of the merchant. Consumer-facing fixed-lane terminals are preferred in most retail environments because they allow merchants to accept all modern methods of electronic payments—including EMV and contactless/NFC—without making big changes to their infrastructure. Mobile POS solutions, on the other hand, have many [benefits for merchants](#), including enhancing the shopper's experience through in-aisle checkout.
- ❑ **Restaurants.** A quick service restaurant (QSR) requires consumer-facing fixed-lane terminals, which allow them to pay using their preferred method of secure electronic payment, including EMV and contactless/NFC. For a casual/fine dining restaurant, bringing secure payments to the consumer at the point of service with a Pay-at-the-Table solution is often preferred. This use case requires wireless payment terminals or mobile POS solutions.
- ❑ **Hotel & Lodging.** Hotels, resorts, and other hospitality businesses are very dynamic in nature and offer many services other than lodging. These vary from check-in, room service, dining and spa services, among others. To cater to each service type, many hospitality customers need payment solutions that range from fixed terminals to wireless and mobile POS solutions.
- ❑ **Venues & Events.** Mobility and the ability to accept electronic payments securely is very important for businesses operating away from their home base at venues and events. These situations require reliable mobile POS solutions that provide the convenience and flexibility of accepting secure electronic payments at any location.
- ❑ **Field Sales.** Field sales representatives, including service contractors, direct sellers, and insurance agents, require the flexibility of mobile POS solutions to accept electronic payment at any location.
- ❑ **Non-Profits.** Fundraising events are common in the non-profit sector and often require an easy way for these organizations to accept donations on the go. A mobile POS solution is an effective and secure way for these organizations to accept in-person payments to support their fundraising efforts.
- ❑ **Transportation & Tourism.** The transportation industry has many different needs when it comes to payment solutions. Whether transportation service providers use fixed terminals or mobile POS solutions to accept on-board payments or use unattended/kiosks to sell tickets at a train station, varying requirements may call for differing solutions or a combination of them.
- ❑ **Healthcare.** Hospitals, clinics, and other healthcare institutions have many different use cases, whether these involve paying at the counter on a fixed terminal or even paying for a test in the patient's room with a mobile POS device or wireless terminal. The healthcare industry is changing rapidly, and there are huge trends toward increasing patient responsibility for higher copays and deductibles. So it's important to choose a technology partner with a full range of solutions to accommodate any form of payment at virtually any point in the continuum of care.
- ❑ **SMBs.** Serving small to medium-sized businesses typically requires many different payment solution for variety of business types. Some small family owned grocery stores can be served with small PINpad or countertop payment terminals, while a restaurant may have more sophisticated requirements that call for wireless solutions. Some micro merchants such as a fruit vendor at a farmer's market might require low cost mobile card readers and some other merchants might prefer more robust mobile POS solutions.

PAYMENTS EXPERTISE

Payment technology can be complicated, and not all partners are equal when it comes to knowledge, experience, innovation, and industry qualifications. While choosing a technology partner, you should check for the following expertise:

- ❑ **Industry experience.** A technology partner should have decades of strong industry experience from working with a diverse range of partners and deploying solutions to global customers. This experience comes from working with many [leading industry associations](#) such as [EMVCo](#), the [U.S. Payments Forum](#), and the [Electronic Transaction Association](#). These technology partners also have [subject matter experts](#) that often serve in these associations and provide their expertise on important matters such as EMV, payment security, etc. By getting access to these associations and subject matter experts, your business can benefit by better understanding the payments landscape and best practices to succeed in the space.
- ❑ **Multi-channel experience.** With the rise of omni-channel sales and marketing, where businesses combine online, mobile and traditional marketing with in-store and online sales, in-store pickups, and shipping from store inventory, a payment technology partner should be able to serve businesses and accept payments across multiple channels. They should have the expertise to provide proven payments solutions for any channel and customer service model.
- ❑ **Focus on innovation.** Consumers are increasingly becoming more tech savvy, and businesses have to keep up with their expectation of a certain payment experience. Your technology partner should have a strong focus on R&D and innovation, ideally with an entire team dedicated to developing future solutions and meeting emerging needs in the market. It should have the capabilities and resources to suit your current requirements and elevate your customers' experience while preparing you for future needs and expectations.
- ❑ **Trends, standards & certifications.** The payment industry is very dynamic in nature. It requires awareness of payment security requirements from PCI and prompt action to ensure compliance, but it also means keeping up with new standards, trends, and payment acceptance technologies. Look for a technology partner who not only provides you with solutions and insights to meet today's requirements and standards but also delivers guidance to help you stay ahead of the curve in the most effective and economical way.



