

Don't Boil the Ocean

A new approach to speeding up
technology implementations.

Agenda

- State of digital transformation
- Why innovation is difficult
- An introduction to crawl / walk / run
- Examples + case studies
- Final considerations
- Q&A

Today's Speaker



Steve Kramer

VP Product

PayNearMe

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About PayNearMe

The award-winning bill pay platform that lets your customers pay how, when and where they want.

12+

Years Serving Customers

\$Billions

Processed Annually

5,000+

Customers

27K+

Retail Cash Locations



2020
Innovation Series



Licensed Money Transmitter in all required US states.

2020 forced digital transformation on us

91%

of businesses engaged in digital initiatives in 2020.

Gartner[®]

35%

of customers increased online banking usage during covid-19.

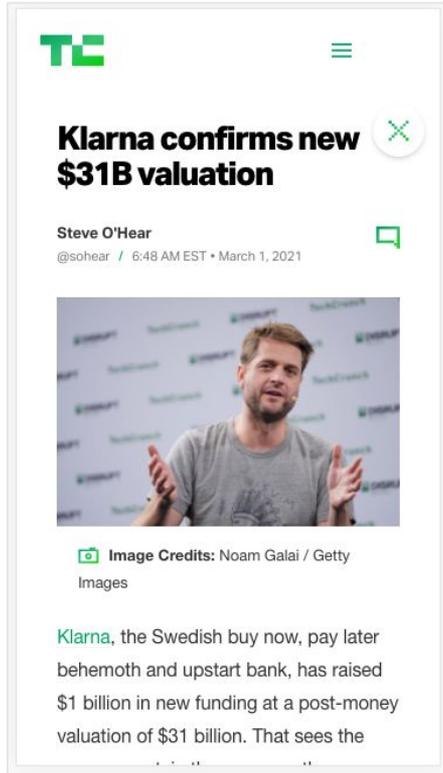
Deloitte.

35%

of card owners added them to digital wallets in 2020.

Capgemini 

Digital services are reaping the benefits



TEC

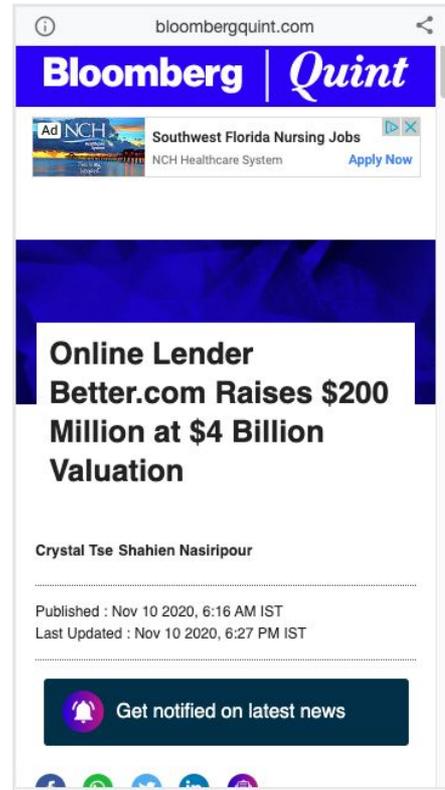
Klarna confirms new \$31B valuation

Steve O'Hear
@sohear / 6:48 AM EST • March 1, 2021



Image Credits: Noam Galai / Getty Images

Klarna, the Swedish buy now, pay later behemoth and upstart bank, has raised \$1 billion in new funding at a post-money valuation of \$31 billion. That sees the



