



The Merchant Service Hub



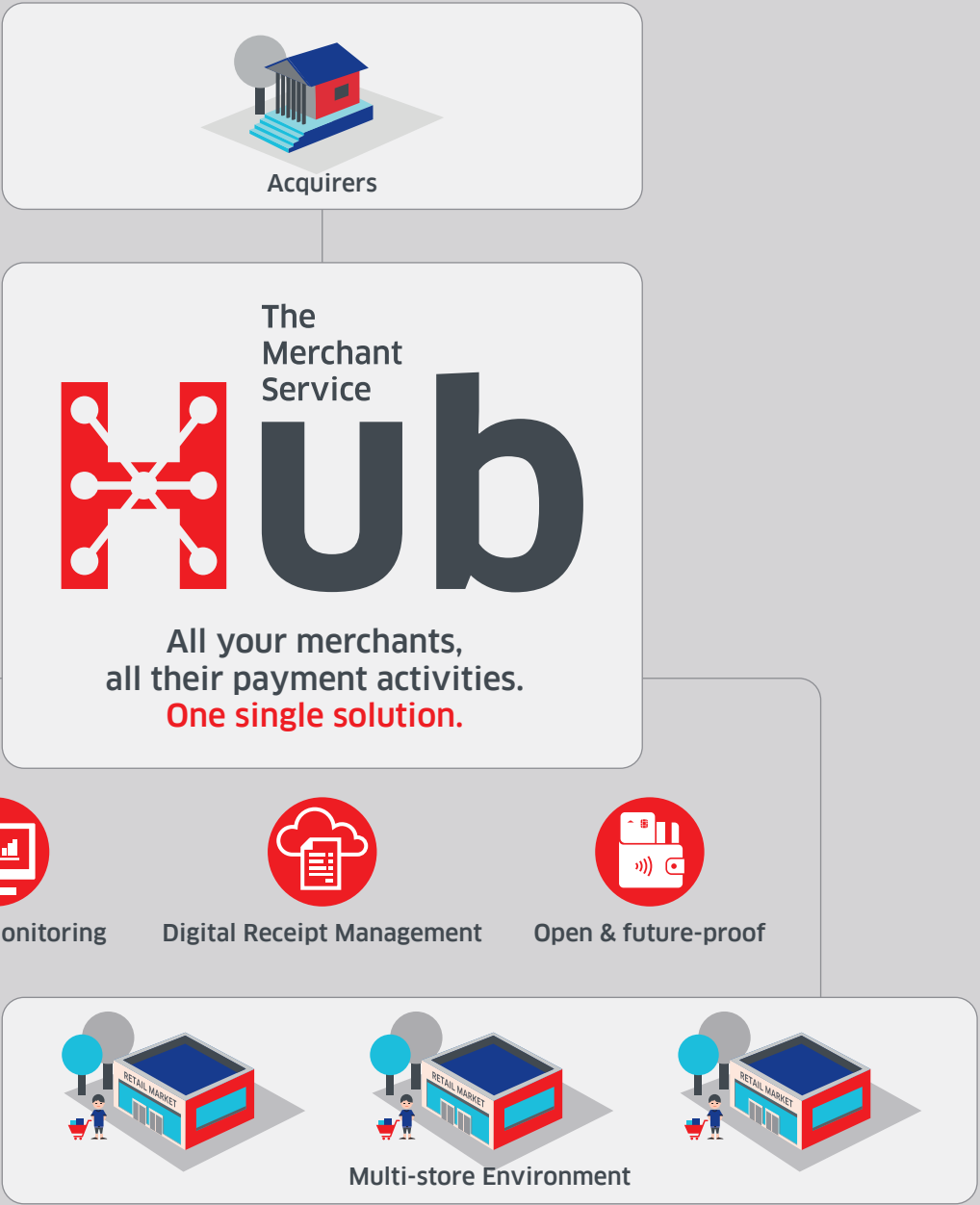
The Merchant Service Hub

Hubgrade your  
business insights

**ingenico**  
GROUP

# Leverage payment data to provide analytics & business management services to merchants

- **Enrich your service offering** with dedicated services for SMEs and stand out from competition.
- **Get to know more** about your merchants, personalize and strengthen business relationships.
- **Leverage your terminal base** to secure additional recurring revenues.



