

# Evaluating Embedded Payments partners

A buyer's guide for platforms

**worldpay**  
for platforms



A framework for  
discovering the payment  
solutions that will  
**help grow your  
platform's potential**



In this relentlessly competitive market, differentiating your platform in ways that capture the attention of customers isn't enough to also hold it.

To earn their loyalty, you must also embark on the endless pursuit to keep adding value. If you're among the software companies who have discovered just how much of that value can be driven by Embedded Payments, you're on the right path. However, your decision to integrate payment acceptance into your platform, or upgrade your existing solutions, is just the beginning of your Embedded Payments journey.

Your next step is finding the best payment provider for your software.

As you search for solutions with an ideal architecture for your platform, it's also important to look beyond the technology, into other areas that can amplify the value of your investment. You might discover that you want more than just a solutions provider — but rather, an Embedded Payments partner.



**A true partner will take you from a seamless implementation, through each important milestone of your journey with strategic consultation and unwavering support.**

You should have your pick of solutions among a full menu of capabilities from which you and your partner will design a payments experience tailored to fit the unique needs of your platform, business, and software users.

Your discovery of the right partner will require research, but also an understanding of what you should be looking for. From growth programs to customer service, company make-up and more, there's a lot to consider before making your decision.





In this buyer's guide, we'll show you how to effectively evaluate your options based on seven key criteria.

We'll also provide an Embedded Payments Evaluation Scorecard to guide your assessment, leading you to a partner that not only meets your needs, but sets you up to

**become the everything platform and outsprint the competition.**





## What's inside this guide

# Seven key criteria for evaluating **Embedded Payments**

In the next sections of this guide, we'll explore seven key criteria to consider when searching for your ideal Embedded Payments partner. Having spent decades powering the payments of software platforms in every industry, we developed this list of criteria based on what we've observed as features that offer the greatest value and opportunity for growth.

As you evaluate the solutions offered by different providers, pay attention to these key areas:

- 01** Platform technology
- 02** Business development programs and services
- 03** Support for your software
- 04** Support for your customers
- 05** Technical implementation
- 06** Security, risk, and compliance
- 07** Business impact and growth potential

We'll review why each category is important and highlight the various features that can have the most impact on the success of your Embedded Payments program — and the overall potential of your platform.



# Criteria 01

## Platform technology

At the core of your Embedded Payments partnership is the technology that has the potential to transform your platform and enhance the experience for your users. It should fit seamlessly into your own tech stack, but should also have the capacity to drive innovation and scale that will keep you competitive.





## 1. Future-forward technology

Look for a platform that anticipates the changes of the payments industry, but also the transformation of your own business. As your goals evolve, ensure your Embedded Payments partner can stay in lockstep with you, at every turn of your journey, with future-proof payment feature functionality that keeps you ahead.

## 2. Scalable solutions

As a critical piece of your overall growth strategy, your Embedded Payments solution needs to scale with your business. Your desired involvement, availability of resources, and preferred level of control over the customer experience will help you decide the model of Embedded Payments best suited for your business.

There are three models you can choose from:

### Integrated Payments

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### PayFac-as-a-Service

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### PayFac®

Ranging in responsibility and revenue potential, each model offers an experience tailored to your needs and growth aspirations. Your partner should have the ability to support whichever model you choose with the scalability and flexibility you need to grow and succeed. Learn more about each Embedded Payments model in our complete guide to Embedded Payments.

### 3. Omnichannel payment acceptance

When you introduce payments into your ecosystem, you need to address all the different acceptance needs your customers have, including eCommerce sales, mobile wallets, and in-store purchases.

Find a partner that offers omnichannel capabilities that are easy for you to integrate and simple for your customers to use. And while the majority of today's transactions are done online, don't overlook in-person payment capabilities. You'll want a partner that offers secure card-present solutions with particular strengths in seamless device integration, certification, and fulfillment.

### 4. Real-time payments management

While your level of control over the payments experience will depend on your chosen Embedded Payments model, you should always be well-kept in the loop of its overall management. Even with the comparatively less involvement of an Embedded Payments model,

you should have easy access to valuable, real-time payments data and insights that can help you make business decisions.

If you implement a PayFac-as-a-Service or PayFac® model, you should have the ability to control your pricing structure and the chargeback experience. Look, in particular, for features and functionality including configurable fees, customisable reporting, and a white-labeled customer portal that can be tailored to fit your preferences.





## 5. Secure payment technology

There's nothing more important than the security of your business and your customers.

Processing payments comes with responsibility, but when you partner with a provider well-versed in the threats to the payments ecosystem and industry compliance requirements, you can trust that they will fight for your protection with secure technologies that limit your risk, prevent fraud, and ensure compliance.

If they're available, features like omnitoken and PCI-compliant programs are particularly valuable offerings you can share with your software users.