bloombergquint.com

Bloomberg | Quint

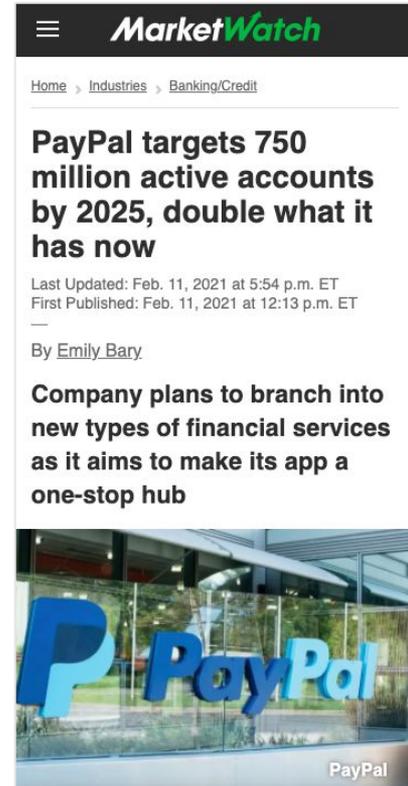
Ad NCH Southwest Florida Nursing Jobs NCH Healthcare System Apply Now

Online Lender Better.com Raises \$200 Million at \$4 Billion Valuation

Crystal Tse Shahien Nasiripour

Published : Nov 10 2020, 6:16 AM IST
Last Updated : Nov 10 2020, 6:27 PM IST

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MarketWatch

Home > Industries > Banking/Credit

PayPal targets 750 million active accounts by 2025, double what it has now

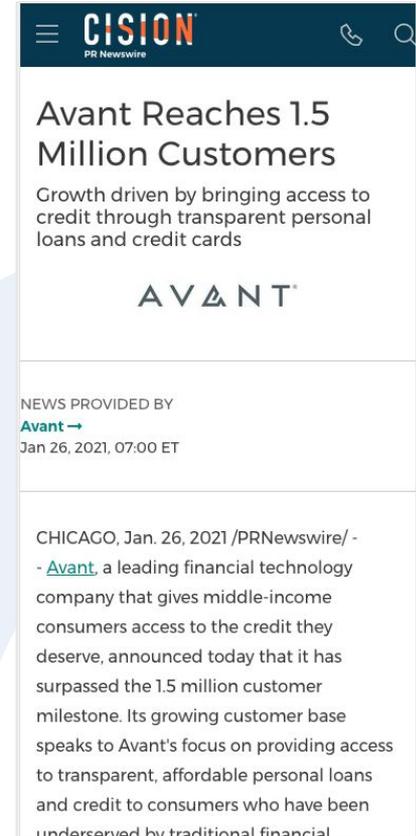
Last Updated: Feb. 11, 2021 at 5:54 p.m. ET
First Published: Feb. 11, 2021 at 12:13 p.m. ET

By Emily Bary

Company plans to branch into new types of financial services as it aims to make its app a one-stop hub



PayPal



CISION PR Newswire

Avant Reaches 1.5 Million Customers

Growth driven by bringing access to credit through transparent personal loans and credit cards

AVANT

NEWS PROVIDED BY
Avant →
Jan 26, 2021, 07:00 ET

CHICAGO, Jan. 26, 2021 /PRNewswire/- [Avant](#), a leading financial technology company that gives middle-income consumers access to the credit they deserve, announced today that it has surpassed the 1.5 million customer milestone. Its growing customer base speaks to Avant's focus on providing access to transparent, affordable personal loans and credit to consumers who have been underserved by traditional financial

PaaS - Payments as a Service

- Early PaaS:
 - Uber experience, Stripe, Braintree, etc
- Coronavirus has accelerated digital/contactless payment methods
- Wallet usage/acceptance continues to grow
- Payments as a first step in the overall “digitization” of the consumer



Why innovation is hard

Limited dev resources

You can't find or afford to bring on development resources to guide the project to completion.

Lack of experience

Best practices are changing quickly and you don't want to pick the wrong tech.

Competing projects

You need to balance other projects, along with long- and short-term goals

Legacy integrations

There's a lot of existing tech that somehow needs to work nicely with your new systems.

Training & rollout

Retraining staff, updating documentation and communicating with customers all take significant time and effort.

