

Depth. Focus. Service.

*Trusted Advisor for
the Payments Industry Globally*

Custom Research and Consulting Projects

Include:

Market Opportunity
Assessments

Go-to-Market Services

Payments Industry Training
and Education

*Our commitment to and
exclusive focus on the
payments industry
enables Mercator
Advisory Group to
consistently provide
highly relevant
content and
exceptional value
for your research
expenditure.*

Custom Research and Consulting

Mercator Advisory Group delivers expert strategic advice, proprietary research, payments industry training, and highly customized Go-to-Market collateral to payments and banking industry participants. Our consulting professionals have extensive industry knowledge and project management experience within all segments of the banking and payments industries. Project teams are composed of lead research analysts, specialized consultants, and project managers, who together bring insight and experience to each engagement.

We help our clients develop business strategies, fine-tune product development and pricing, educate new employees, define and implement marketing campaigns, and evaluate market entry strategies. Mercator provides clients with custom-designed quantitative and qualitative research that deliver the combination of data, analysis, and opinion needed to support strategic and tactical decisions.

Benefits to Custom Research and Consulting Clients

Our analysts' extensive industry knowledge provides clients with expert advice on business-related strategies. At Mercator Advisory Group, the consultants are our service directors and analysts. The experts who continuously study the industry are the same experts partnering with you on your project. We are also proud of our ability to offer fixed-price engagements, enabling our clients to budget with accuracy and confidence:

- Unlike other market research firms which may offer just one payments research service, Mercator Advisory Group provides eight different payments research programs. Our International Advisory Service transcends the other programs, bringing together content and analysis from each of them.
- Our analysts are our consultants. Unlike other firms, we do not "sell projects with expert analysts, then staff them with generic consultants." Our analysts directly participate in your projects.
- We leverage our senior-level relationships throughout the payments and banking industries with the leading associations, processors, issuers, acquirers, merchants, and the vendors and consultants who serve them.

Representative Services:

Mercator Advisory Group routinely completes engagements for issuers, merchants, processors, banks, associations, and solution vendors. Each client brings a unique set of business challenges, so we develop a specialized project plan for each engagement. Typical projects include:

Market Opportunity Assessments	Competitive intelligence and benchmarking, market trends and sizing projections, user demand forecasts, and product launch analysis
Go-to-Market Services	Marketing collateral, event participation, primary research design and fielding (surveys, focus groups), and sales loss analyses
Payments Industry Training & Education	Modular, by topic sessions in ½ day, full day, and 1 ½ day increments — on client premises, for new employee training, sales team education, and board of director/equity analyst education

Mercator Advisory Group

Research Advisory Services

Custom Research and Consulting

CustomerMonitor Survey Series

PaymentsJournal.com

Mercator Advisory Group

Mercator Advisory Group provides unparalleled independent and objective analysis that assists our members in uncovering new market opportunities and optimizing current strategic initiatives for maximum revenue generation and cost containment. Our commitment to and exclusive focus on the payments industry enables us to consistently provide highly relevant content and exceptional value for your research expenditure.

Our advisory services include Banking Channels, Credit, Commercial and Enterprise Payments, Debit, Emerging Technologies, International Payments, and Prepaid. We also offer access to our CustomerMonitor Survey Series, custom consulting services and PaymentsJournal.com, a news aggregator and industry hub.

How We Partner with Your Organization

Market Assessments	Make/Buy Decisions	Market Strategy Development	Strategic Planning
Product Launch Development	Business Line Management	Product Management	Competitive Intelligence
Sales Training/Positioning	Third Party Strategy Validation	Cost/Benefit Analysis Development	
Knowledge Management Groups	Architecture Planning		