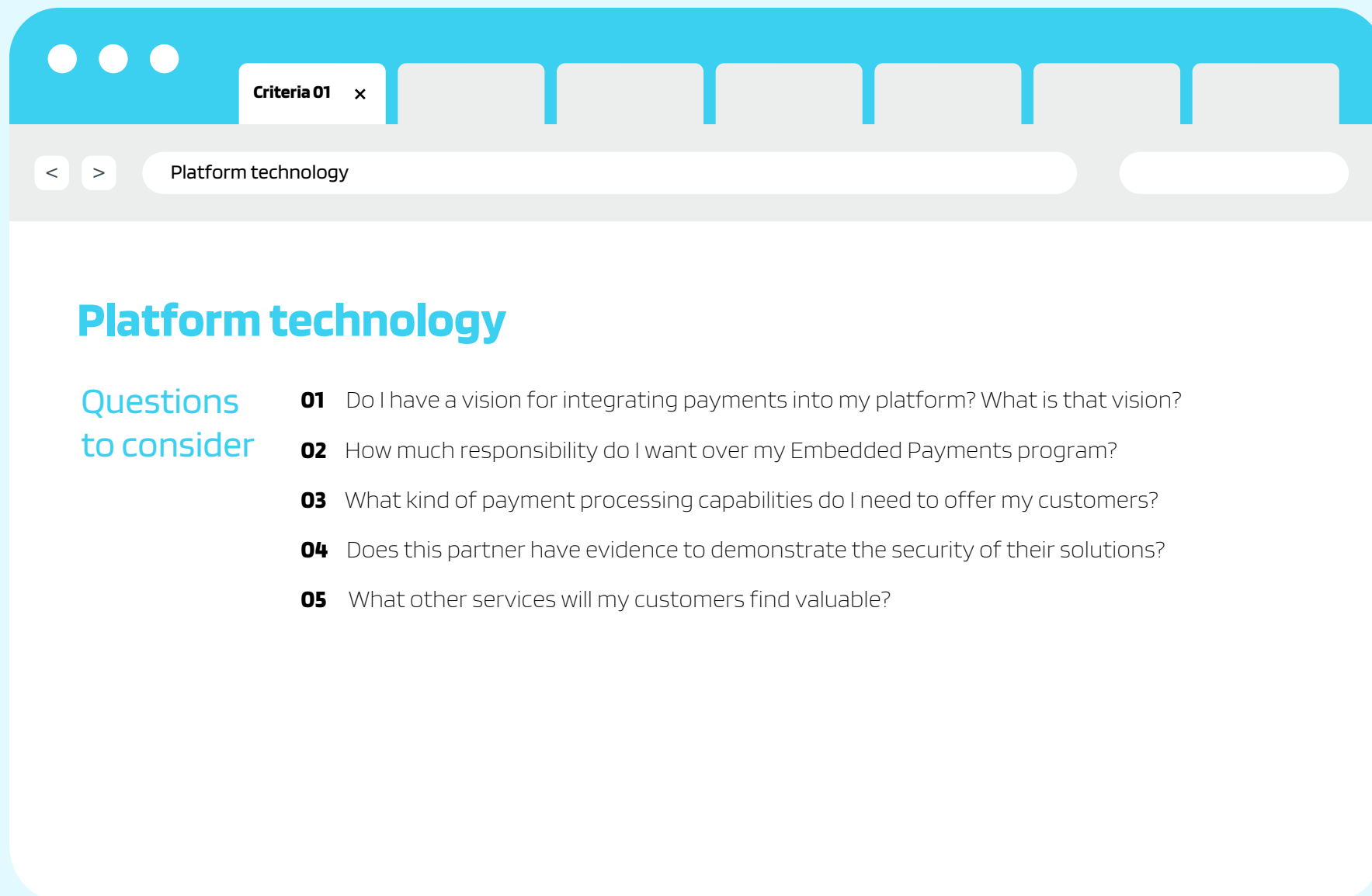


## 6. Add-on products and services

The more value you can give your users, the more likely they are to deepen their engagement with your platform.

Vendor consolidation and control will be important considerations in your search for a partner. Finding one that can offer a broad set of value-added services will give you a one-stop shop experience that enables you to focus on your relationship with a single provider, rather than having to manage several different partnerships across your business.





# Criteria 02

## Business development programs and services

The growth, longevity, and overall success of your Embedded Payments program hinges on your ability to market and sell your services to your platform users. Ensure you're well-supported by a partner who can offer programs and services that drive user adoption and expand your full payments potential.





## 1. Marketing support and resources

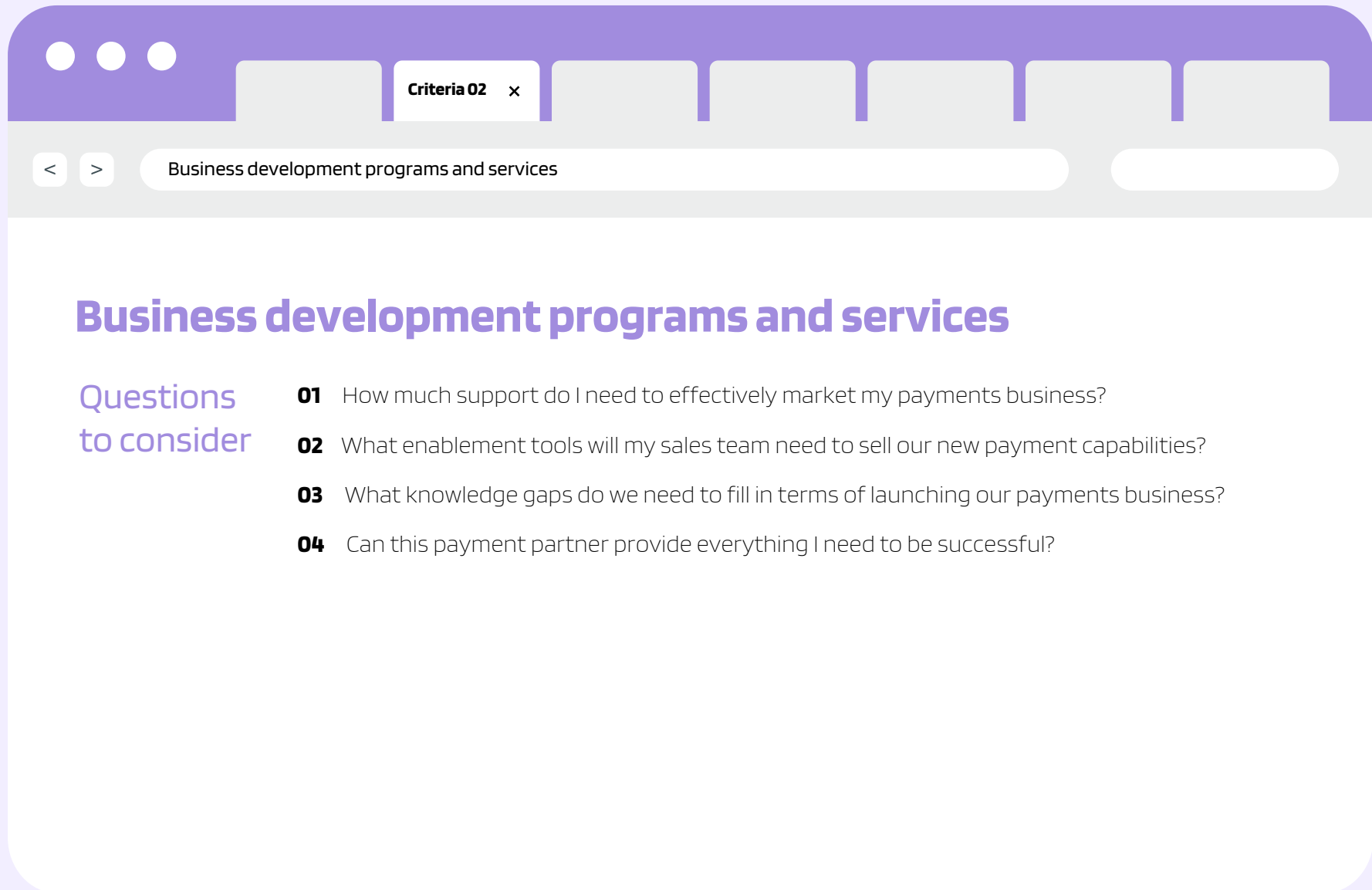
Whether you plan to take on all or some of the marketing responsibilities of your Embedded Payments program, find a partner that can offer the support you need. Marketing resources like easy-to-deploy campaigns, collaborative strategy planning sessions, and access to marketing experts who know both your business and the payments industry inside and out, can boost your initiatives and drive greater adoption.

