

# CREATE YOUR IoT PAYMENTS GO-TO-MARKET PROGRAM

## BENEFITS

- Builds an IoT go-to-market program designed to meet your firm's objectives, using your key assets and the Mercator IoT Payments Knowledge Base.
- Identifies top business partner targets and competitors.
- Establishes business unit alignment for the IoT opportunity.
- Delivers a complete market segment analysis for your target market.

## PAST EXPERIENCE (A SUCCESS STORY)

Mercator published the IoT Payment Categorization Framework in January, developed an IoT training program we have delivered to customers including a major international payment network, and have built an IoT Knowledge Base that tracks market participants. IoT creates unique challenges, from authenticating the device, as well as the individual that owns it, to network regulations not designed to manage machine-to-machine transactions or smart contracts. Mercator is uniquely qualified to develop your IoT Go-To-Market model.

## IoT PAYMENTS GO-TO-MARKET PROGRAM

Billions of internet of things (IoT) devices are changing the way every vertical market, from Transportation, Manufacturing, and Logistics to Banking, operates. Mercator's IoT Payments model has identified that IoT-driven purchases in the United States are diverting recurring payments at a rate that currently exceeds \$1 billion per year. This program puts Mercator's expertise to work to help your firm create an IoT Payments go-to-market strategy. Mercator will identify the IoT markets and potential partners most aligned with your company's capabilities and goals and guide your entry into the \$100 billion IoT Consumer Payments market.

We start the program with analysis of your existing business assets to identify the IoT market segment most closely aligned with your existing operations. Then, in collaboration with your executive team and using the Mercator IoT Payments Knowledge Base, we identify the operational attributes to be used for ranking potential IoT business partners. Knowledge of the key assets your firm will bring to bear on the target IoT market combined with a ranked list of partners delivers a complete and actionable IoT go-to-market plan.

SEGMENT OR PHASE	REPORT FORMAT	DELIVERABLES
IoT Market Training	PowerPoint	Mercator training delivered so participants have a shared perspective and terminology.
Assets and Market Entry	Excel	Work with the client to identify and assess current assets that align with the IoT market and the key attributes that will guide Mercator's market and partner selection.
Qualitative Interviews and Selection of Target Market	PowerPoint	Conduct qualitative market interviews to assure market selected aligns with client's assets and key criteria.
Ranked Partner List	Excel	Based on research, and interviews potential partners are ranked by your selected attributes.
IoT Market Plan Delivered	PowerPoint	Identify market segment, market size and revenue of segment market leaders and total segment, top IoT payment origination devices, what IoT origination devices purchase. Unique data facts or dimensions about market segment as identified in qualitative interviews.
Executive Summary	PowerPoint	Key findings and recommendations for the entire study

## DETAILS OF PROGRAM

The IoT Go-to-Market Program begins with Mercator's independent review of your business, including markets and products, sales channels, and areas of expertise. Every asset that can be leveraged in the world of IoT will be identified. Mercator then uses this knowledge to identify all of the IoT market segments that your company can efficiently target.

Once your executive team has agreed on the IoT target market segment, Mercator will survey the team to establish key attributes associated with your company's business objectives. When completed, this attribute list will be used by Mercator to evaluate all known potential partners within the identified IoT market.

Next Mercator will interview key participants within the identified IoT market segment, including potential partners, to assure alignment and refine the IoT Go-to-Market plan.

We will then utilize the Mercator IoT Payments Knowledge Base to identify the volume of sales currently occurring in the target market segment sorted by company. All of this information is then compiled and delivered to you. The package delivered includes the rationale for the IoT target market selected, identifies your assets that are critical to penetrate the identified IoT market segment, lists potential partners ranked according to the key attributes your management team identified as well as by sales volume.

## DELIVERABLES

The program delivers an independent review of your corporate assets and your financial and operational goals for entering the IoT market. Mercator's objective is to ensure the delivered go-to-market plan aligns with your company's stated business goals. This is accomplished in four phases: Market Interviews and Market Assessment, Partner Assessment Interviews, and IoT Opportunity Market Dynamics.

## ABOUT US

Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.

