Payments Powering Platforms
Tracker™

PYMNTS.com
what's next in payments and commerce

Always Be ... Building a Better Platform?

How mobile technology and platforms are transforming the construction industry. – p. 6 (Feature Story)

Sixa lands $3.5M for developer-focused cloud computer – p. 12 (News and Trends)

Find the top providers in our inaugural Tracker Scorecard – p. 16 (Scorecard)

◁ wepay

Table of Contents

Acknowledgment

Sponsorship for the Payments Powering Platforms Tracker™ was provided by WePay. WePay has no editorial influence over the Tracker's content. In addition, the methodology for Tracker supplier rankings was developed exclusively by the PYMNTS.com research and analytics team. The methodology, scoring and rankings are done exclusively by this team and without input or influence from the sponsoring organization.

What's Inside

Software platforms are changing the way all kinds of companies and organizations, from construction contractors to charities, do business. A significant contributor to that change is the integration of payments as a seamless service.

These platforms work to make the process of getting sellers paid and delivering products to buyers simpler and faster than ever before. One such example is crowdfunding platforms. Services like Kickstarter help entrepreneurs that need funding connect with likely customers who can buy the product in advance, essentially investing in the entrepreneurs' company. Websites like GoFundMe allow individuals to easily fundraise for others in need or specific charities.

Countless entrepreneurs and everyday people use these platforms for a wide variety of applications. We've all heard stories from our own friends, families or neighbors who have taken to these payment-enabled platforms in order to start a business, pursue a passion or raise donations for a worthy cause.

Crowdfunding sites, one type of platform, have become an important tool for businesses and creative endeavors to seek funding. In fact, according to industry statistics, $34 billion was raised via crowdfunding platforms in 2015, and there's speculation that the figure for 2016 could be as high as $60 billion.

Five Fast Facts
Platform Security

01	**02**	**03**	**04**	**05**
Cybersecurity spending to exceed $1 trillion from 2017 to 2021	Security product market in the United States expected to reach 16 billion by 2019	$11 of every $100 spent online subject to fraud	3.2 million card details stolen in security breach in India	Chip-enabled cards cut fraud by 60 percent

But these platforms go beyond crowdfunding and fundraising. In other cases, platforms provide value to businesses that are not looking for an infusion of cash, but a way to be more productive or scale their business. Over the past decade, businesses of all sizes and industries have started using software to grow faster and run better. A plumber, for example, may use mHelpDesk to manage clients and track jobs, and a general contractor may use Buildertrend to manage a number of construction projects (see feature story on p. 6).

There are providers that help companies be more productive by streamlining their marketing, accounting, email or web services. And when payments help power these platforms, they enable new payment offers such as embedding payments inside of invoicing services, email offers or anywhere else that may prove beneficial to the merchants and end users.

These platforms make it easier and less expensive than ever before to start, grow and manage a business. Etsy, for example, boasts 1.6 million sellers, many of whom launched their businesses on the platform. Full- and part-time freelance workers have grown from 6 percent of the workforce in 1989 to 34 percent today. Fueled by platforms like Etsy, Uber and others, these workers are expected to make up 43 percent of the workforce by 2020. Platforms are creating new types of job opportunities and fueling a dramatic shift in the way work happens around the world.

As a result, small and micro merchants are often looking for a turnkey solution to run their business, so managing a separate payment provider means heavy overhead. Etsy, for example, initially relied on PayPal to provide payment services to its sellers but eventually launched its own solution, Direct Checkout. Other platforms, like FreshBooks and Shopify, have done the same.

Executive Insight

What is the most important challenge the space will face in 2017?

Successful handling of risk and compliance is going to be the most important challenge for payments-enabled platforms in 2017. There are increasingly more new fraud vectors that threaten platforms, this year growing significantly on the mobile payments front as well. These threats must be thwarted in order to avoid significant financial losses and to protect the platform's reputation and end users. We are also facing an uncertain regulatory environment internationally. Staying abreast of new developments will be critical for platform businesses. On top of that, platforms that intend to push the envelope will need to balance risk and compliance concerns with the desire to take their payments offering to the next level by offering the smoothest, most frictionless user experience possible.

Rich Aberman, cofounder and chief strategy officer at WePay

But enabling all these functions is a serious challenge for platform providers that requires new technology. Accepting payments is tricky enough, but accepting them from multiple inputs and then paying out to a single entity, whether it be a charity, an auction seller or an accounting software platform with multiple SMB customers, makes the process even more complex. Payments providers must be able to move money quickly and safely while making sure their platform mitigates fraud for all parties and provides a delightful user experience.

Add the rise of various digital and mobile devices, and it becomes clear why platforms are attracting serious dollars and having a notable effect on the economy at large.

So it is no surprise that big-name companies are getting into the space and have shown they are willing to put their money where their mouth is when it comes to payment-enabled platforms. Earlier this summer, Salesforce paid nearly $3 billion to acquire commerce software platform provider Demandware. Salesforce will now compete with similar platforms from major companies like IBM Corp., Oracle Corp., and SAP.

Enter the Payments Powering Platforms Tracker™

PYMNTS.com, together with WePay, has designed the Payments Powering Platforms Tracker™ to give readers a monthly look at software providers powering embedded payments inside of different types of platforms. We'll monitor the latest trends in the industry, the activity of the biggest companies in the space and innovation coming down the road.

Each edition of the Tracker will also contain a feature story with insights from thought leaders at who have successfully integrated payments into their software platforms. The inaugural Tracker features an interview with Scott Siegert, director of client services at Buildertrend solutions, a B2B platform serving the construction industry. PYMNTS caught up with Siegert to discuss how his team works to provide businesses with the tools and solutions they need to collaborate effectively with other companies in their industry.