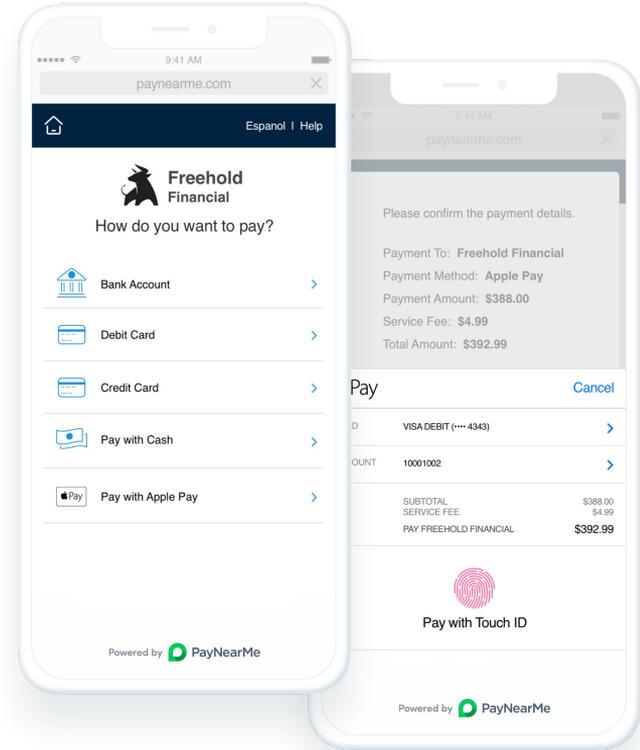
Your existing job!

Innovation *is* hard...but waiting is harder

Your customers want to:

- Apply online
- Upload documents online
- Get funds direct deposited
- Make payments on any device

If you can't do any (or all) of these things, they will compare you to others who can.



What can happen in 6 months ?

A. Seasonally Adjusted Spending



Fintech Plaid Is Valued at \$100 Billion 6 Months After Securing \$100M in Funding

By Luisa Beltran April 7, 2021 7:00 am

Text size



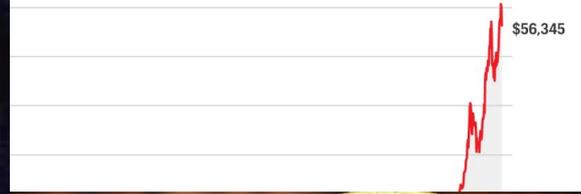
Worawee Meeplian/Dreamstime



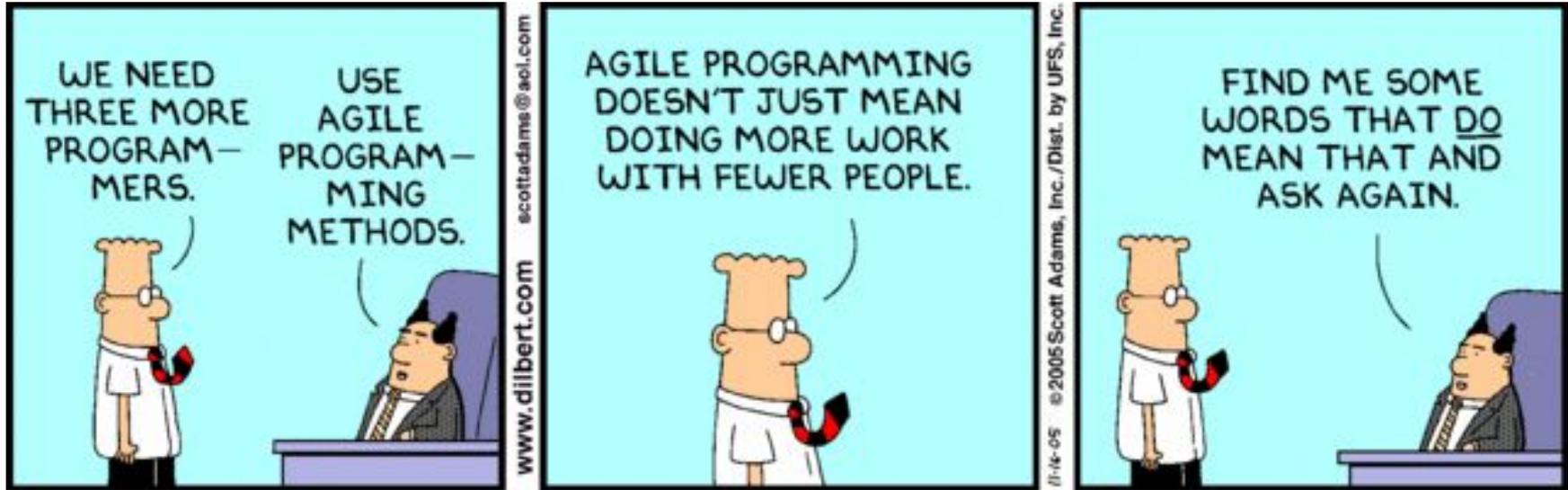
investors including Andreessen

Horowitz, Index Ventures, Kleiner Perkins, New Enterprise Associates, Spark Capital, and Thrive Capital also participated.