## 2. Sales training and resources

In sync with your marketing efforts, your partner should also provide you with the sales support and resources your team needs to manage outbound motions and to activate merchants to begin processing payments on your platform.

### 3. Payments strategy and resources

As your business grows, your payments strategy will evolve, so you'll want the strategic support of a partner invested in your success. That support should include things like collaborative development of your roadmap to launch, direction on how to handle any current payment integrations your software has, and guidance on the nuances of selling to net-new customers versus existing customers.



**Criteria 02** x

< > Business development programs and services

## Business development programs and services

**Questions to consider**

- 01** How much support do I need to effectively market my payments business?
- 02** What enablement tools will my sales team need to sell our new payment capabilities?
- 03** What knowledge gaps do we need to fill in terms of launching our payments business?
- 04** Can this payment partner provide everything I need to be successful?



# Criteria 03

## Support for your software

It's worth repeating that you should feel supported at every stage of your Embedded Payments journey. Your payments program has the potential to become a major growth and retention driver for your business, and you want to get it right. It's important that you partner with a provider who can offer you an experience tailored to your business needs, goals, and growth aspirations — particularly in these key areas:

## 1. Developer-focused integrations

As you evaluate potential partners, take a look at how they deliver and support the integration of their payment acceptance solutions into your platform. Do they take a DIY, documentation-driven approach, or do they offer a more guided experience, taking you through every step of the integration, collaborating with your team, and answering all of your questions. If they offer the latter approach, you're likely to have a more seamless integration that enables you to bring your payments offerings to market more quickly.

## 2. Digital implementation process

One of the most important stages of your Embedded Payments program is the implementation, in other words, the building of your program ahead of your official launch. For this reason, you'll want a partner who is thoughtful and thorough about their implementation framework.

Find one who offers visibility into the process from the very start, so you know exactly what to expect at every point in your journey and can engage the necessary stakeholders along the way.



### 3. An expansive solution set (beyond payments)

If you haven't found a partner that can meet each of your needs, keep looking. After the implementation of your core payment technology, you'll likely want to continue expanding your platform with value-added services you can offer your customers.

Find a partner that excels in all areas of payment functionality, from customisable hosted payment pages, to streamlined fulfillment of in-person payment devices. This will set you up with the confidence and capability to address every processing need within your user base.