You'll also find a directory with profiles of some of the leading providers in the space. Our inaugural edition looks at 15 players. We will be adding to and updating this Scorecard each month. Each directory entry includes a description of the company and a score based on the features most relevant for platforms to be able to successfully enable payments.

Finally, the Tracker also includes major news from the space, documenting the latest events and trends in the industry. As can be seen in the News and Trends section of this inaugural tracker, software and service providers of all kinds are looking to improve their offerings to compete in this evolving and rapidly expanding market.

Always Be ... Building
A Better Platform?

FEATURE STORY

"Steve Jobs created these fantastic mobile devices, and it really provided an opening to make our software and make the concept of a web-based project management solution more accessible to contractors"

Scott Siegert, **Buildertrend**

While we may struggle to remember a day before everyone carried a smartphone, it wasn't that long ago that mobile technology was still the stuff of science fiction (and beyond that, even the Star Trek "communicators" were more one-time burners than actual computers in your pocket). As technology has evolved rapidly to become an integral part of modern life, businesses have had to keep up.

For Software-as-a-Service (SaaS) platform providers in particular, keeping pace with changing technology, increasing customer expectations and adapting to new trends in the industry is crucial.

Or at least that's how Scott Siegert, director of client services at Buildertrend, sees it. Buildertrend, which debuted in the halcyon days of 2006, before iPhones and Android devices ruled the world, is a cloud-based B2B platform for the construction industry. The platform connects contractors with sub-contractors, service providers and workers such as carpenters, plumbers and roofers who can help the contractors complete projects successfully.

In an interview with PYMNTS, Siegert said that the Buildertrend team has had to shift constantly to keep up with new technology and changing client demands in order to stay ahead.

The company has relied on users' feedback to update their platform over the years. For example, during the 2008 recession, when many builders went back to their roots as carpenters or other individual craftsmen, Buildertrend expanded the scope of its platform to support more of these use cases. Siegert said that more than a half-million users of the platform have submitted recommendations that helped the company identify new features and technology to integrate into the solution.

From the dark ages to mobile

Buildertrend predates the Apple app store and the first iPhone. When the platform made its debut, smartphones didn't hold an individual's entire life on a tiny hard drive and web platforms had yet to make an impact on the construction and contracting industry, Siegert said.

The company decided to build a tool using the latest technology to bring contractors a straightforward application that they could access from any computer at any work site.

Buildertrend then worked to identify essential features that would help contractors stay organized. Siegert said that even back in 2006, it was crucial to give contractors access to the platform from anywhere with an Internet connection. As a result, they decided to create one of the first web-based platforms for the construction industry, not just software to be accessed from an individual device.

> As we built out, we added more job costing and more budgeting and estimating tools, based on the recommendations of our clients.

"Contractors certainly are not in front of the same computer all day," he said. "They're on job sites and moving around, so a web-based solution made sense."

As smartphones became a fixture, the Buildertrend team realized they needed to adapt their solution. So they decided to put a lot of resources into developing a stable and reliable mobile app that contractors could use from the field.

"Steve Jobs created these fantastic mobile devices, and it really provided an opening to make our software and make the concept of a web-based project management solution more accessible to contractors," Siegert explained. "The app has been a big-time game changer, and it's really helped contractors get away from the status quo when it comes to managing their jobs."

Building a payment system that suits clients' needs

Easy access to cloud and mobile technology have made Buildertrend successful and encouraged them to continue tackling legacy processes in the construction space. The traditional payments model in construction is invoicing, which can be slow and

unreliable when builders use paper contracts and checks. Once builders receive a check, they have to find time to cash it at a bank and wait for the money to clear and land in their bank account.

Builders can now accept payments via ACH technology, accounting for about 50 percent of transactions on the Buildertrend platform.

Under the Hood

How does a payment get from a buyer to a seller?

The most common method of payment on Buildertrend are debit and credit card payments, along with ACH. WePay handles these for Buildertrend behind the scenes. First, the information to complete the transaction is passed along like a baton in a relay race from the buyer to the merchant to WePay. Then WePay passes it to the bank that receives the payment, and then it's sent to the bank that makes the payment. If the payment is authorized, then notice of authorization is sent back up the chain. That is when the payment is approved and complete as far as the buyer and seller are concerned. However, the money transfer from one account to another actual occurs slightly later. At each stage of the relay race, there are checks to make sure the transaction is valid and based on money that truly exists. Fees and delays caused by any intermediate player, such as a bank or card network, are common. For example, WePay may approve and process a transaction almost instantly, but the actual transfer of money enacted by the banks from one account to another might happen a couple days after the transaction is approved.

Rich Aberman, cofounder and chief strategy officer at WePay

Builders can also accept payments via credit cards. Buildertrend collaborates with payment partner WePay to allow the contractors to get paid faster and store card information to ease recurring payments. Since all this transactional information is integrated with the Buildertrend platform, builders receive payment reminders so they do not have to track payment timing or whether checks have cleared.

"A little over a year ago, we added this new initiative to our company that allows contractors to pay and get paid online through our platform," Siegert said. "So the contractors, as they're using the solution, can customize what payment methods they want to use, or they can put certain restrictions on it."

Siegert also noted that the company has recently partnered with other service providers, such as QuickBooks and Xero, in order to offer clients accounting services.

> " *Everybody has iPhones now, and everybody has iPads…. They allowed us to really put a lot of resources into our app.* "

"The integrations are all designed to cut down on friction or frustration," he explained. "As we built out, we added more job costing and more budgeting and estimation tools, based on the needs of our clients. They really point us to ways to get rid of their pain points."

