

Product Overview_

Intro_

Payment operations have become increasingly dependent on partner networks to drive innovation processes and execute at a global scale. This trend is putting extra pressure on development departments, that have to integrate vendor services within a growingly complex technological infrastructure.

In the end, Payment Managers helplessly watch their companies struggling to keep up with the dramatic changes taking place in the payments industry—both technology and regulatory-wise.

And that's where Switch comes in. We've been helping organisations to overcome this challenge by providing a payments platform that allows them to connect with multiple payment stakeholders over one simple API integration. We then ingest transactional data in ways that deliver insightful operational information, helping Managers to take knowledgeable actions without further development investments.



Access to multiple financial institutions

Using the same abstractions for all payment channels allows us to integrate quicker with new ones, reusing our existing infrastructure, like security and anti-fraud measures, analytics, reconciliation, form generation, unit testing and monitoring with minimal development costs. This unique architecture makes it economically viable for complex payment operations to use Switch as a transaction orchestrator—a technical layer that promotes communication between different players in the supply chain—in an increasingly fragmented industry.



ALTERNATIVE PAYMENT METHODS

APMs are surpassing credit card payments as a percentage of total online volume in specific markets, and not supporting them means you're losing clients on the last step of the sales funnel. Switch enables instant access to 50+ local payment methods.

Switch helped an ecommerce retailer to boost conversion rates in Germany by 32%, by accepting SOFORT, Giropay and SEPA Direct Debits.



NEGOTIATION POWER

Merchants are getting tied to a single payment provider. Switch enables instant access to any financial institution without any investment in technical integrations.

Switch helped a leading Gaming Operator to save 40% in processing rates, by enabling them to negotiate with an alternative provider without having to include integration costs in the business case.



DEVELOPMENT INDEPENDENCY

To integrate with new providers and implement new features, Payment Managers are highly dependent on development departments, which in most of the cases have a long queue of internal projects with higher priority. In the end, this leads to a company's inability to optimise its payments operation on a timely manner.

Switch works as a payments infrastructure as a service. Payment Managers just have to negotiate the terms and open Merchant Accounts directly with providers and Switch will enable all technical integrations, without any further development efforts on the merchant's side.

By building its cashier product on top of the Switch platform, a B2B Gaming Service Provider was able to reduce its integration lead time by 70%. They can now onboard new Gaming Operators at a much faster pace, with a comprehensive and scalable payments product that enriches their overall offer.

Custom Payment Methods_

The abstraction created on our backend to support the multitude of payment flows can also enable authorisation for custom setups. These can include not only financial transactions such as POS and Private Label schemes, but also virtual value such as Loyalty and Coupons, making Switch one the most comprehensive and flexible payments platform available on the market.