## Market trends

**38%** of small business owners say time is the most valuable asset to their business<sup>(1)</sup>

(1) Evoice\_25HourDaySurveyResults

“Managers spend **15 hours a week** on administrative work”<sup>(2)</sup>

(2) my360e.com

**51%** of small businesses believe that analytics are critical but only 45% track the data”<sup>(3)</sup>

(3) score.org

**60%** do not feel they have the tools needed to make sense of their site analytics or take action to resolve issues”<sup>(4)</sup>

(4) MyCase\_the-big-problems-with-small-business-sites

# Our solution: The Merchant Service Hub

Driven by its strong expertise in payment services, Ingenico delivers a full web-based platform to add value to terminal environments of estate owners.

The Merchant Service Hub collects non-sensitive payment data from standalone terminals, centralizes all information and makes a set of Business Intelligence (B.I.) services available to merchants and acquirers through a web portal.

Flexible, scalable and designed with state-of-the-art big data technologies, the Merchant Service Hub makes it easy to deploy new services at nearly marginal costs.

Thanks to powerful user rights management, the Merchant Service Hub enables acquirers to create tailor-made sets of services to address the needs of heterogeneous Small and Medium-sized Enterprises (SME) segments.



## Features & capabilities:



### Activity Monitoring

- Ad-hoc analytics & reports on non-sensitive payment data.
- Configured e-mails & reports.
- SMS/e-mail alerts.



### Digital Receipt Management

- Digitalization of merchant receipts.
- Storage, retrieval and sending by e-mail or SMS.



### Open & future-proof

- Open API to go beyond card payments (cash, close loop, loyalty,...) and card-present payments.
- Reconciliation services with third-party systems to automate bookkeeping for merchants.

## The Benefits for your merchants

- Improve business performance with comprehensive and clear reporting on daily sales
- Reduce fraud and improve decision making with real-time alerts and business activity monitoring
- Automate and digitalize financial management
- Improve customer behaviour knowledge



## A powerful web-based portal for an enhanced user experience.

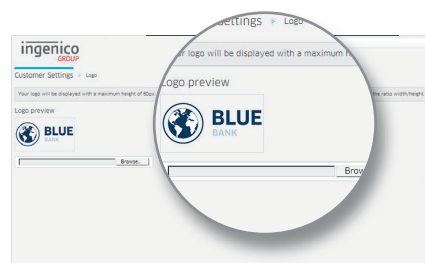
Thanks to its rich business intelligence capabilities, the Merchant Service Hub opens access to a world of data reporting & analytics templates for accurate business monitoring for both acquirers and merchants.

Leveraging the best practices of the web UI/UX design, it features intuitive ergonomics for a fast learning curve.

Fully customizable, the web-portal can be supplied in white label, making the branding with your own identity very easy for an even stronger value proposal to merchants.

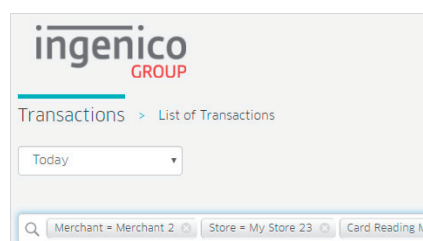


Responsive design optimizing graphic experience on web portal from any device.

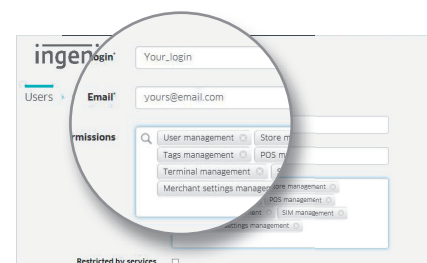


Graphic interface is fully customizable to acquirer's visual identity.

E-mail templates can be personalized to strengthen brand image and business relationship.



Easy data querying and data export enable users to search and retrieve information in a few clicks.



Powerful user rights management allows for right subsets of data to be displayed and manipulated by right users.

[www.ingenico.com](http://www.ingenico.com)

**ingenico**  
GROUP