Adjusting to new threats

Part of keeping up with modern expectations and technological advances is making sure that fraudsters can't cause havoc for businesses using the platform.

Siegert said that Buildertrend makes sure to be sensitive to the latest trends in fraud and security in order to protect their platform from bad actors. One of the ways Siegert said Buildertrend has worked to help keep its platform secure is to work with partners in the security space. On the payments front, WePay helps them combat fraudulent transactions and covers Buildertrend on any chargebacks and losses incurred.

"We feel very comfortable with the security measures that we've taken alongside our partners," he said. "We feel it's really important to keep things safe and secure, and we feel like we've taken the appropriate steps."

Adapting to the future

Siegert said that his experience with Buildertrend has taught him to be ready for change, having seen firsthand the impact technological and societal shifts can have on the market.

"Everybody has iPhones now, and everybody has iPads …. This encouraged us to put a lot of resources into our app," Siegert said. "In 2006 or 2007, we didn't really plan on this, but it has become a really, really big initiative for us."

Siegert said that when he looks toward the future for platform providers, he expects online payment platform solutions to be a big part of what the industry is doing. He said that Buildertrend will keep adding to and adjusting the platform's features to meet user demands.

As an indicator of the overall space, it seems that platform providers looking to make and keep their clients may also want to keep changing and adapting — or risk being left in the science fiction dust of yesteryear.

Visa's very busy fraud-fighting month

Researchers call out Visa for supposed security flaw

2016 may have left a sour taste in Visa's mouth. The credit card and payment processing giant finished the year on the wrong foot, as security professionals and researchers called foul on the company, noting that it had no way of stopping hackers and other bad actors from using merchant sites to attack personal information. Specifically, attackers were able to make unlimited guesses on values for credit card fields like CVV2, allowing bad actors to more easily commit fraud. Researchers including Newcastle University School of Computing Science's Mohammed Ali, an author of an Institute of Electrical and Electronics Engineers study on the issue, claimed the security gap was a combination of two problems for Visa: the unlimited guesses, which allows fraudsters to proceed with only some of the necessary info at their fingertips through trial and error, and the inclusion of additional information that helps swindlers gain more information about users. For its part, Visa noted that a hypothetical attack using these methods would most likely be unsuccessful and that "the research does not take into account the multiple layers of fraud prevention that exist within the payments system, each of which must be met in order to make a transaction possible in the real world."

Stronger authentication through acquisition?

Hypotheticals aside, Visa did not stand pat when it comes to authentication recently and instead looked to strengthen its security through a new acquisition. Visa announced recently that it expects to close a deal with security technology provider CardinalCommerce by the end of the second quarter of the new year for an undisclosed sum. According to Visa Senior Vice President of Risk Mark Nelsen, the acquisition will "bring added security to online transactions, reduce fraud and support digital commerce, which is the fastest-growing commerce segment today."

The companies had a preexisting relationship, as Visa already offered its customers some Cardinal services, via the CyberSource merchant and acquirer enablement platform. As part of the acquisition, Cardinal cofounders Sherwin and Chandra Balasubramanian will lead Cardinal as a new wholly owned subsidiary of Visa, which will continue to serve its current customer base.

Visa and Mastercard tag-team tokens

Visa is finding more than one way to shore up its security. The company recently announced a new partnership with the one name that may be just as synonymous than Visa when it comes to payments in the United States: Mastercard. The two announced they would team up to tackle tokenization, as PYMNTS covered recently. The global card networks announced their agreement to allow each network to request tokenized credentials from the other when consumers are transacting across any digital medium — in-app, online and in-store. As a result, Mastercard will be able to request tokenized credentials from Visa for provisioning into Masterpass and Visa from Mastercard to provision into Visa Checkout in early 2017. Mastercard's Group Executive of Platforms and Emerging Payments James Anderson pointed out in a recent conversation with Karen Webster that this partnership grew alongside both networks' attempts

to develop their digital payments platforms, services now known as Visa Checkout and Masterpass. While the two are notably different products, Anderson pointed out that there are two commitments that both share: security and open functionality between the various mobile wallet services.

Fighting fraud — one microsegment at a time

Considering Visa and Mastercard are teaming up to stay safe, they may want to take a page out of the CIA's playbook in protecting consumers' sensitive cardholder and personal information data, as security provider Unisys recently did. Tom Patterson, chief trust officer and VP of global security at the company, and Rodney Sapp, VP of security and cloud product management, recently detailed Karen Webster on its brand new cloud-based cyber security platform, Stealth(aware), which is built on the legacy of the firm's work with the agency that the government entrusts to keep its most sensitive data safe. The pair claimed that what makes their product different from other security solutions is its dual capabilities; it can map data flows across vast enterprise endpoints to determine what sensitive data gets passed — or, more appropriately, needs to get passed — to which endpoints and, in so doing, reduce the PCI scope and burden on the enterprise. It does this via the process of micro-segmenting data, grouping it in small batches in order to keep it away from fraudsters and ensure that even in the event of a security breach, the amount of improperly accessed info would be as small as possible.

Demonetization hits India

FreeCharge sees big change

When Giovind Rajan, CEO of Indian payment processor FreeCharge, recently saw hundreds of missed messages after getting off a flight to Mumbai, he assumed something might have happened to his family or friends. Instead, it was his team, reacting to the decision by Narendra Modi, India's prime minister, to withdraw 500- and 1,000-rupee notes as part of a demonetization move. Rajan noted that in just 24 hours after the move was announced, mobile wallet transactions in India had increased by roughly 1,200 percent. Within two days, that number climbed to 12,000 percent. All told, there was a more than 1,500 percent increase in the number of mobile wallet transactions in just one week. Rajan called demonetization a game changer, saying there has been "a lot of inbound interest" in wallet technology. He also noted that the company has dealt with the influx of businesses by building architecture and payment system that can handle an influx of new customers and transactions without compromising security or usability.