LOYALTY PROGRAMS

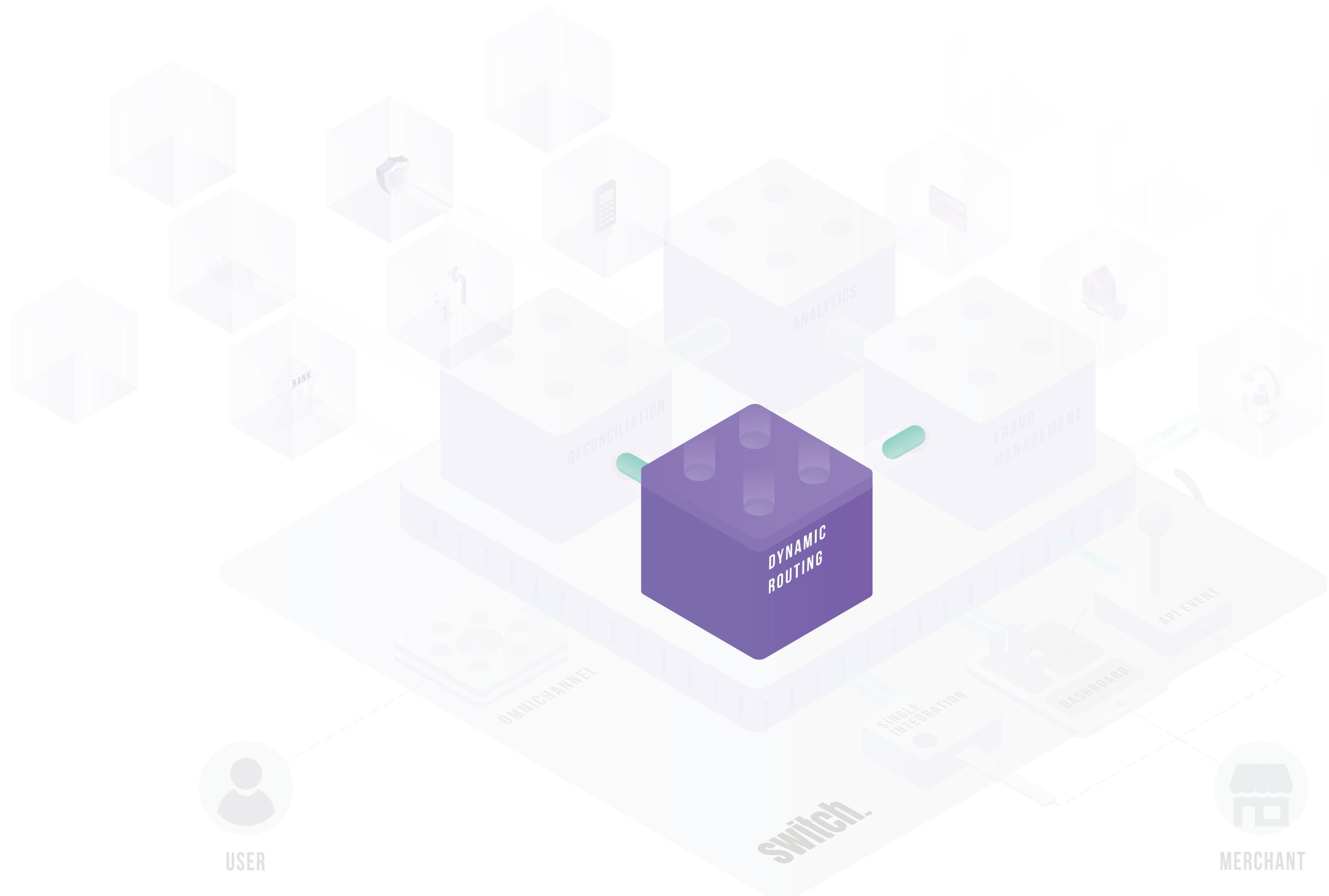
Loyalty programs typically operate in siloed infrastructures—mostly provided by 3rd party vendors—so it's hard to integrate specific transactional data with other standard payment channels. Switch supports the setup of payment methods designed with custom authentication parameters within its platform, enabling the following advantages:

- Custom transaction acceptance (e.g. Private Label, Coupons, Credit to Consumer) across multiple channels and secure data forwarding to the specific scheme provider;
- Agnostic approach to payment processing, offering a single data structure for custom and standard payment methods. This architecture expedites seamless integrations across different business systems—leading to a single customer system of record.

The financial subsidiary of one of the biggest European retail groups was able to take their Private Label scheme online in record time. Not only were they able to offer card acceptance to their existing merchants' websites, but also to market their private label scheme as a payment method to new merchants already connected with the Switch platform.



Dynamic Routing



ACCEPTANCE OPTIMISATION

Different Acquirers have different acceptance rates, which depend on multiple variables such as the card brand, issuing country/bank, MCC, amount, and the list goes on. Failed transactions result in lost sales and increased customer support costs. Switch retries authorisations in real-time across multiple acquirers to maximise acceptance rates.

Card acceptance optimisation for a casual gaming company resulted in 1.5% revenue uplift that otherwise would have been missed.