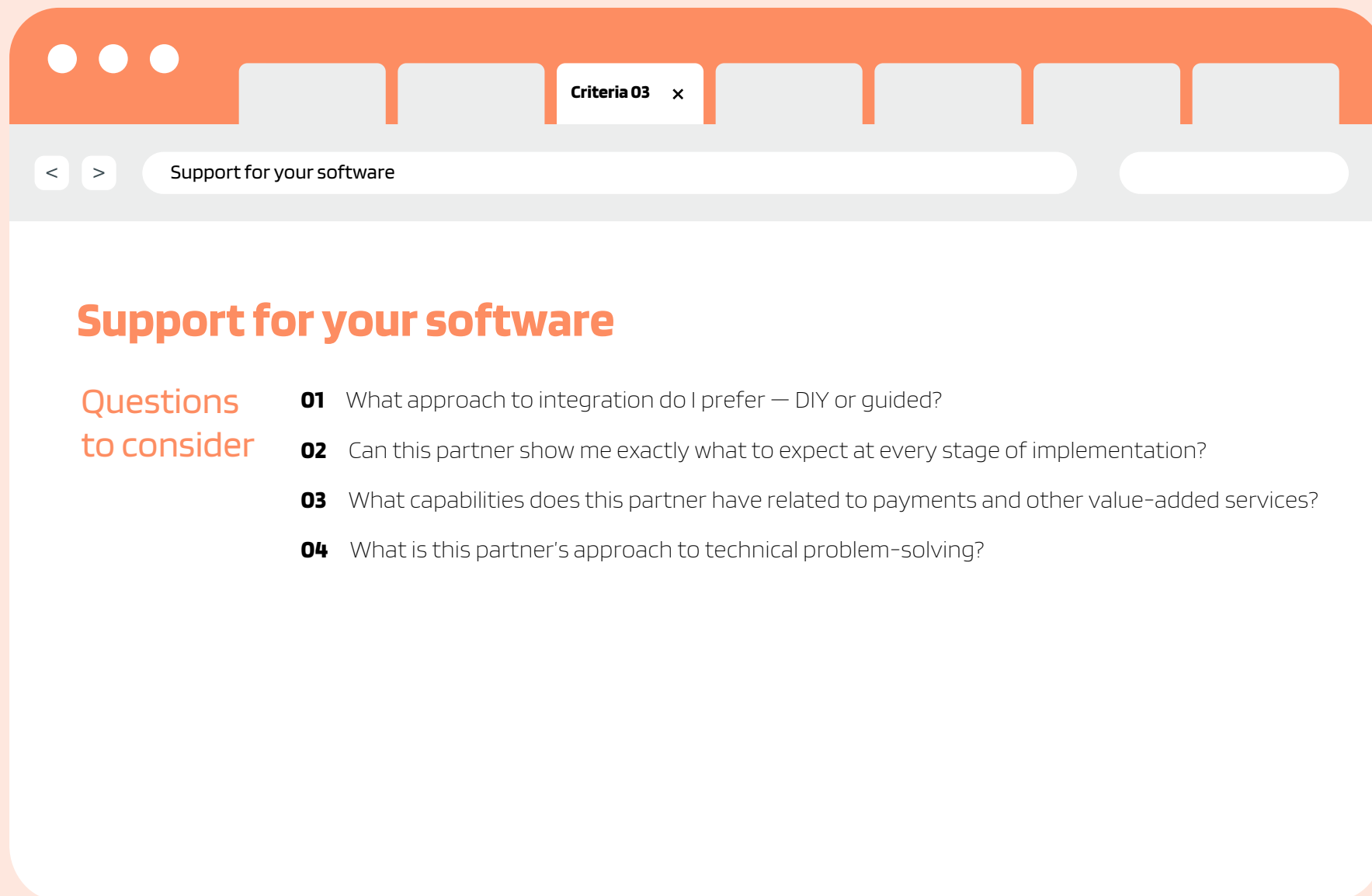




#### 4. Technology and strategy support

Technology inherently comes with occasional difficulties, which makes it important to have a reliable partner you can trust to solve the problems that arise, but also work to prevent new ones. A proactive approach like that should be applied to your growth potential, too.

Look for a partner willing to conduct regular, collaborative performance reviews of your Embedded Payments program to identify opportunities to grow and improve.





# Criteria 04

## Support for your customers

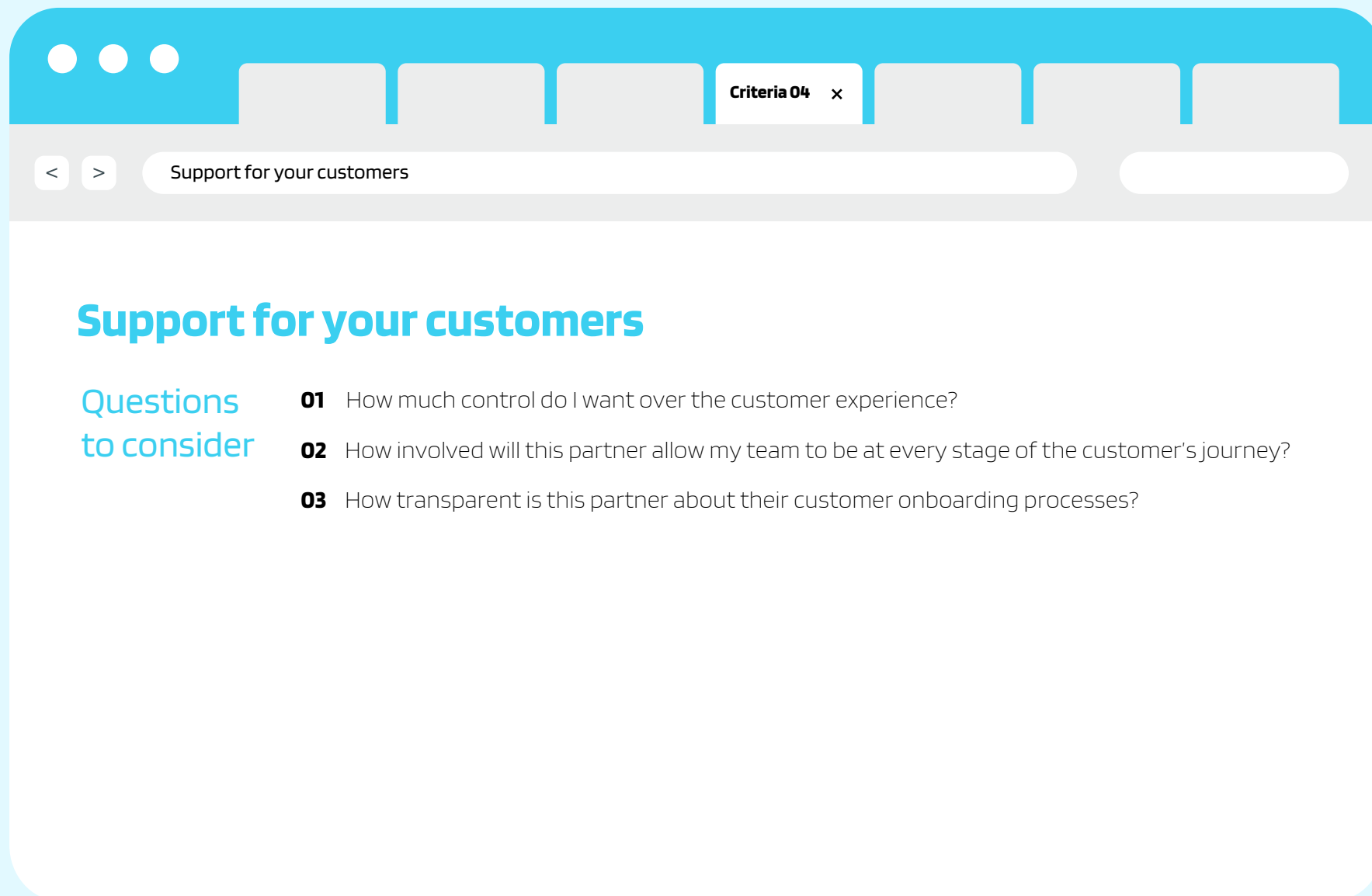
The health of your Embedded Payments program is contingent upon the adoption, onboarding, and activation rates of your software users. Only when they begin processing payments can you start to measure the success of your Embedded Payments program. Partnering with a provider who understands this and is well-prepared to facilitate your customer implementation and adoption efforts is key.