Bijlipay mPOS wants to bring European payments to Indian demonetization

Perhaps Europe has a thing or two to teach India about how it can deal with demonetization? Pradeep Oommen, CEO of payment processor Bijlipay, noted that because of the demonetization strategy, digital and mobile payments were becoming more common at local merchants such as grocery stores and other retailers. As a result, Oommen suggested that the country turn to mobile payment systems that have found success in Europe, where merchants can accept payments from a shopper's smartphone via a mobile point-of-sale (mPOS) terminal. To that end, the company recently debuted a new mPOS device that can accept payment from smartphones via Bluetooth. According to the company, retailers and other merchants who have installed the device at their locations have seen average sales increase of 19 percent, as well as an increase in sales volume, cash flow and collection efficiency.

Payment processors press on through demonetization decision

Along with FreeCharge and Bijlipay, payment processors across India have been feeling the effects of demonetization. And many providers in the space have [raced to roll out](#) new features, offers or other incentives to help entice merchants to transition from cash to digital payments. Instamojo, for one, introduced a two-minute instant onboarding process that promises to help micro-SMBs accept payment via a range of digital options, including WhatsApp, SMS, email, Facebook and QR codes. Similarly, Razorpay introduced a one-hour activation process that will allow all offline businesses to start accepting online payments within one hour of application by expediting the account approval and activation process. Alibaba's Paytm, meanwhile, now allows merchants to accept payments without a transaction fee or TDR. Mobikwik also announced a zero percent fee, this time on bank transfers, and the company's CEO said in a release that the company had "super-accelerated" its plans to reach small merchants in order to increase their customer bases.

New year, new digital platform payments

WooCommerce goes international thanks to Alternative Payments

As the calendar turned from 2016 to 2017, several platform payment providers looked to start the new year with a bang by unveiling new payment products. WooCommerce, for one, announced that merchants on its platform would have an easier time selling internationally due to [an agreement](#) with local payment acceptance provider Alternative Payments. As a result of a new partnership between the two companies, WooCommerce merchants now have access to a plugin that will enable local payment methods in local currencies and languages. The move to accept local currencies is crucial for merchants, as local payment methods account for nearly 60 percent of all online transactions, according to WooCommerce. In a statement announcing the plugin, Wolf Kring, president and founder of Alternative Payments, noted that local payment acceptance is "one of the essential aspects of eCommerce and a trend that will continue being popular in the years to come."

Sixa lands $3.5M for developer-focused cloud computer

While WooCommerce is looking to help its customers reach a wider base, Sixa wants developers to go deeper into the cloud and has just [secured new investment](#) to help its efforts. The startup raised $3.5 million in seed funding from Tandem Capital. Sixa has developed virtual machines to help developers move their computers into the cloud, and only a few months after its launch, reports said, the company already has a waiting list for its solution. Sixa offers developers a Windows

cloud computer that can be rented by the month or the hour. Virtual desktops are accessed via web browser or through a separate application, reports detailed, adding that the solution is a high-latency offering that combats existing virtual machine technology.

Scalefast, Ingenico partner to pick up processing capabilities

Ingenico Group recently announced that it had been selected by Scalefast to provide global, full-service payment processing to eCommerce platform providers for the video game and entertainment industry. As a result of the collaboration, Scalefast will enable its merchants to access a multichannel payment solution that they can integrate into their payment systems in order to accept mobile payments both in-store and online. Ingenico will also offer Scalefast merchants its RP750x mobile card readers to allow its customers to accept card-present payments on mobile devices, regardless of location. Scalefast CEO Nicolas Stehle said that providing an easy to use eCommerce and an in-store payments system was "critical" for Scalefast merchants.

linked2pay bridges banks to real-time payments

When platform providers and other companies look back on 2017, will they remember it as the year of real-time payments? As 2016 turned into 2017, payments platform provider linked2pay announced its intention to help financial institutions implement real-time payment capabilities via its Bank Centric Payments Platform. According to a recent announcement, banks using the linked2pay platform will now have access to real-time payments, thanks to a collaboration with Push Payments. The partnership will allow financial institutions to offer real-time and same-day ACH payments as a white-label solution, reports said. linked2pay pointed to B2B payments as a particular area that can see positive disruption from faster payments initiatives. The firm cited business payments to contractors and vendors or loan disbursements as a few of the use cases for real-time funds transfer. In April 2016, linked2pay also announced an integration with Chargent, which processes payments within the Salesforce AppExchange marketplace. The integration, linked2pay said, aims to enable ACH and card payments for merchants that need both B2B and B2C payments solutions.

The PYMNTS.com Payments Powering Platforms Tracker™ is designed to give an overview of the trends and activities across B2B industry payment platforms delivering on those services. Companies included in the Tracker Scorecard have been scored on five primary criteria:

Merchant Onboarding

How flexible and fast a platform's user experience is, and whether it includes merchant underwriting.

Settlement/Payouts

How fast a platform is across different channels and payment types.

Payments Powering Platforms

Payment Processing

How fast processing is, what channel and payment types are accepted, and the area it covers.

Risk Management and Compliance

Whether a platform offers security and compliance services.

Enablement and Value Added

Whether a platform offers merchant/player support, third party features and a dedicated point of contact.

The Top 10 rankings are the highest scoring companies in the Tracker's Scorecard based on PYMNTS.com's proprietary methodology. The methodology evaluates providers based on the speed, flexibility, processing, security, risk management, compliance, enablement and value added services offered.