MARKETING AND SALES ENABLEMENT SUPPORT

Building a successful payment solution is one thing, but marketing it is another task. Many companies may not have the resources to do so effectively. Marketing materials such as sales presentations, data sheets, brochures, eBooks, infographics, and other content are useful in helping you sell payment solutions to your customers. Your technology partner should be able to provide your business with all of these sales enablement tools and additional marketing support including:

- ❑ **A partner portal.** Choose a partner that will grant you access to a centralized portal that provides easy access to sales/lead generation materials, such as sales presentations, email campaigns and other marketing materials. These should include industry playbooks, case studies, and business-critical insights that will give your business an enormous marketing advantage. Additional resources, such as brochures, solutions sheets and large image libraries can equip your sales team with powerful tools to market your solutions and services with greater impact and cost effectiveness. This will allow you to download and use these materials to help you reach your target audience without spending time and money creating content from scratch.
- ❑ **Tradeshow support.** Participating at industry tradeshows is important for businesses to meet potential customers and partners. It is also a great opportunity to create brand awareness for your business and solutions. However, marketing at these tradeshows can be a lot of work, especially if you are new to the industry and are not familiar with all of the different events and marketing opportunities that surround them. Look for a technology partner with the team, resources, and experiences to provide marketing support before, during, and after tradeshows. This should include social media promotions, email campaigns, and other marketing programs to boost your brand awareness and drive new sales opportunities.
- ❑ **Campaign support.** Marketing your payment solutions can be tricky because every business is different, and not every solution applies to every customer – especially across varying market segments and tiers. The audiences involved in the buying process within these segments also vary from customer to customer. The decision maker at one business may be very different from another in terms of their roles, responsibilities, requirements and pain points. Make sure your technology partner has successfully run marketing programs and campaigns targeting these various audiences and is willing to share best practices and tips. Your payment technology partner should also provide you with a series of turnkey campaigns that you can run yourself and provide the opportunity to create customized joint programs together.





SALES / PRODUCT / TECHNICAL SUPPORT

The responsibility of a vendor extends beyond the completion of a sale of their solutions. Businesses can have many sales, product, and technical issues that require vendor intervention. That's why it's important to choose a payment technology partner that provides support even after the sale is complete. You should look for a technology partner that provides support for:

- ❑ **Sales.** Your initial selling process is much easier with the help of sales engineers who are able to explain all the technical details to your potential customers—from both a hardware and a software perspective. You should make sure your technology partner has a dedicated account team that will work with you hand-in-hand throughout the sales cycle, providing support and troubleshooting for any issues that may arise.
- ❑ **Product.** A dedicated account team can also help with product-related support. Whether it's training your team to better understand a solution or migrating to a new version of hardware or software, your partner should offer support to educate your team on the technology roadmap to ensure you and your customers are up to speed on what's to come.
- ❑ **Technical issues.** Your payment technology partner's customer support team should be able to help you solve technical issues that may arise while integrating and deploying solutions. This requires comprehensive knowledge and understanding of the issues that your customers may encounter and how to solve them. Often this goes hand-in-hand with choosing a partner with extensive expertise and experience across industries and working with customers globally.

Navigating through the payments industry can seem complicated, but having a trusted payment technology partner by your side makes it easier to be successful and to gain a competitive edge. Follow this checklist to find the right technology partner that fits your needs and provides you with the most advanced technology, access to industry experts, and outstanding marketing, sales and technical support.



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With over three decades of leadership in the payment industry, Ingenico is the trusted, strategic partner of choice for players in the U.S. and worldwide. If you are looking for the right payments technology partner for your business, we would be glad to help.

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