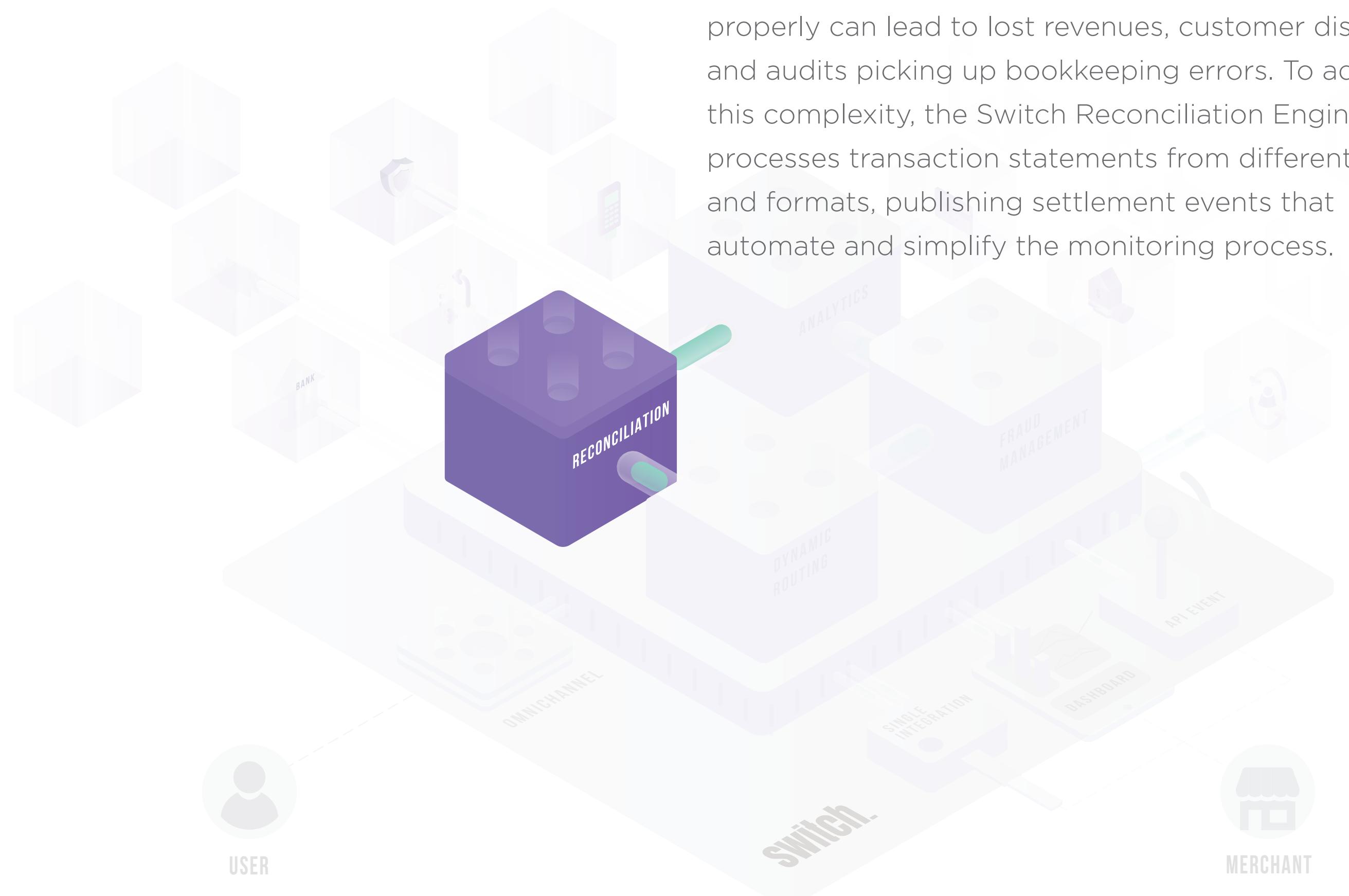


PROCESSING OPTIMISATION

A rise in cross-border transactions is pushing merchants' processing costs up, specially due to Inter-Regional Interchange Fees and Card Scheme Fees. Switch calculates expected commissions based on multiple processing variables to choose the optimal transaction route.