PAYMENTS POWERING PLATFORMS TOP 10

Rank	Company	Score
01	wepay	92
02	YAPSTONE	91
03	Square	80
04	vantiv	71
05	Braintree	69
06	PayPal	65
07	PayStand	58
08	worldpay	47
09	adyen	46 (Tie)
09	stripe	46 (Tie)
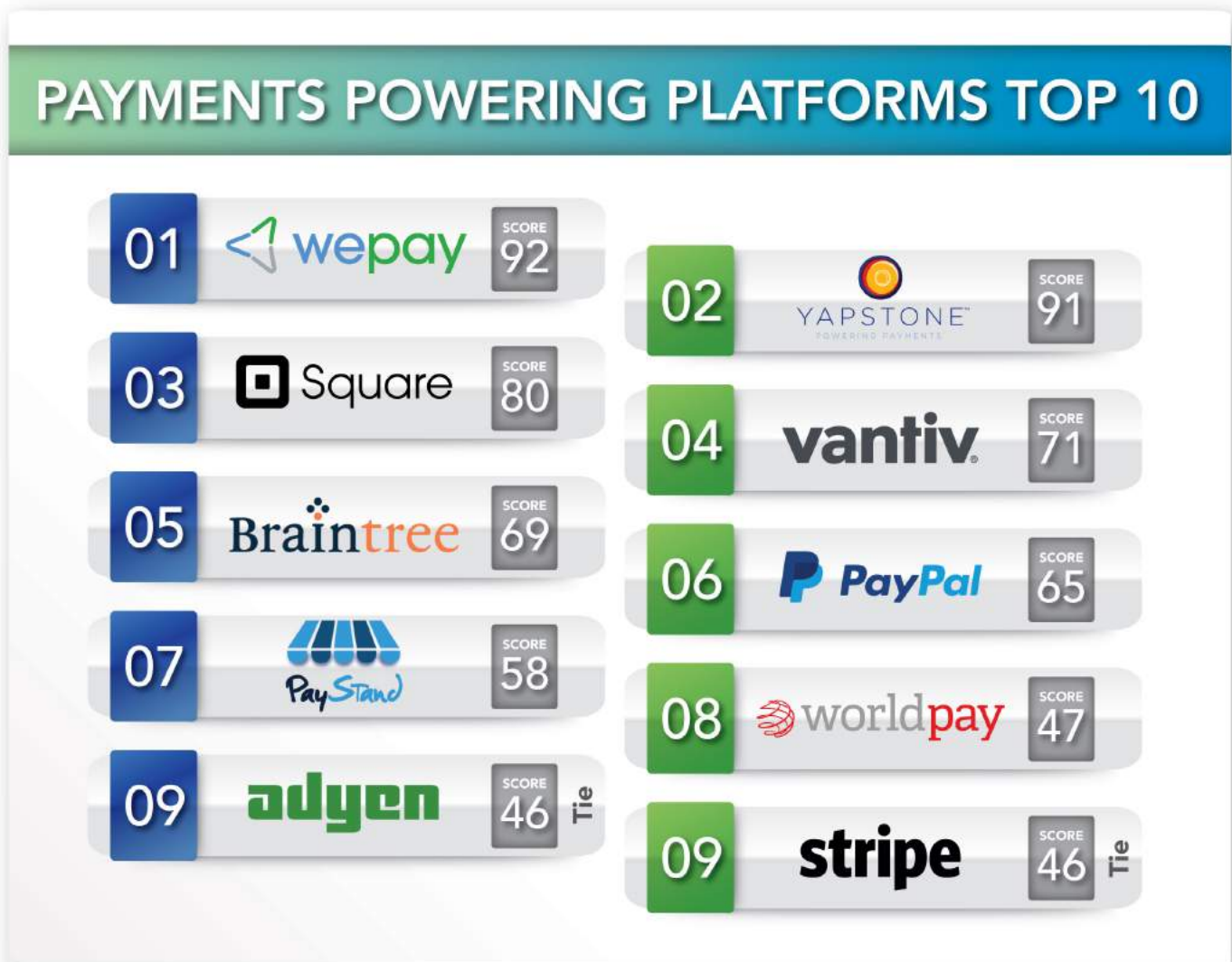
PYMNTS will periodically update scores based on new developments. If you would like your company to be considered for inclusion in the Tracker's Scorecard or wish to have an existing listing reconsidered for an update, please head over to our profile submission/update page.

46

Merchant Onboarding — **0**

Settlement Payout — **4**

Payment Processing — **12**

Enablement & Value Added — **15**

Risk Management & Compliance — **15**
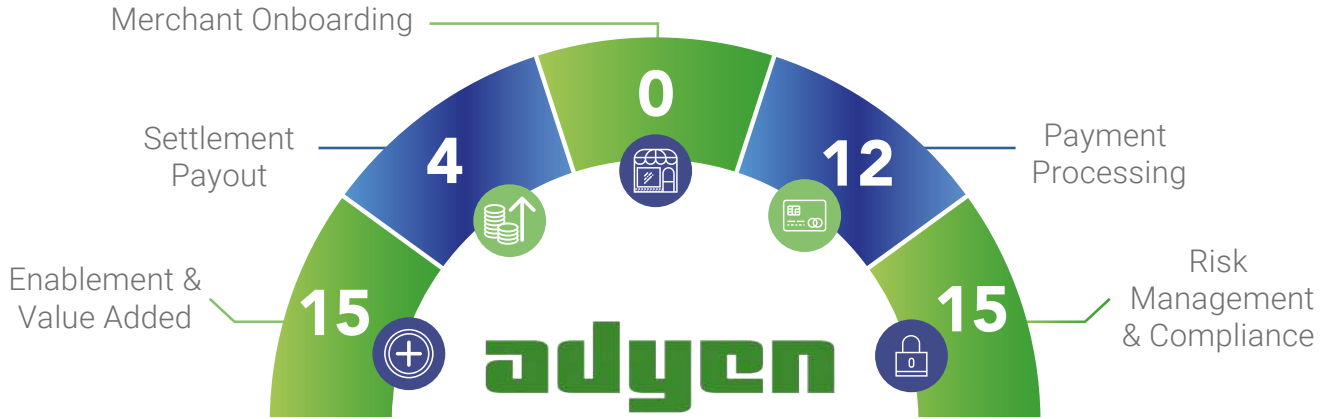
adyen