ce



You need a better way to onboard tech



Crawl / Walk / Run

An agile and meaningful way to handle tech implementations.

What is crawl / walk / run?

It's a practical way to prioritize and implement technology solutions that we've successfully deployed to our customers.

Crawl	Walk	Run
Quick wins. Focus on high priority (or pain), low touch tasks that will give you immediate gains.	Deliver more value with tighter integrations, sandboxing and advanced configurations.	Realize long-term goals with real-time integrations and configurations that are tailored to your business.

Part 1: Crawl

Who it's for:

- You have an immediate need
- You have limited (or no) technical resources
- You're starting from scratch

Key characteristics:

- Fully turnkey, off-the-shelf options
- One-way and/or batched data push
- Limited to no configurations, standard rules
- Often focused on a single pain point (one channel, payment type, etc.)

Case study: Affiliate Mortgage

Challenge: Could only collect payments via phone or mail, which had an obvious strain on internal resources.

Solution: Roll out web-based payments to all customers.

Results: In less than 2 weeks, Affiliate had:

- Fully turnkey web payment portal
- Cash payments enabled at 20k+ retailers
- Daily payment file sent to SoR



“We couldn’t be happier, and we’re looking forward to building on this success with increased options and functionality as the year moves forward.”

Dan Lynch
President & CEO

Examples

The screenshot shows a web page for the Affiliate Mortgage Services Consumer Portal. At the top right, there are links for "Español" and "Help". The main content area features the company logo, a welcome message, a "Make A Guest Payment" button, and a "Sign In To Your Account" section. This section includes input fields for "Email or Mobile Number" and "Enter Password", a "Forgot your password?" link, a "Sign In" button, and a "Sign Up Now" link for new users. The page is powered by PayNearMe, as indicated by the logo at the bottom.

Español Help

 Affiliate
MORTGAGE SERVICES

Welcome To The Affiliate Mortgage Services
Consumer Portal

Make A Guest Payment

Sign In To Your Account

Email or Mobile Number *

Enter Password

Forgot your password?

Sign In

Don't have an account? [Sign Up Now](#)

Powered By  PayNearMe

Part 2: Walk

Who it's for:

- You've already completed a crawl
- You require two-way data to and from SoR or LMS
- You want more channels and higher degree of configurability

Key characteristics:

- Either turnkey or embedded into your systems
- Medium dev involvement
- Rollout to consumers and connect to messaging
- Usually 2-3 months of work - many stop at this stage

Case study: Turner Acceptance

Challenge: Wanted to increase self-service payments and reduce delinquency fees with the help of technology.

Solution: Use automated messaging programs and one-click payment links to drive up self-service.

Results: Rolled out 8 separate SMS messaging tracks in both English and Spanish, increasing self-service by adoption by 20% in 60 days.



The fact that one-click payment links are on their mobile device—and that it’s secure—facilitates self-service and allows us to reduce unnecessary calls to our agents.”

David Uribe

Director of Initiatives

Examples

Engagement Rules

SMS Email Push Notification

Minimum Payments Made:

Days Past Due:

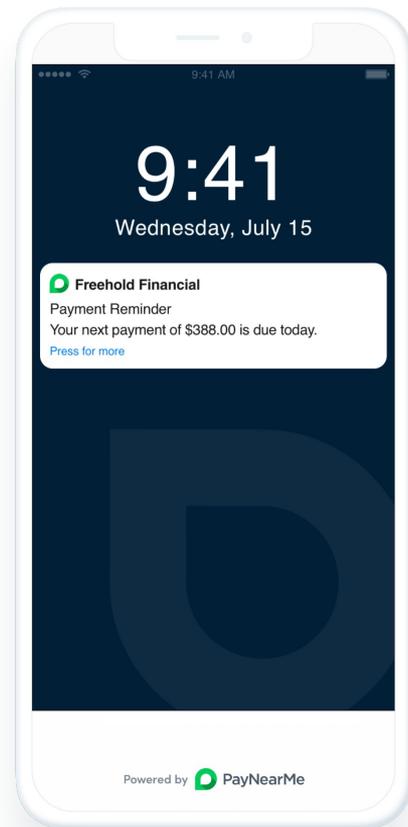
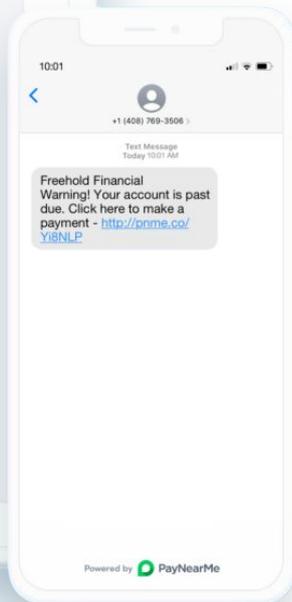
Days Since Last Engagement:

Consumer Message (English):
Freehold Financial
Warning! Your account is past due. Click here to make a payment - [URL]

Consumer Message (Spanish):

[Schedule](#)

Powered by PayNearMe



Part 3: Run

Who it's for:

- You have completed crawl & walk, or budgeted for large project
- You have an enterprise business
- You want control over all parts of the customer experience

Key characteristics:

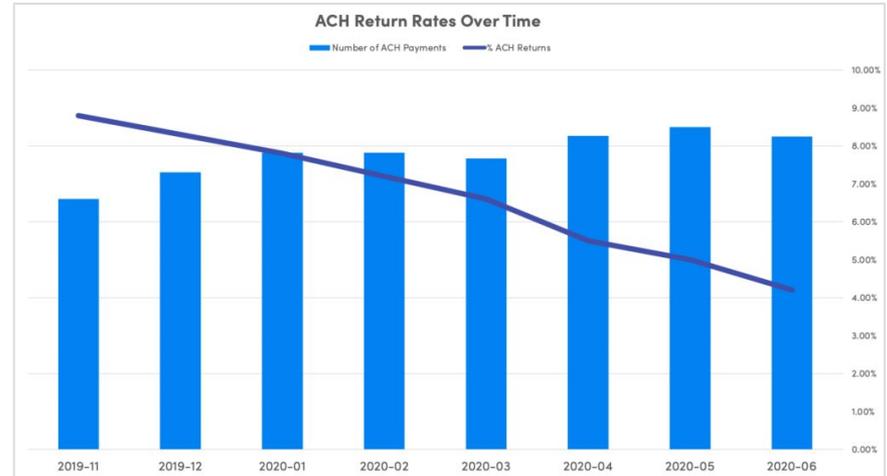
- Heavy dev resources
- Advanced API calls
- Highly configured to match business rules/requirements

Case study: Leading Nonprime Lender

Challenge: Complex set of requirements that needed to be implemented to replace manual processes.

Solution: Use business rules to configure a highly unique, yet scalable solution.

Results: Rolled out over a dozen business rules that created a highly personalized payments experience, including one that helped reduce ACH returns by over 50% in less than 6 months.



Examples

Business Rules

NSFs per Customer / Account

Number of allowed NSFs:

Number of days:

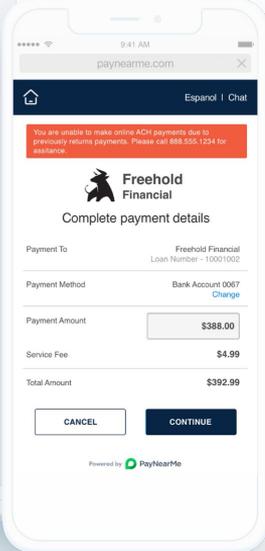
Consumer Message (English):

Consumer Message (Spanish):

Agent Message (English):

Agent Message (Spanish):