## 1. Customer adoption

It's important to ensure you have a partner that will provide services and support to your customers (also known as merchants) — on your behalf — that aligns with your business standards. They should have the systems in place to help you easily manage every part of the merchant payment processing journey from initial adoption to device fulfillment, and ongoing support with services like PCI compliance programs.

## 2. Merchant activation

Pay attention to how your Embedded Payments partner activates customers. Their strengths in merchant underwriting, onboarding, funding, security, and compliance management will provide the foundation for a seamless customer experience that simplifies payments and enhances the value of your platform.



# Criteria 05

## Technical implementation

The challenges, goals, user base, and platform technology that makes your business unique deserves tailored support and resources. This is certainly not the time for a “one-size-fits-all” approach. It’s essential to establish your Embedded Payments program with a partner who can deliver value in these areas:

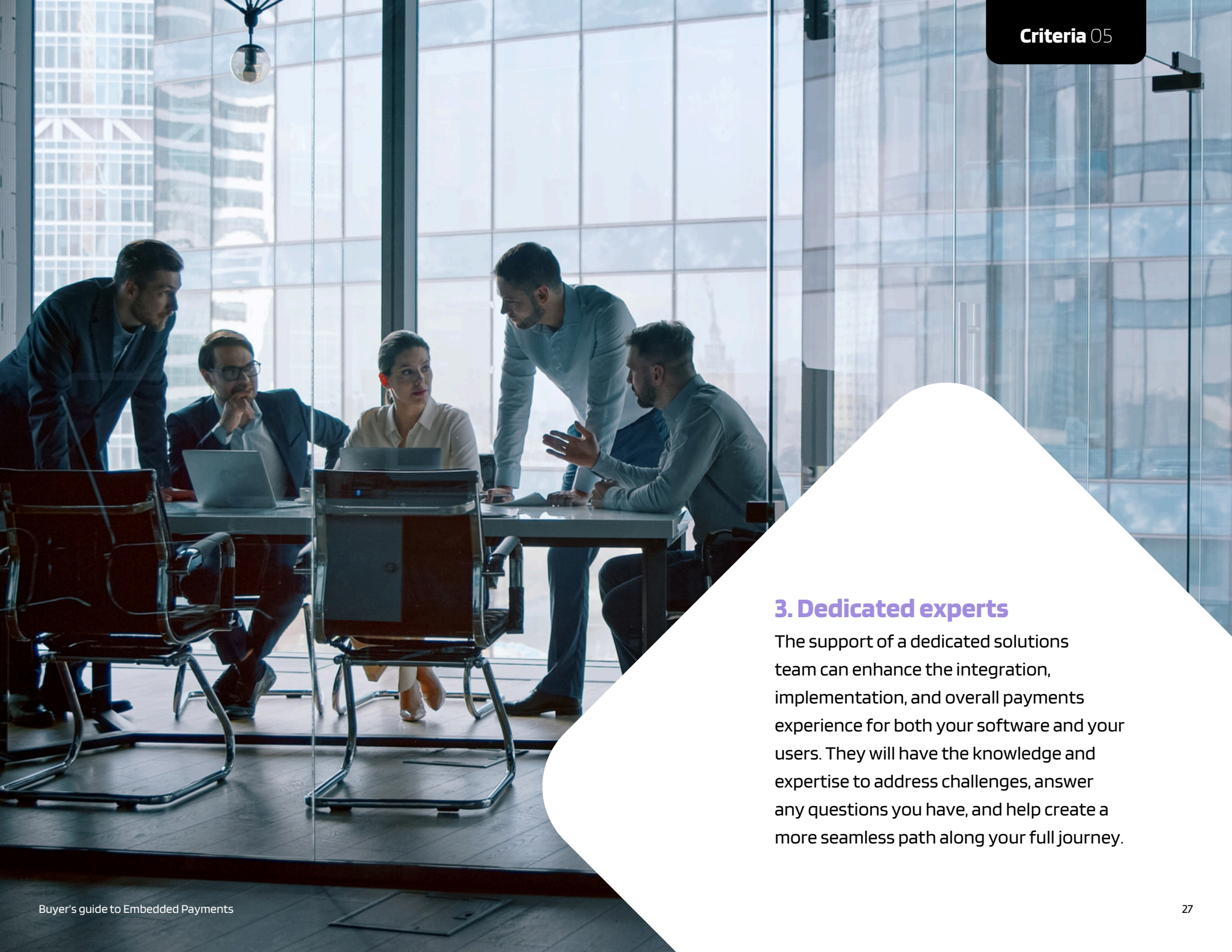
## 1. Implementation strategy

As we've already mentioned, implementation is such an important milestone of your Embedded Payments journey. It's a major step that should be well-planned and managed. Having a partner who can collaborate with your team on your implementation strategy will help create a strong foundation from which to build and grow your payments business.