Company: Adyen   **Founded**: 2006   **Headquarters**: Netherlands

Adyen is a technology company that aims to provide businesses with a single solution to accept payments anywhere in the world. The company offers an end-to-end infrastructure connecting merchants directly to Visa, Mastercard and 250 other payment methods globally.

43

Merchant Onboarding — **5**

Settlement Payout — **10**

Payment Processing — **8**

Enablement & Value Added — **15**

Risk Management & Compliance — **5**

Authorize.Net®

Company: Authorize.Net   **Founded**: 1996   **Headquarters**: USA

Authorize.Net is a payment gateway service provider allowing merchants to accept credit card and electronic check payments through their website and over an IP connection.

Scorecard

Braintree

69

- Merchant Onboarding: **13**
- Settlement Payout: **7**
- Payment Processing: **9**
- Enablement & Value Added: **25**
- Risk Management & Compliance: **15**

Company: Braintree **Founded:** 2007 **Headquarters:** USA

Braintree provides the global commerce tools to build businesses, accept payments and enable commerce for their users.

Chase Paymentech

32

- Merchant Onboarding: **0**
- Settlement Payout: **9**
- Payment Processing: **8**
- Enablement & Value Added: **0**
- Risk Management & Compliance: **15**
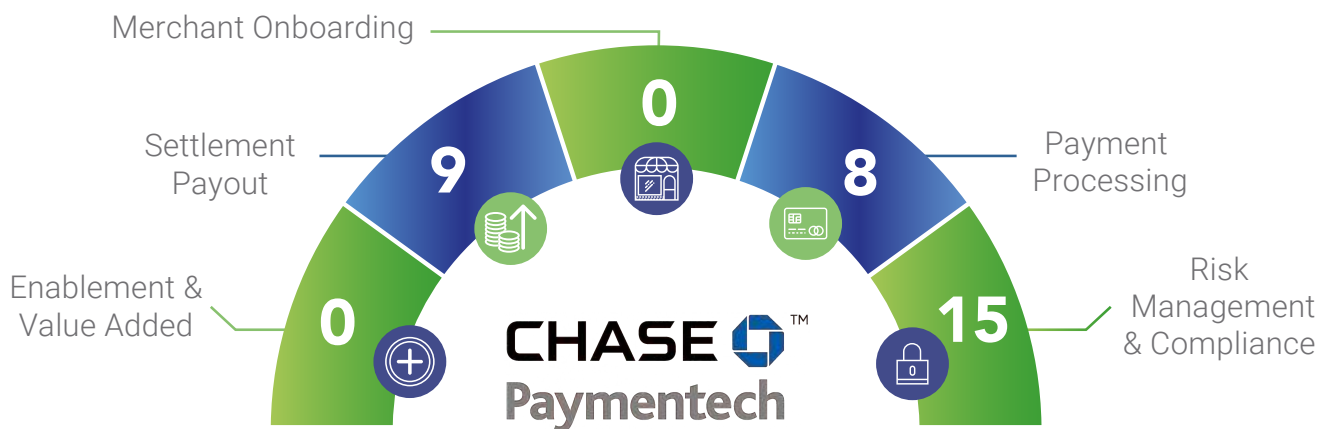
Company: Chase Paymentech **Founded:** 1995 **Headquarters:** USA

Chase Paymentech offers payment processing, including both mobile payment processing and POS processing, along with authorization services, analytics, security features and others solutions.

Scorecard

31

Merchant Onboarding — **8**

Settlement Payout — **4**

Payment Processing — **7**

Enablement & Value Added — **7**

Risk Management & Compliance — **5**

{ forte }™

Company: Forte Payment Systems   **Founded:** 1998   **Headquarters:** USA

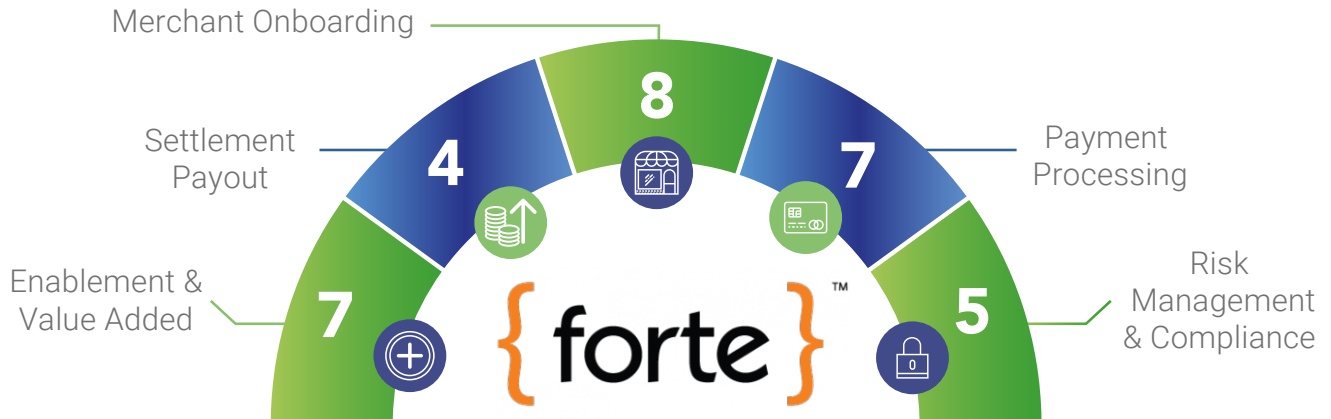Forte offers a multiplatform service as well as a payment gateway for nonpro t organizations, government, among others. The company also provides comprehensive reporting of security for all the transactions performed on their platform.

