

# First Glance: comforte Payments Suite



**comforte expands on its position as a leading provider of data security and infrastructure solutions and introduces an innovative suite that enables organizations to stay on top of the changing market in the payments industry.**

## The payments race is on

Acting on the changes in retail payments and capitalizing on the ongoing market disruption has already turned into a race between all organizations in the financial industry. Businesses are prioritizing their efforts to protect their existing revenues and to enable new revenue opportunities while running more efficiently in order to save costs. All these elements are essential for a strong competitive position in the payments services industry and they can be translated into specific digital banking needs:

- > Products and services must be delivered & orchestrated across all digital channels
- > Customer experience has to be increased by applying real-time insights to any customer touchpoint
- > Time-to-market for new products and services is absolutely critical and simply cannot take months or even weeks
- > Current and future disruptions through digital technologies need to be accounted for with a foundation that is flexible and agile by design

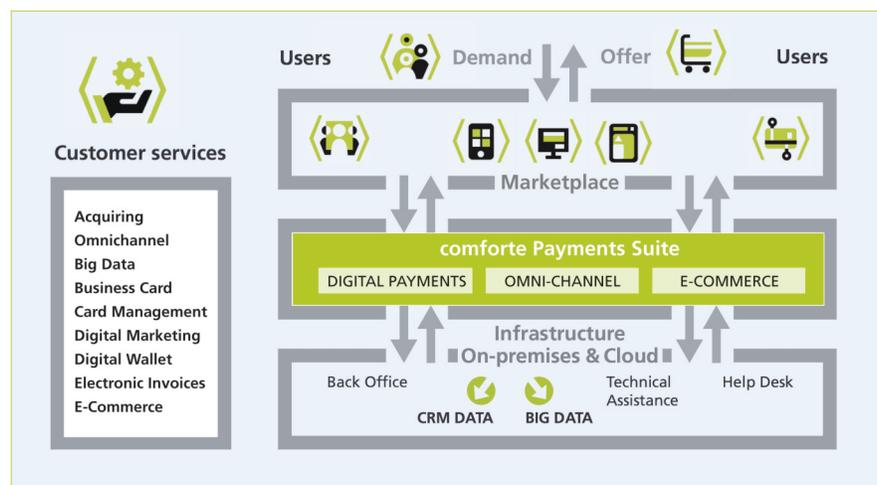
*The retail payments ecosystem is undergoing major changes due to disruptive technologies, new legal and regulatory requirements, innovative business models, new market entrants and changes in customer behavior.*

*All these drivers are forcing payment service providers to start thinking about delivering additional customer value through innovation and to be more efficient in the way they operate. Traditional businesses and FinTechs alike are preparing to capitalize on the market dynamics that are shaping a new payments ecosystem.*

## Serving clients in a digital culture

It is increasingly important for financial institutions to offer their products and services via the full spectrum of digital channels. And they need to do this in a fashion that meets the expectations a customer-centric culture driven by real-time interactions. The ubiquitous engagement of people on social media has shaped these expectations over the past few years and has created a new sense for what is being seen as a differentiating customer experience.

Digital channels and real-time interaction tailored towards the needs of individuals have become the norm in an ecosystem that combines engaging E-Commerce with the underlying foundation of payments and associated services.



### Enabling payments transformation – the use cases

The best way for looking at how these new demands can be met is by breaking them down into specific payments use cases:

- > Payment transformation with aggregator support for platforms like MyBank, PayPal and others
- > Support for PSD2 and open banking
- > Real-time settlement services for merchants
- > Enablement of new ATM/POS/Kiosk solutions (e.g. new value-added services, P2P instant payments)
- > Transaction offloading from legacy switches through partial payment processing
- > Multi-currency, multi-language and multi-channel scenarios that cross organizational boundaries

### A new breed of payments suite is needed

A new breed of payments suite is required for addressing these new payment industry use cases and it needs to provide new key capabilities to ensure business success:



A digital marketplace that comes with built-in concepts for PSD2, open banking & open APIs, making integration with platforms like PayPal, Alibaba or others effortless.



The ability to seamlessly orchestrate customer interactions & touchpoints across all digital channels and all devices out of the box.



An integrated omni-channel solution for acquiring and Point-of-Sale (POS) scenarios, including mobile POS, e-commerce cashing and digital wallet.



Out-of-the-box connectivity with Central Banking Infrastructure for issuing collection and payments dispositions on the digital marketplace.



Enablement of digital wallet scenarios that cover remote & proximity payments, customer loyalty programs, digital marketplace as well as tap & pay.



Card management with centralized budget management and geo blocking.

### We are here to help

The comforte Payments Suite has been built from the ground up to best address the needs of payments providers in a world that is driven by digital business and empowered consumers.



Together, with our partner ecosystem, we are here to provide you with digital payment transformation expertise, an innovative technology suite and local support.

To learn more, talk to your comforte representative today and visit [www.comforte.com](http://www.comforte.com).