

What merchants really want



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What merchants truly want depends to a large extent on the market segment in which they compete. The substantial group of small and medium-sized merchants wants to focus primarily on its customers and product range. When it comes to 'behind-the-scenes' activities, such as their payment terminals, merchants are mainly concerned with avoiding hassle and inconvenience. A survey commissioned by Equens shows that these merchants' number one priority is reliability.

During the term of the contract, a payment terminal must always operate properly and it should not cause the merchant any trouble.

The merchants surveyed stated that they would be willing to pay a premium to their acquirer if this means they don't have to worry about the technical aspects at all. However, acquirers, for their part, also want to eliminate the hassle associated with the actual acquiring process. In order to facilitate commercial acquirers and banks in this area, Equens has

created the International Terminal Solution (ITS) for the European market. This white-label proposition provides a comprehensive end-to-end solution, from the delivery of the POS terminal, maintenance, support, the full range of related administrative processes towards both acquirers and merchants through to transaction processing. The ITS, which is both SEPA-compliant and PCI-compliant, supports international card scheme brands such as MasterCard, Visa, Maestro and V PAY.

Reliability is the key buying criterion

Merchants consider payment terminals and everything related to them a typical low-interest product: the device should be reliable above all. Equens' survey shows that this reliability should be reflected in the following criteria: 1) availability (i.e. uptime); 2) reliable transaction processing; and 3) transparency, i.e. clarity and completeness of the information required for reconciliation. The second most important criterion merchants cite after reli-

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Your benefits

International Terminal Solution (ITS):

- ▶ White-label solution
- ▶ Supports international brands
- ▶ End-to-end solution
- ▶ Caters for all terminal brands
- ▶ One-stop shop
- ▶ Plug and pay
- ▶ Reliable, user-friendly and secure



ability is user-friendliness, which includes adjustability, a clear display and/or large keys, for example for merchants whose clientele includes a large number of senior citizens. Obviously, security is vital as well, although most merchants are aware that all commercially available payment terminals nowadays comply with the applicable high standards. As long as all the requirements are satisfied, they consider the costs significantly less important. The perfect setup, of course, is one where the payment terminal is linked to the cash register, thereby ensuring that transactions can be processed more quickly while at the same time reducing the likelihood of errors due to the amount being entered twice.

One-stop shopping

Equens created the ITS based on the observation that its clients – commercial acquirers and banks – increasingly feel the need for end-to-end solutions that allow them to focus on their core business. The international nature of the solution ensures that they can easily and efficiently serve their customers internationally, allowing them to strengthen their relationships in the process.

The transition to European payment standards is a good opportunity to migrate to a new payment-terminal contract. The plug-and-pay ITS provides acquirers and merchants with a comprehensive solution from a single provider, leaving them with nothing to worry about. In terms of processing, Equens, with its strong track record, exceeds the reliability requirements. The company also supplies the payment terminals,

Equens is a truly European company, with roots and offices in four European countries – the Netherlands, Germany, Italy and Finland. Payment processing has been our core business for more than four decades. In addition, our national roots and local expertise allow us to meet national and bank-specific market demand right across the payment processing chain. With clients in ten, and partnerships in eight European countries we offer European market coverage. We offer full SCT and SDD reach in Europe, and even beyond SEPA – via the IPF Association and our strategic partnership with the Federal Reserve Banks. Our governance structure is stable with committed shareholders all over Europe. This, combined with our European growth strategy, enables us to offer long-term continuity.

which are immediately replaced in the event of failure. We currently provide fixed and mobile payment terminals and will extend the range to include contactless payment systems.

Acquirers to remain contracting party

It is vital to Equens that all aspects of the proposition are correct. In order to meet the objective of facilitating clients and providing them with security, the merchant therefore pays a fixed price for the comprehensive solution, meaning they don't pay separate fees for maintenance, support and other services. In implementing the system, Equens has teamed up with local partners in the various countries. A major benefit of this strategy is that we can always find the best fit to suit the needs of the market in question. In addition, Equens provides the contract management services, workflow management and an acquirer-labelled merchant helpdesk. The relationship between the merchant and the acquiring bank remains intact throughout this process, with the acquirers remaining contracting parties for the merchants and Equens' continuing its core business of processing.

Currently under development: solution for major retail chains

The International Terminal Solution was created in close collaboration with a large Dutch bank. As of February 2011 the solution is also available for other European countries. With this solution commercial acquirers and banks can serve independent merchants and buying associations for whom it was originally designed. Equens is currently developing a special solution for major retail chains and franchise organisations. This solution, too, will be based on end-to-end technology, from the perspective of the terminal solution; that is, the uninterrupted processing by the merchant of the customer's payment.

For additional information about Equens' International Terminal Solution (ITS), please contact:

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