34

Merchant Onboarding — **8**

Settlement Payout — **4**

Payment Processing — **7**

Enablement & Value Added — **0**

Risk Management & Compliance — **15**

Payoneer

Company: Payoneer   **Founded:** 2007   **Headquarters:** USA

Payoneer seeks to empower global commerce by connecting businesses, professionals, countries and currencies with its innovative cross-border payments platform.

Scorecard

65

Merchant Onboarding — **8**

Settlement Payout — **4**

Payment Processing — **11**

Enablement & Value Added — **17**

Risk Management & Compliance — **25**

PayPal

Company: PayPal   **Founded:** 1998   **Headquarters:** USA

PayPal provides a crowdfunding platform for multiple operations. The company's scope varies from individual customer to nancial institutions. By using the PayPal platform, multiple users can interact among each other, sending money from their personal merchant account to different types of institutions, banks or B2B marketplaces.

29

Merchant Onboarding — **7**

Settlement Payout — **9**

Payment Processing — **8**

Enablement & Value Added — **0**

Risk Management & Compliance — **5**

Paysafe

Company: Paysafe   **Founded:** 1997   **Headquarters:** Isle of Man

Paysafe delivers a suite of payments solutions. The company offers card issuing and acquiring, along with payment gateways to merchant accounts. In addition, they provide fraud and risk to compliance as well as digital wallets.
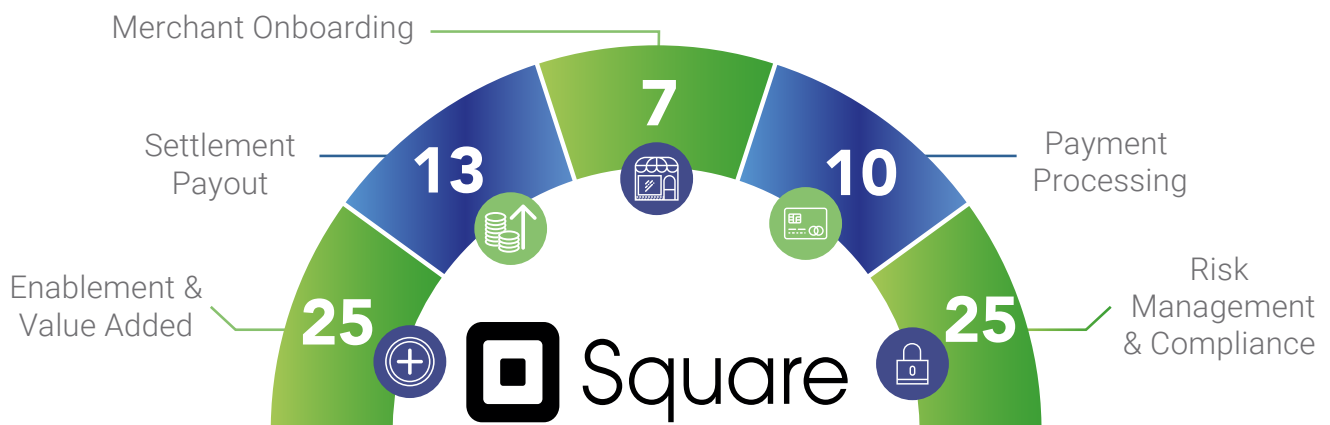
58

Merchant Onboarding — **20**

Settlement Payout — **7**

Payment Processing — **9**

Enablement & Value Added — **17**

Risk Management & Compliance — **5**

PayStand

Company: PayStand   **Founded:** 2013   **Headquarters:** USA

PayStand provides an eCommerce checkout system that enables any organization to receive money via their website, social network or web application without transaction costs. The company also offers a multipay- ment gateway that accept credit cards as well as eChecks and eCash.
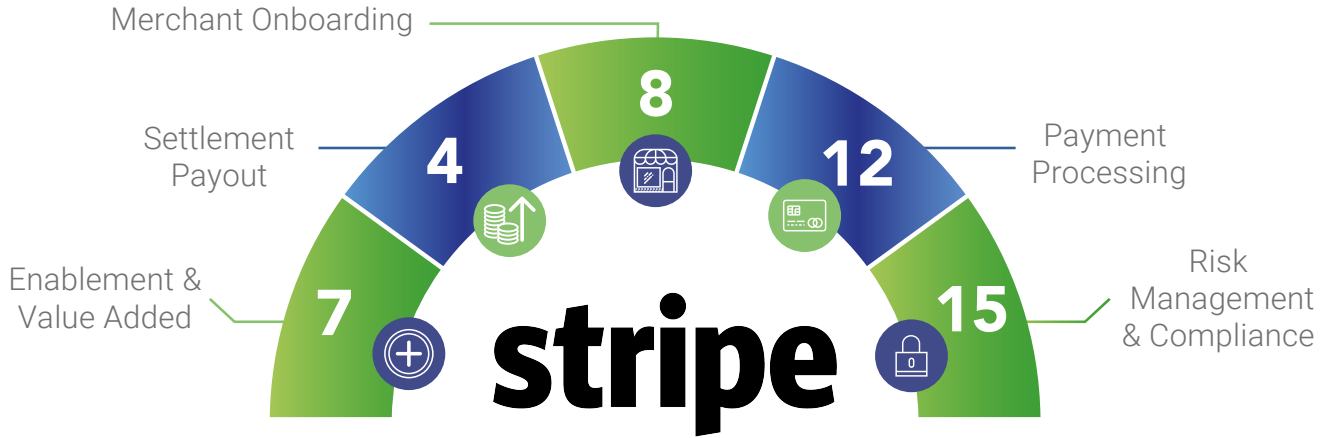
80

