

# Software as a flexible engagement

Expert Paper

For financial institutions seeking to deploy an in-house payment platform, selecting the right vendor in a highly competitive and commoditised payments software market is an increasingly challenging task.

To help them choose and make the most of their vendor partnership, this article discusses a holistic approach to the successful selection process for long-term benefits and value creation.

## The need for a deeper engagement

Historically, when selecting payment platforms in-house, many financial institutions have focused their attention on product differentiating features and functionalities. Today, a wide market selection of platforms and third-party vendors offering similar payment services solutions has gradually diluted this narrow focus, ultimately urging financial institutions to look beyond the product features and functionalities towards the underlying service relationship.

When opting for licensing software for payment products, financial institutions commit not only to a business-critical asset but also to an ongoing service relationship. As a consequence, it is important to have a strong partnership with the vendor of choice. In this respect, there are several significant larger scope considerations involving the vendor's profile and capabilities that financial institutions should always include and prioritise as part of their strategic decisions.



In its role as source of consultancy and resource, the right vendor partner should also be able to complement your own internal skills and capabilities by providing you with relevant know-how, processes and services. The vendor should have significant and demonstrable knowledge and expertise in all aspects of the setup process and be able to provide easy and efficient migration and run of the deployed solutions as well as seamless extension of the deployed software to complementary solutions. A service provider that uses its own software products for internal processes not only demonstrates extensive product expertise but equally so expertise regarding the setup, running and compliance of a payment infrastructure – all necessary marks of a qualified and credible payments partner.

### Looking beyond the platform

Finding the right payment services partner involves identifying a vendor that can act as an extension of your business development capacity – and not merely serve the function as a software provider. Following this notion, such a vendor partner should be able to take on additional roles, including that of a service provider, a source of relevant consultancy and resourcing, and a procurement aggregator to meet the specific needs and requirements of your business while potentially reducing the degree of overhead and risk.

In its role as a service provider, the right vendor partner should have a proven history of using its own products to drive internal business processes as this ultimately results in greater emphasis on capability, roadmap and product life cycle. To stay relevant and competitive, a vendor partner that uses its own software is also an added guarantee of proactive continuous investment in product development and roadmap rather than merely depending on customer investment. Such a partner is also strongly motivated to optimise the overall Total Cost of Ownership (TCO) and to reduce operational risk through the efficient use of hardware and careful selection of third-party software.

In its role as procurement aggregator, the right vendor partner should be able to also deliver a complete suite of solutions, including all the necessary software and hardware assets like server platforms, security modules, POS devices, and third-party software components, as part of a cost-effective and efficient process through a single point of contract.

In addition to these important featured qualities, it is critical that the right vendor partner provide you with great deployment flexibility during the contract life cycle and beyond. Depending on your current and future needs and requirements, this will allow you to either run parts of the service in-house on a licensing basis, to opt for an IT hosting or application management model, or to outsource the processing service entirely.



## **Worldline Pay software supports Worldline's core business**

Worldline offers a suite of next-generation end-to-end payment software solutions with modular function deployment options, enabling customers to choose the solutions most suitable to their specific requirements.

These software solutions are unique to the market in the sense that they apply to both the licensing and the processing options offered by Worldline and often times are developed with the dedicated purpose of supporting Worldline's own processing business on an industrial scale. As such, customers who opt for an in-house model using licensing products can license these business-critical acquiring and switching software solutions from Worldline, safe in the knowledge that Worldline itself relies on them to function.

Furthermore, Worldline can provide a truly unified and large scale acquiring and acceptance platform, delivering a one-stop-shop for merchant acquirers and retailers on all channels – from in-store to e/m-commerce – supported by the extensive experience in developing and deploying market-leading POS terminal products and hardware security modules (HSM) throughout Europe.

Worldline's credibility as a global software vendor and service provider is a result of a strong focus on our own reputational risk in the market, resulting in an unchallenged strength of commitment essential to our continued success.

**Are you  
considering  
future-proofing your  
company's payment  
infrastructure?**

**Learn more or contact us:**  
[sales-fs@worldline.com](mailto:sales-fs@worldline.com)

# About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

[worldline.com](https://worldline.com)



**For further information**  
[sales-fs@worldline.com](mailto:sales-fs@worldline.com)



Worldline is a registered trademark  
of Worldline SA. September 2021  
© 2021 Worldline.