



### About Us

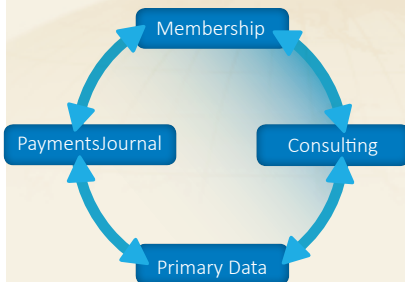
Mercator Advisory Group is the trusted advisor for the payments industry globally, charting the course for sustained growth and profitability and delivering fact-based insights and advice.

Our commitment and exclusive focus on the payments industry enable us to consistently provide highly relevant content and exceptional value for your research expenditure.

### Mercator Differentiators

- Quality and quantity of our research
- Analysts focused 100% on payments
- Extensive client relationships
- Breadth and depth of coverage
- Strong industry relationships
- Analyst interaction throughout the membership term

### Membership Life Cycle



### Debit and Alternative Products Advisory Service

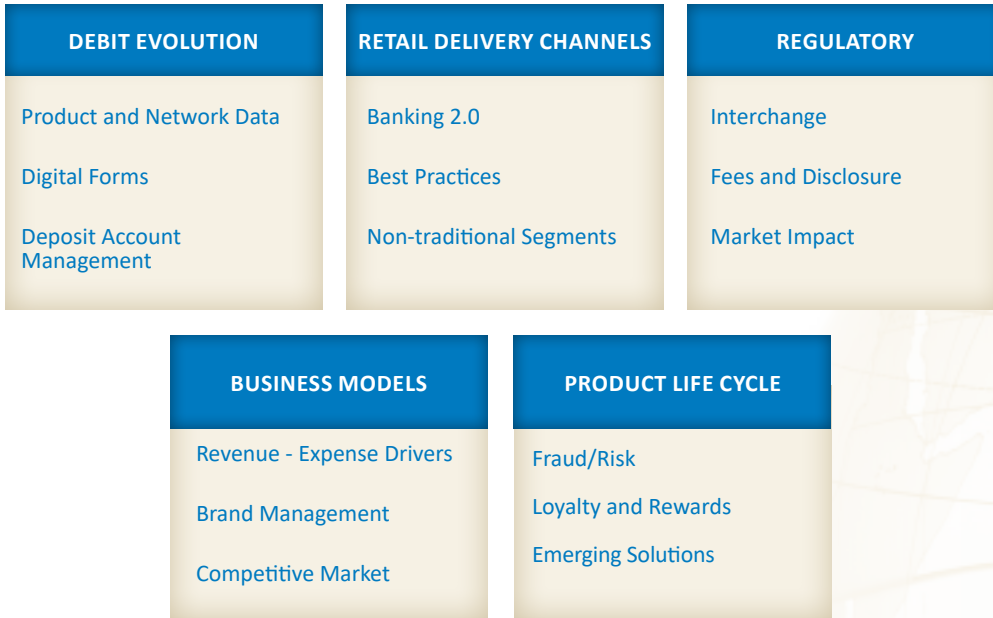
Mercator Advisory Group's **Debit and Alternative Products Advisory Service** concentrates on the dynamics of the pay-now market including traditional and nontraditional debit market stakeholders and the vendors who serve them. The emphasis of this service is on examining and articulating the driving forces of the consumer debit market including regulatory issues, emerging technologies, competitive market dynamics, market data, EFT and card network companies. Analysis of other pay now products such as real-time payments, person-to-person solutions, ACH, and bill pay are included in this service.

The Debit and Alternative Products Advisory Service focuses on identifying areas of opportunity and competition, monitoring new developments that will impact growth from the perspectives of the various stakeholders through analyzing key metrics and identifying market trends.

### Debit and Alternative Products Coverage Areas



## Market Dynamics: Analysis and Reporting



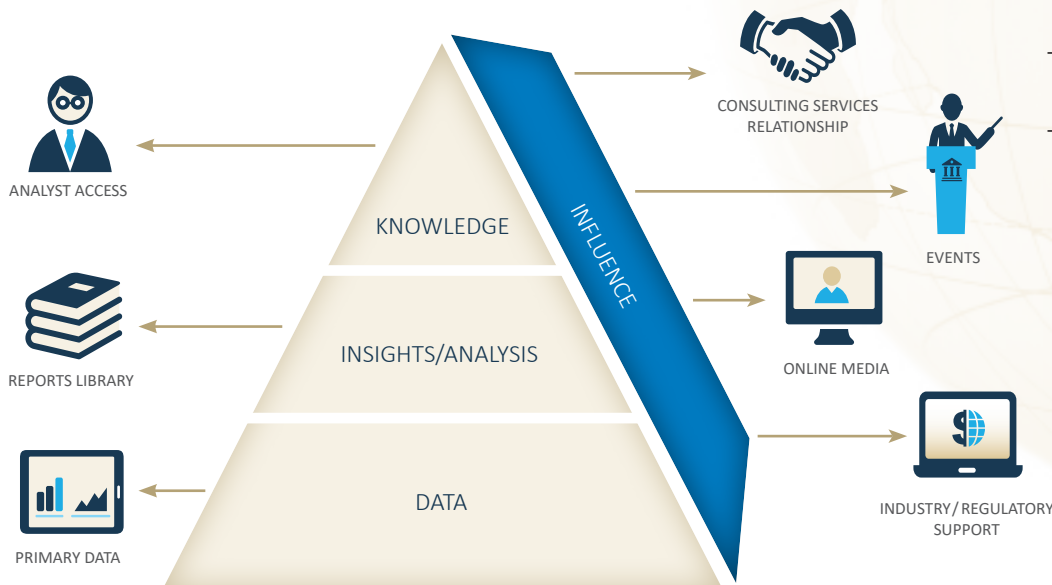
### Mercator Advisory Group Deliverables

- 20 research documents annually
- Related PowerPoint charts
- Direct, unlimited access to service area research team
- Access to all previous research
- 15 login IDs
- One dedicated day of analyst time
- Direct, limited access to all research teams

### Mercator Advisory Group Benefits. We:

- Uncover new opportunities
- Deliver pragmatic insights
- Have a strong brand and independent market position that clients can leverage
- Function as an extension of staff
- Efficiently deliver industry consulting projects
- Offer unmatched depth, focus, and service

## Engagement Deliverables



## Contact Information

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