Merchant Onboarding — **7**

Settlement Payout — **13**

Payment Processing — **10**

Enablement & Value Added — **25**

Risk Management & Compliance — **25**

Square

Company: Square   **Founded:** 2009   **Headquarters:** USA

Square provides a payment software and inventory tracking to small businesses. It also offers a crowdfunding feature called Square Cash, which facilitates the reception of money from customers and small enterprises. Additionally, the company offers an inventory service.
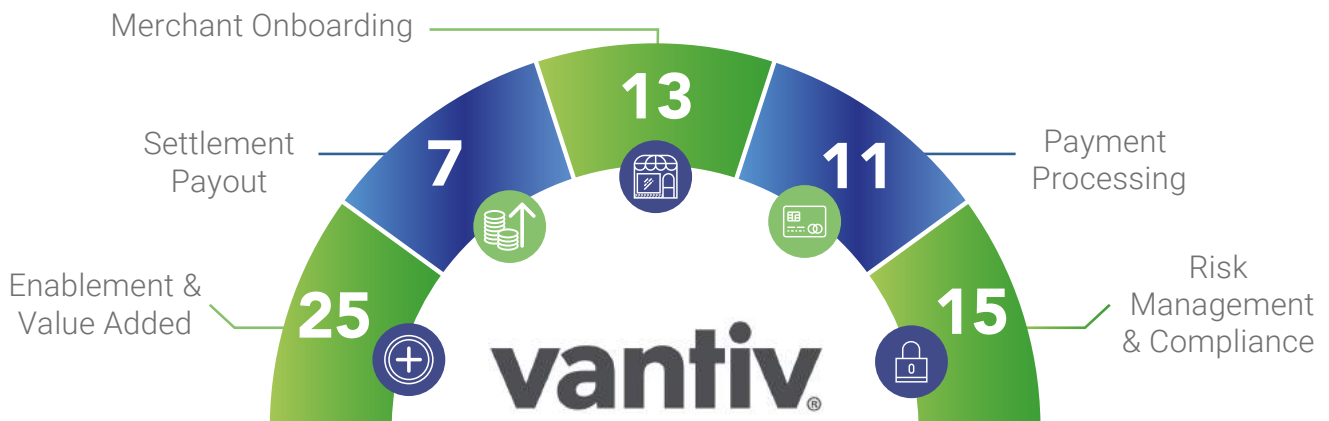
46

Merchant Onboarding — **8**

Settlement Payout — **4**

Payment Processing — **12**

Enablement & Value Added — **7**

Risk Management & Compliance — **15**

stripe

Company: Stripe   **Founded:** 2010   **Headquarters:** USA

Stripe allows companies to accept payments in their online stores and mobile apps. Other products offered include Stripe Checkout, which, apart from credit and debit cards, also supports bitcoin and Alipay.

71

Merchant Onboarding — **13**

Settlement Payout — **7**

Payment Processing — **11**

Enablement & Value Added — **25**

Risk Management & Compliance — **15**

vantiv®

Company: Vantiv   **Founded:** 2002   **Headquarters:** USA

Vantiv Integrated Payments works with software developers and technology service rms to integrate payments within both the front and back of point-of-sale systems and applications. The company specializes in payment acceptance, card issuing and processing, mobile payment technologies, fraud prevention and data security.

92

Merchant Onboarding — **20**

Settlement Payout — **10**

Payment Processing — **12**

Enablement & Value Added — **25**

Risk Management & Compliance — **25**

wepay

Company: WePay   **Founded**: 2008   **Headquarters**: USA

WePay is a payments provider focused solely on meeting the needs of online platforms that need to settle money between their users. In addition, it provides an online marketplace or cloud software that facilitate payments from within their app. This includes not just credit card processing, but also solutions for managing fraud risk, regulatory compliance and customer support.

47

Merchant Onboarding — **8**

Settlement Payout — **4**

Payment Processing — **13**

Enablement & Value Added — **17**

Risk Management & Compliance — **5**

worldpay

Company: Worldpay   **Founded**: 1991   **Headquarters**: London

Worldpay's payment processing solutions support 120 currencies, enabling merchant customers to accept an array of payments types, across multiple channels, worldwide.

91

Merchant Onboarding — **20**

Settlement Payout — **18**

Payment Processing — **13**

Enablement & Value Added — **15**

Risk Management & Compliance — **25**

YAPSTONE™
POWERING PAYMENTS

Company: YapStone **Founded**: 1999 **Headquarters**: USA

YapStone is a global provider of online and mobile payment solutions for global marketplaces and large vertical markets.

About

PYMNTS.com
PYMNTS.com is where the best minds and the best content meet on the web to learn about "What's Next" in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

WePay
WePay is the payments partner to the platform economy. At a time when commerce increasingly flows through online platforms, WePay partners closely with platforms to provide fully integrated payments and risk services … so they can deliver the end-to-end user experiences they want without taking on the overhead they don't want. WePay process billions annually for platforms including GoFundMe, Meetup, Care.com, FreshBooks and Constant Contact. The company was named to the Inc. 500 list in 2015 as 62nd fastest-growing private company in the U.S. Learn more at wepay.com.

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