## 2. Solutions consulting

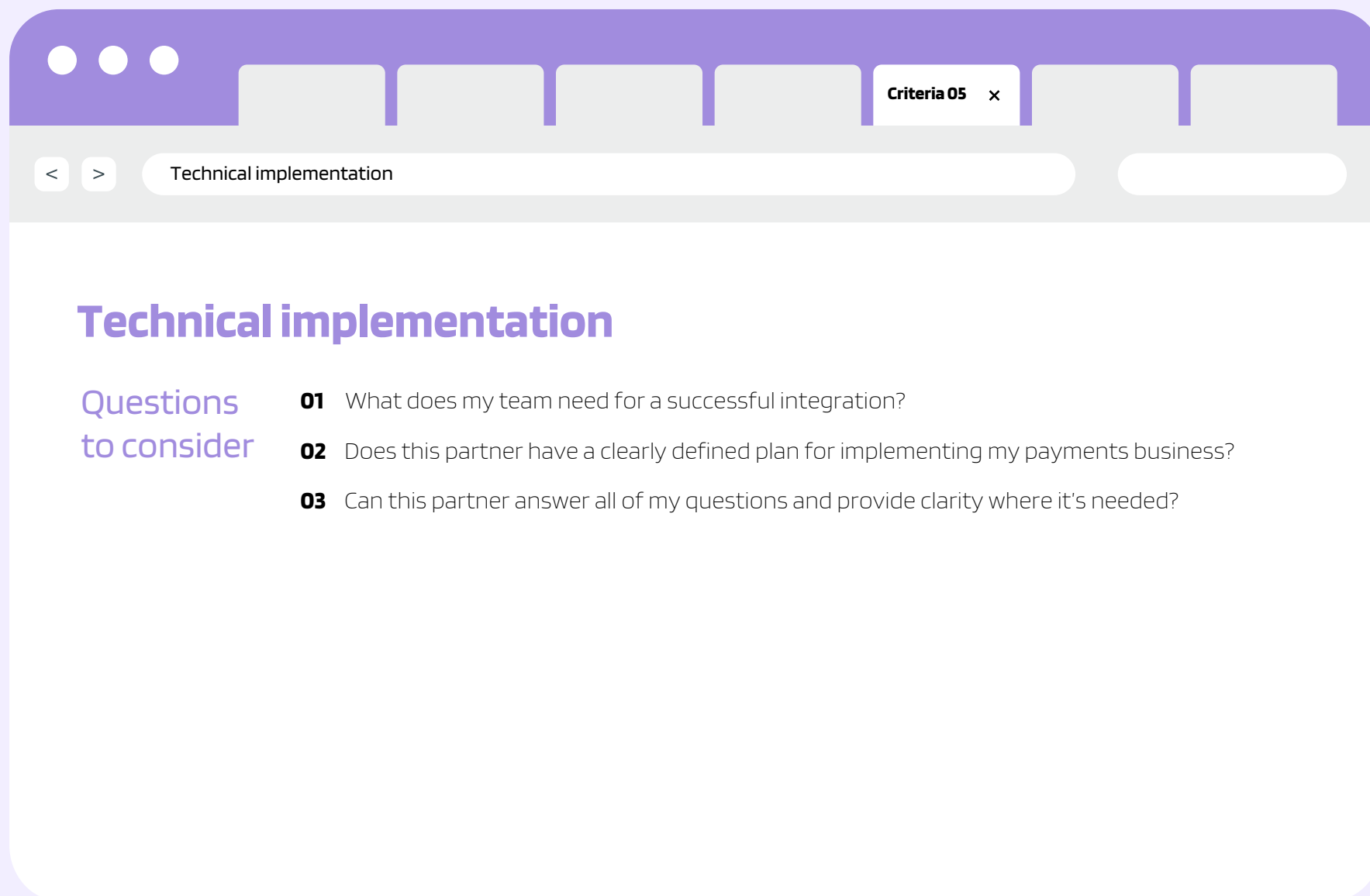
A payments provider with developer-friendly APIs is certainly important, but it shouldn't stop there. Find a partner that backs their APIs with technical support and consultation — from implementation and beyond — for a more seamless integration of solutions and effective management of your payments program.





### 3. Dedicated experts

The support of a dedicated solutions team can enhance the integration, implementation, and overall payments experience for both your software and your users. They will have the knowledge and expertise to address challenges, answer any questions you have, and help create a more seamless path along your full journey.