[Enable Business Rule](#)



Home Configure Admin **Developer**

Developer → Payment → Make_payment

SELECT AN API VERSION
v2.0

API Explorer For Marketing Demo

Select an API call to explore
/create_order

Get Started

API Documentation

- API Keys & Signatures
- API Explorer
- Working with Orders
- Working with Payments**
- Working with Retailers
- Utility and Miscellaneous
- Full API List
- Object Reference
- Response Codes
- API Call Log
- IP Trusted List

Callbacks Documentation

Sandbox

Full Parameter List

***Bold = required**

Parameter	Description	Data Type	Group	One Of
pnm_order_identifier	The unique identifier for this order	string	0	1
site_order_identifier	An arbitrary string that the merchant uses to refer to this order.	string	0	1
site_identifier	Your site identifier	string	0	0
payment_amount	The total payment amount the customer made at the retailer.	number	0	0
payment_currency	Current portion of the payment. Must be USD	string	0	0
payment_method_identifier	The unique identifier of the payment method from which to make the payment. This ID is returned from create_payment_method, or in the order details.	string	0	0
pricing_schedule_name	The name of the Pricing Schedule to apply	string	0	0
site_payment_identifier	Your unique ID to assign to the transaction.	string	0	0
recurring	Is this a recurring payment.	boolean	0	0

Configurability versus customization

A **configurable** solution is one that can adapt to meet many of your needs while still allowing you to be nimble and stay up to date.

A **custom** solution may provide a better fit today, but is more prone to breaking and can be much more expensive to build.

***Example:** A car seat that can be moved up, down, forward and back to configured for all members of your family.*

***Example:** A car seat designed exactly for your dimensions that becomes a hazard when anyone else tries to drive (or if your dimensions happen to change!)*

Build versus buy

Considerations	Buy	Build In-House
Compliance	Compliant with all regulatory requirements, with dedicated legal and compliance teams who are experts in payments	Internal resources must keep track & comply with all payment compliance requirements throughout the life of the solution
Maintenance	Always up-to-date with the latest industry features; weekly releases; industry-leading support; weekly product releases –new features and fixes	Internal team must research, build and maintain; platform will always be behind industry leaders and missing newest features and payment types
Internal Resources Needed	Some partnership during implementation, limited time and resources required over time; payment experts who are focused on latest market trends	Constant, dedicated resources needed to maintain, research and innovate; consider the costs of dedicating multiple internal resources vs. outsourcing
User Experience	Smart, user-friendly interface across all devices	Internal systems can become dated over time, leading to poor customer experience
Payment Channels & Types	Support all payment types & channels, adding more each year	Supporting multiple payment types and channels (phone, email, SMS, IVR, web, etc.) may become unsustainable over time and adding new takes additional resources
Security/Reliability	PayNearMe runs on the secure, reliable AWS cloud platform, leveraging geo redundancy; security is baked into the platform - fraud detection and mitigation; data encryption is standard	Must handle network/IP security OR firewall, user management, API security, logging, OS patches/security fixes, code errors resulting in weak security, tracking all known security flaws and applying them to entire framework in-house; Full stack management
Support	Dedicated account management support for you and additional support for your customers	Need to handle all support issues internally

Recap

- Innovation is both important and difficult.
- Adopting a crawl / walk / run approach is a smart bet, regardless of your size and goals.
- Crawl to get quick wins and launch fast.
- Walk to give your resources more time to do things right.
- Run to give your team enough time to plan for the future.

