

FINTECH RFP COUNSEL

BENEFITS

- A synoptic view of the field in question
- A curated list of RFP recipients
- The RFP process outsourced to industry experts
- A trusted advisor to evaluate responses
- A quantitative matrix to choose the right partners and partner scenarios

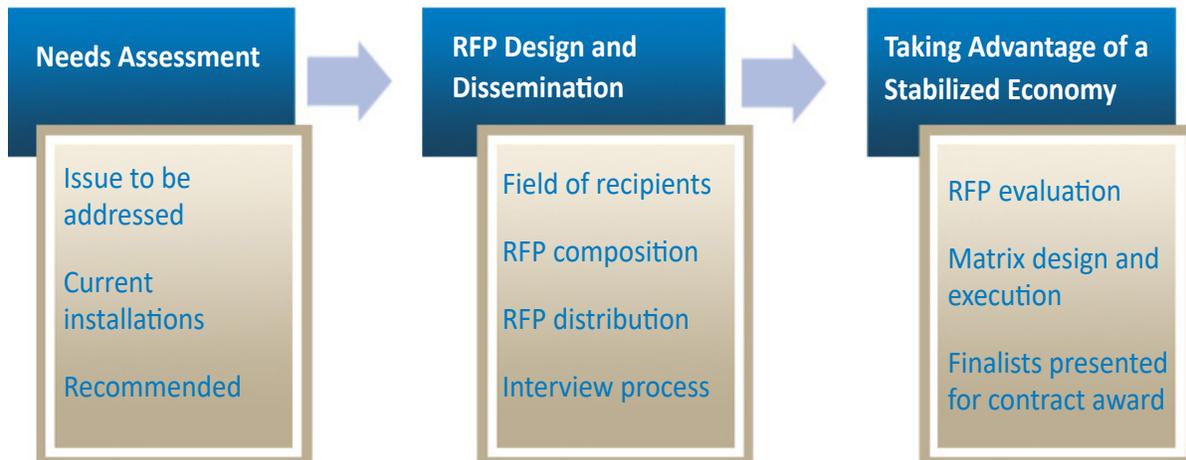
PAST EXPERIENCE (A SUCCESS STORY)

Among other examples, we have used our approach in finding partners for an issuer of closed-loop rewards cards in the veterinary pharmaceutical industry; in finding a program manager for a payroll card software platform; and in finding the right partner for a medical card issuer in the Medicare benefits space.

FINTECH RFP COUNSEL: Separating the Wheat from the Chaff

Financial institutions (FIs), issuers, acquirers, ISOs, ISVs, VARs, networks, software companies, and merchants seeking to partner with the best financial technology firm (fintech) for their needs are often left adrift by the number and complexity of the solutions on offer. Mercator Advisory Group's Fintech RFP Counsel program gives those in search of partners in security, transaction management, middleware, and other required elements of the payments value chain a trusted advisor to understand their specific needs and separate the wheat from the chaff. We accompany our clients on every step of their journey until ultimately partnering with a fintech. Mercator's approach includes:

- Needs assessment
- A "short list" of possible recipients of the Request for Proposal (RFP)
- RFP design, execution and dissemination
- RFP evaluation leveraging Mercator's proven Matrix weighted average methodology
- Evaluation of responses
- A trusted advisory accompanying you every step of the way, including partner interviews and evaluation



DETAILS OF PROGRAM

Every member of the payments value chain – issuers, acquirers, ISOs, ISVs, VARs, merchants, program managers, processors, networks, and even vendors themselves – is confronted with a bewildering variety of choices to retain their competitive edge, reduce costs, and build a better user experience through partnering with fintechs, the smaller, nimbler software companies whose application programming interfaces (APIs) are increasingly in demand in financial services.

Mercator Advisory Group solves this problem for its clients through a double-barreled approach that begins with the deep and matchless knowledge base of our analysts. Mercator analysts are industry veterans and know their subject-matter, their market space, with unrivaled accuracy and detail. In addition, their research as analysts continually adds to their knowledge base, maintaining an up-to-date view of the industry and the pertinent players, including the rapidly increasing number of fintechs eager to partner with solutions.

The knowledge base enables Mercator analysts to recommend the correct field of recipients for the RFP based on the specific needs assessment. This includes evaluating new up-and-comers, eliminating the outliers, and making sure that the companies on the “short list” have the right products, array of functionality, and skill set to fulfill the task set by the client.

Also contributing to Mercator’s solution is our Matrix approach. By assigning a weighted numerical value to each of the characteristics and attributes of a given fintech’s solution, Mercator presents the client with a weighted average that highlights the short-listed winners, excludes the also-rans, and presents the top three respondents to the RFP in a step-by-step reasoned approach.

At that point Mercator is ready to be the client’s trusted advisor throughout the interview process until the client reaches the decision that most fully and accurately solves the needs addressed in the assessment.

DELIVERABLES

Clients can expect Mercator Advisory Group analysts, each with deep experience in the payments industry, including credit, debit and alternative payments, prepaid, and commercial and enterprise payments, to accompany them every step of the way in choosing the right fintech partner(s). Mercator analysts will understand the client’s needs, based on competitive issues, price and cost, safety and security – or whatever the challenge may be. The end of this process will be a curated list of candidates to be sent an RFP, and, upon receipt, to be assessed with the Mercator Matrix, which will yield the right solution partners.

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.