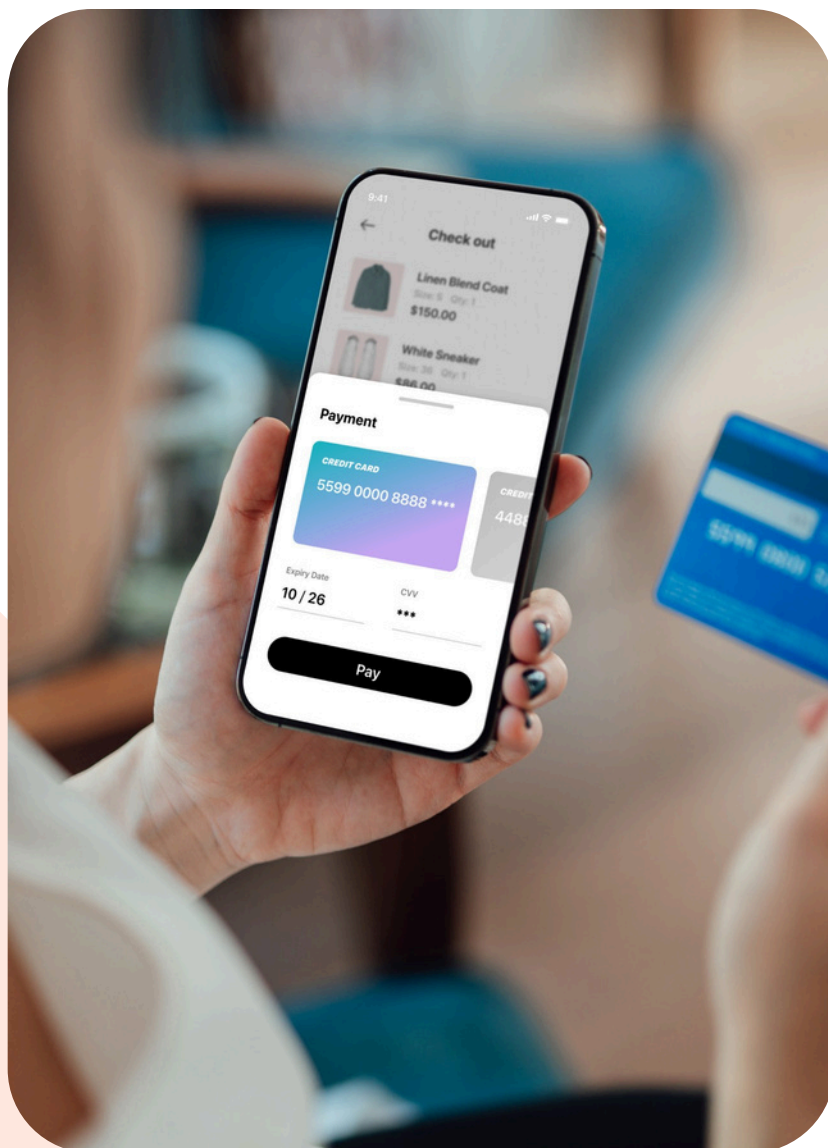


# Criteria 06

## Security, risk, and compliance

As the single most important part of your Embedded Payments platform, security is something you can't afford to get wrong. This is an area that requires constant vigilance now and forever. As payment data attacks on businesses become more prolific and advanced by the day, you need a partner who has enough strength in their solutions and enough diligence among their experts to stay ahead of the threats and fortify your platform.

The security technology of your partner needs to remain more sophisticated than the criminal actors they're up against, with the ability to monitor hundreds of thousands of transactions in real time, ready to detect any unusual patterns. To ensure you're armed and empowered to protect your software and your customers, your partner should take an approach that focuses on this trifecta:



## 1. Risk mitigation

The payments world is not without its complexities, especially when it comes to security. Even with a comfortable comprehension of threats to payments, you will come across unfamiliar territory.

As you embark on your Embedded Payments journey, you need to feel confident that your partner can keep your software and your users protected. They should have the expertise, resources, and solutions for detecting any vulnerabilities and preventing risk that could have harmful consequences.

## 2. Fraud prevention

As a software provider, you're no stranger to the threat of cyber attacks. When you add payments into the mix, the threat only grows. Make sure your partner has the security tools and fraud prevention solutions in place to protect your software and more importantly, every transaction your users process — both online and in person.



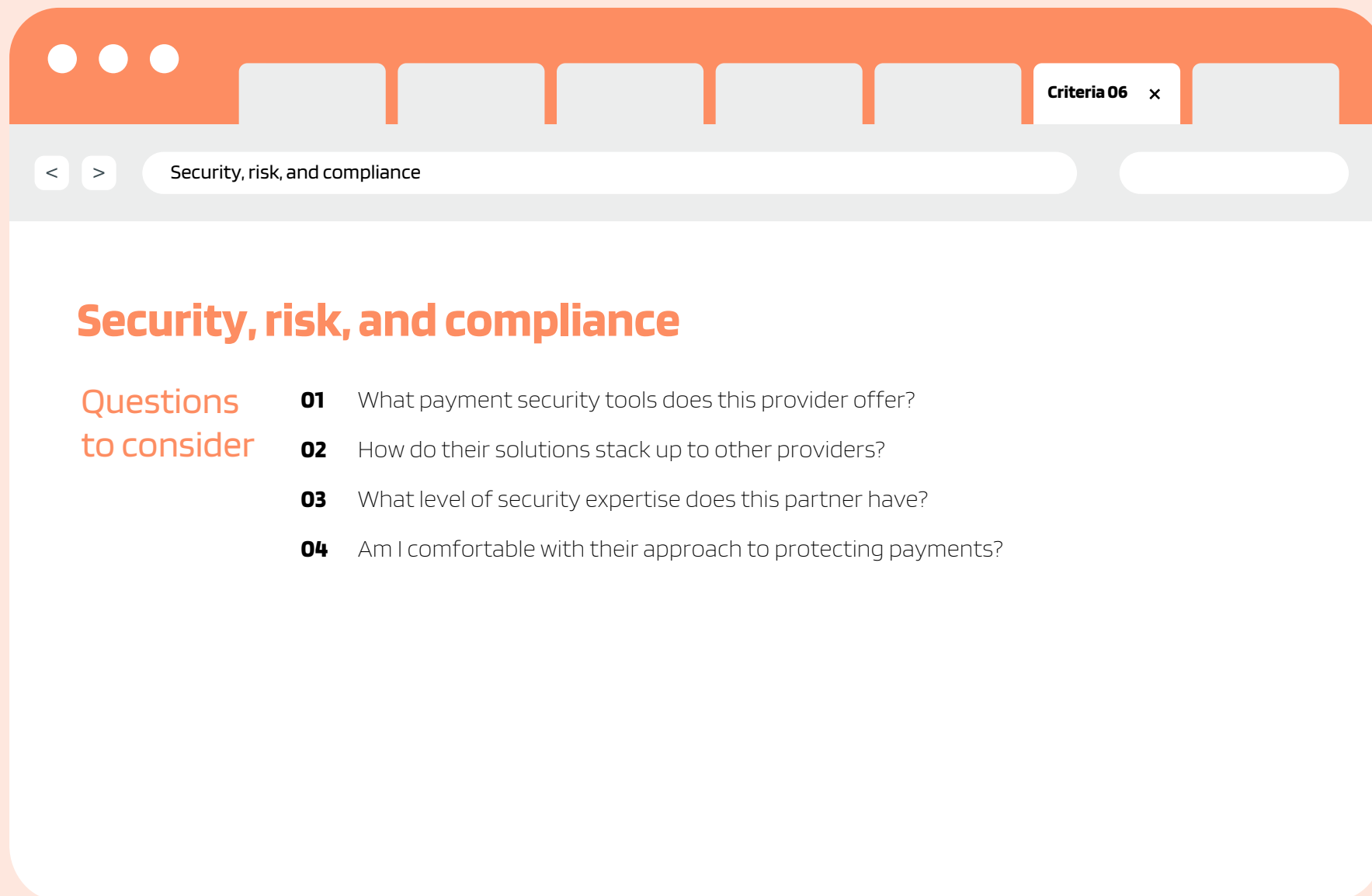
### 3. PCI compliance management

Staying compliant with the requirements of the PCI Security Standards Council can be tedious work. It's not something you achieve once and never think about again. It's a responsibility that requires ongoing attention and management.