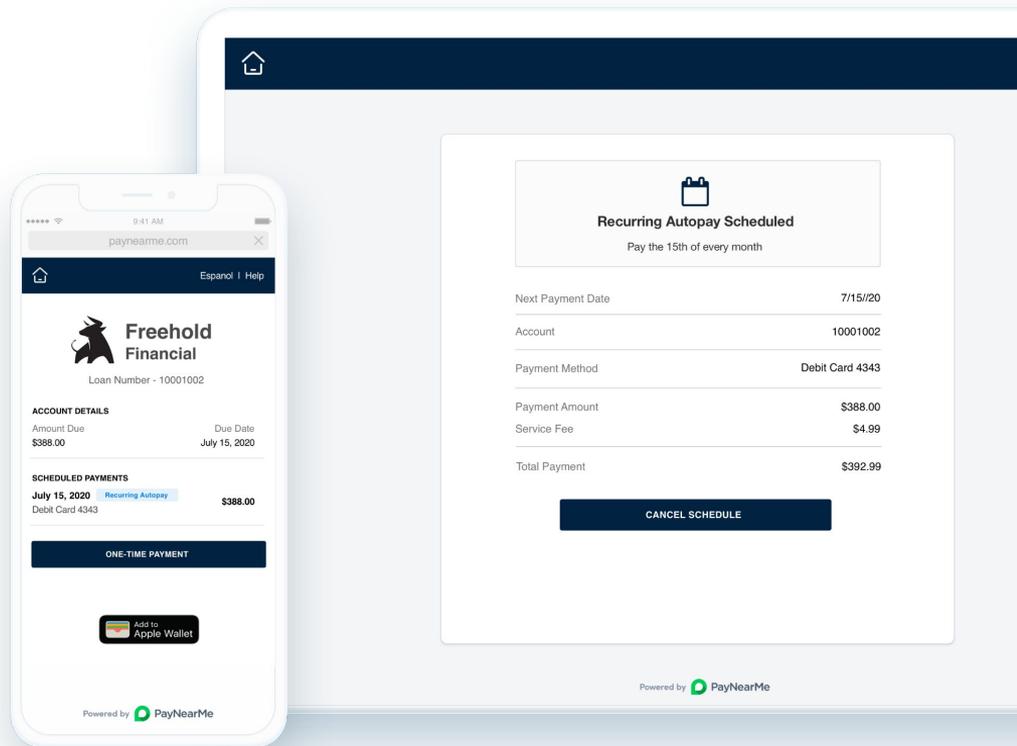


Get Started Quickly with PayNearMe

Our modern payments platform is built to be deployed quickly while giving you more options to grow. Learn more at:

web: www.paynearme.com

email: sales@paynearme.com



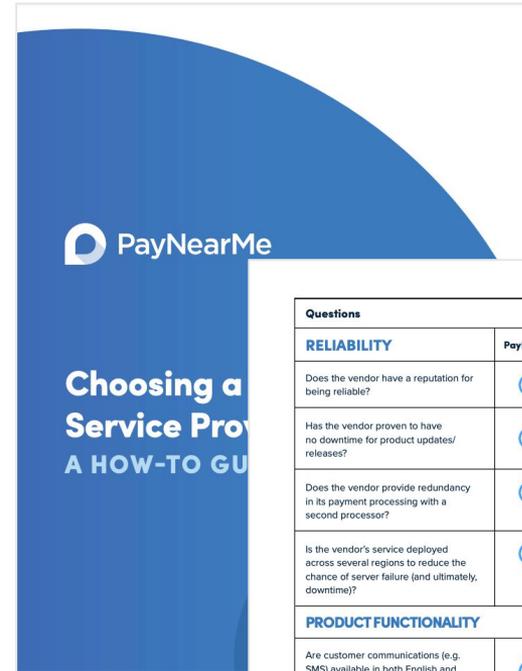
Next steps

1 Download our guide **Choosing A Bill Pay Service Provider**

2 Review our interactive **Buyer's Guide Checklist**

3 Read more case studies in our **Resources Hub**

4 Request a demo at www.paynearme.com



Questions			
RELIABILITY	PayNearMe	Vendor 1	Vendor 2
Does the vendor have a reputation for being reliable?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has the vendor proven to have no downtime for product updates/releases?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the vendor provide redundancy in its payment processing with a second processor?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the vendor's service deployed across several regions to reduce the chance of server failure (and ultimately, downtime)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT FUNCTIONALITY			
Are customer communications (e.g. SMS) available in both English and Spanish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is the customer-facing portal available in English and Spanish?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the vendor's solution offer full integration into your website?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the vendor offer a self-service customer portal for bill payers?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Does the vendor offer an IVR solution?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Questions?

Thank you!

For more information, visit www.paynearme.com or email sales@paynearme.com.