

PAYMENTS ASSESSMENT AND GROWTH POTENTIAL

BENEFITS

- A clear line of sight into payments revenue and opportunity by line of business and technology
- Immediate next steps for action
- Vendor and contract optimization
- Competitive Review

PAST EXPERIENCE (A SUCCESS STORY)

Mercator conducted the Payments Check-up and Growth Potential Assessment for a \$2 billion state institution facing some of the biggest and most vertically integrated institutions in the country as competition. Among the recommendations were

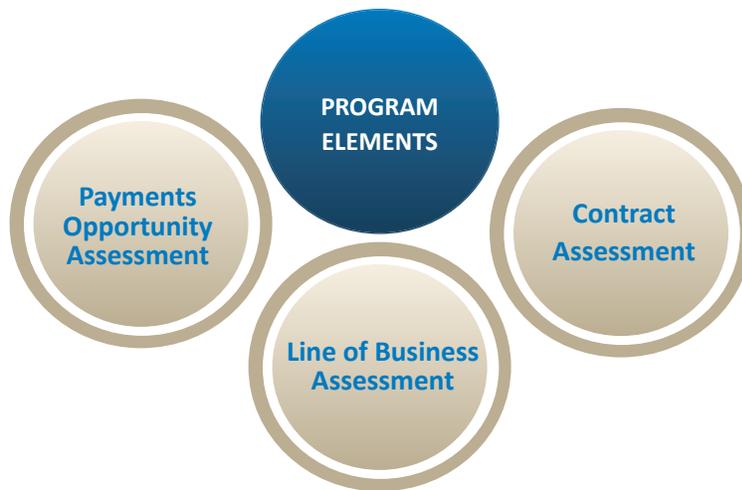
- Consolidated authentication
- Automated savings
- Financial planning tools

PAYMENTS ASSESSMENT AND GROWTH POTENTIAL

Designed especially for banks and credit unions of \$5 billion in assets and under, the Payments Assessment and Growth Potential program examines the institution's payments performance by line of business (e.g., credit, debit, commercial, merchant services) and by technology (mobile, IoT readiness, competitive edge) with a view to optimizing revenue, keeping up with and potentially surpassing the competition.

Banks and credit unions that engage in this program gain the benefit of Mercator Advisory Group's "A-Team" of analysts, who together bring far in excess of 100 years' experience in managing payments businesses for major financial institutions in the U.S. They will examine revenue, expense, technology, product alignment, technology awareness and sophistication, vendors, and the bank or credit union's processor.

The institution will share with Mercator analysts, e.g., the transaction flows, receivables, contingent liability, vendor and processor contracts, and product array and diversity.



DETAILS OF PROGRAM

In this program Mercator analyzes a financial institution's payments-related offerings to produce a strategic and business assessment that provides insight and recommendations on topics including:

- Future growth potential
- Operational gaps
- Latest technology trends
- Customer payment preferences and behavior
- Competitive product offerings

Mercator will outline the bank or credit union's current payment offerings, especially with regard to innovation and competitive positioning, including, but not limited to, mobile, blockchain, sovereign identity management, and security. At a high level we will rate the bank or credit unions's competitive stance as regards national competition, local competition, and competition from fintechs.

We will go through the bank or credit union's contract(s) with designated vendors, highlighting any gaps or missed opportunities, rating the difficulty of remedying each item.

Mercator's project team will identify gaps in product offerings as well as platform and processing issues, including competitive issues, cost, delivery, security and safety, and will each give a brief presentation of the findings, suggesting additions to the product arsenal, modifications or enhancements to existing solutions, or "wait-and-see" approaches to innovation. The result will be a road map for payments innovation market responsiveness along the following vectors:

- Growth potential assessment
- Gaps
- Contract management
- Product enhancements and new product possibilities

DELIVERABLES

Final delivery will consist of a half-day workshop, either online, or at client location, in which the Mercator team will present its findings, ranking and rating the current payment offerings by assessing the following important vectors:

- Areas for growth
- Gaps in the current situation
- Scalability and opportunities to achieve scale
- Technology that may provide significant ROI

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.