The right partner will help simplify this process for you with services, educational resources, and tools for both you and your customers to use, keeping everyone compliant and well-protected.







# Criteria 07

## Business impact and growth potential

The ideal partner will help you develop a payments strategy that aligns with your growth goals and optimises your time to market. They should be well-positioned to drive the success of your payments business and the potential of your platform. Pay close attention to providers that exhibit these characteristics and features:



## 1. An established reputation

Experience is an invaluable asset in this industry. You may feel most assured by the partnership of one of the world's leading payment processors — one with a trusted reputation, ongoing commitment to PCI compliance, up-to-date SOC certifications, and a solid financial standing.

## 2. Global reach and scalability

Find a partner that has the capacity to bring your growth vision to life. As you expand your platform and strive to engage new markets, you want the backing of someone with global reach, international processing capabilities, and scalability that matches the magnitude of your aspirations and the stages of your payments maturity.



### 3. A customer-centric mentality

Your partner should have the flexibility to meet the specific needs of your business but also prioritise the needs of your users. With a focus on the user journey and expertise in connected commerce, your partner can help you design the ideal payments journey for your customers that leads to loyalty.

### 4. A commitment to innovate

Just as you'll never stop growing, make it your mission to find a payments pioneer that never stops innovating. Look for a provider that demonstrates a passion for financial innovation and a commitment to addressing all of your payments needs — not just today, but into the future.



## Business impact and growth potential

**Questions to consider**

- 01** What is the reputation of this provider in the payments world?
- 02** Who else trusts this provider with their Embedded Payments?
- 03** How does this provider demonstrate their continued innovation?

# Power your potential with **Worldpay for Platforms**

Your decision to embed payments into your platform is one that can drive real value for your platform and overall growth for your business, but it takes the right partner to ignite your full payments potential.

Worldpay for Platforms is the only leading global provider to offer a full range of Embedded Payment technology for software companies, delivering tailored and scalable solutions that drive growth and create better payment experiences.

# Embedded Payments that fit **perfectly with your platform**

Wherever you are on your Embedded Payments journey, Worldpay for Platforms can guide you down the path to success, with a suite of solutions tailored to fit your business needs, goals, platform technology, and user base.

## **Embedded Payments**

The simple way to make payments pay.

## **PayFac-as-a-Service**

We handle the risk, you hone the rewards.

## **PayFac®**

Own every step of your payment journey.



# Every solution delivers everything **you need to succeed**

## **Technology**

Omnichannel payment acceptance for eCommerce and in-person transactions

## **Implementation**

Seamless platform integration and strategic merchant activation

## **Growth**

Tailored solutions that evolve with payment trends and scale with your business

## **Support**

Resources and support from a team invested in the full potential of your platform

## **Strategy**

Guidance from payments experts attuned to the nuances of your industry

## **Experience**

A customer-centric mentality that enables you to design your ideal user experience

## **Protection**

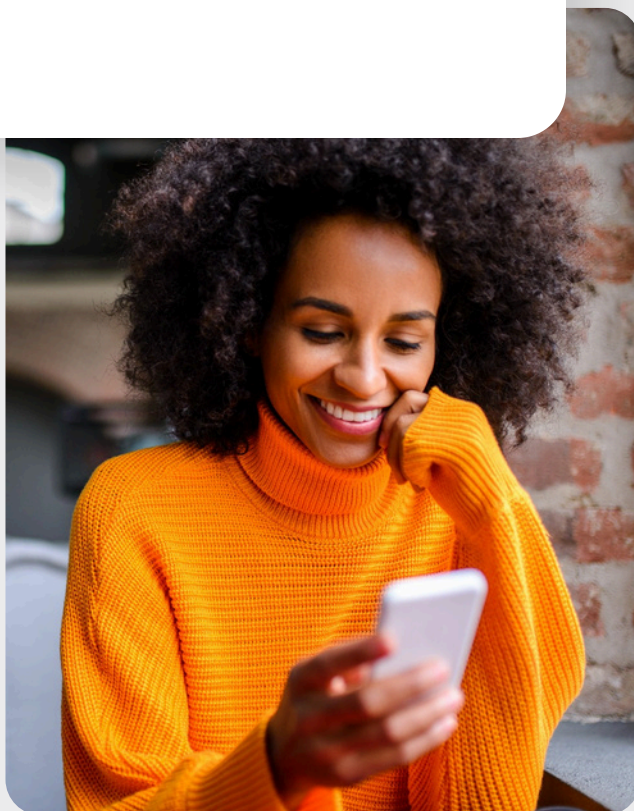
Built-in security tools for preventing fraud, mitigating risk, and managing PCI compliance

## **Impact**

Decades of innovation from a payments pioneer trusted by businesses worldwide

## Use this tool to easily evaluate Embedded Payments partners

When looking for the perfect Embedded Payments partner to complement your platform, there's a lot to consider. To simplify your search, we created a downloadable Embedded Payments Evaluation Scorecard, where you can organise and quantify the assessment of your options.



## Download the Embedded Payments Evaluation Scorecard

Use this scorecard to compare the Embedded Payments solutions you're most interested in by scoring the various features of each provider, based on the key criteria outlined in this guide. Once you've completed the scorecard, you'll be able to easily uncover the most fitting options with the highest value, empowering you to make your most strategic decision.



If you're ready for a partner who can take you further on your Embedded Payments journey, we're ready to hear from you.

Learn more about the solutions from Worldpay for Platforms, and discover a partnership that can **help you outsprint the competition.**

**[Book your demo](#)**