We helped an international retailer to save 15% in credit card processing rates by managing transaction between 3 different Acquirers, spread across different continents.

Reconciliation



Reconciliation of incoming payments against bank accounts is a complex process. This activity becomes even more challenging when a business relies upon multiple payment providers, with multiple reporting structures. Transaction data which is not monitored properly can lead to lost revenues, customer disputes and audits picking up bookkeeping errors. To address this complexity, the Switch Reconciliation Engine processes transaction statements from different sources and formats, publishing settlement events that automate and simplify the monitoring process.

AUTOMATE RECONCILIATION

Reconciling transaction statements from multiple providers is a labour-intensive, error-prone activity. Our platform automates the reconciliation process, by unifying transaction lifecycle events into a single data structure that can be easily integrated in existing business systems.

Switch has automated the reconciliation process for a Payment Service Provider, reducing manual review by 95%.

KEEP YOUR EXISTING PAYMENT CHANNELS

Some operations require automated reconciliation services, but want to keep managing their existing payment channels. Switch's modular architecture supports lifecycle events from multiple sources, so businesses can publish processing events in our platform—in batches or through API calls—and our Reconciliation Engine processes their provider's transaction statements to publish related settlement events in real-time.

A B2B Gaming Service Provider was able to use our payments infrastructure exclusively for reconciliation purposes. They are communicating transaction information in real-time through HTTP callbacks to a Switch URL—and our platform publishes settlement events—so they can automatically perform bookkeeping at a transactional level.

Analytics_

Switch uses state-of-the-art Big Data technologies to capture, store, analyse, search, share and visualise voluminous and complex payment datasets. Our platform transforms raw data into consumable information, generating valuable insights that empower payment managers to make better decisions.



COMMISSION ASSESSMENT

Managing millions of transactions makes it harder to control unit costs and spot commission inconsistencies. Switch tracks commission variations across providers, markets, payment methods and fees.

Switch alerted one retail customer to a £2,500 increase in fees in one month by one processor.



CONTROL BOOKKEEPING

Managing millions of transactions makes it harder to keep track of settlement schedules, with direct impact on working capital. Our platform processes transaction statements from multiple sources and provides settlement events for data filtering.

Switch helped one online retailer to uncover €150.000 in outstanding transactions due to an acquirer's technical error involving transactions in a specific settlement currency.



OPERATION INSIGHTS

Finding trends and areas of improvement in large and diverse datasets is only possible with a system that aggregates data across the entire payment lifecycle and makes it searchable. Switch pinpoints areas for improvement so you can follow the entire payments lifecycle and fine tune your processing/representation logic.

Switch helped one merchant to spot €15.000 worth of transactions authorised by Brazilian issuers with 3DS errors—hence without liability shift—which could've generated fraud disputes.

Fraud Management_



Fraud management comes at the cost of conversion. Switch makes extensive use of data to help you find the most effective ways to maintain the perfect balance between fighting fraud and offering a seamless checkout experience.



IMPLEMENT DYNAMIC 3DS

Switch supports dynamic 3DS processing, so businesses can adopt a customised approach and only pass specific transactions through 3DS based on a variety of criteria (e.g. amounts, card brands, BINs).

After analysing its transaction data, a successful e-commerce Group identified high value transactions in Mexico and USA as being key risk factors for chargebacks. Based on this information, the Payments Department placed a transaction value limit of €100 in Mexico and \$300 in USA, above which 3D Secure would be used as an additional layer of security to combat attempted fraud. As a result, the business saw a 3% increase in revenue, as well as a steady decline in chargebacks.



CONNECT YOUR FAVOURITE FRAUD SERVICES

Fraud management tools perform differently based on specific business verticals and require trained models, which makes their integration to new payment providers a costly and time-consuming endeavour. Switch offers a modular approach to fraud management, supporting multiple security vendors—including our own system—in a single workflow.

While outsourcing their entire payments operation to Switch, a leading clothing brand was able to keep their current fraud management provider, by allowing Switch to incorporate their services in the transaction flow.

Fraud Management



RECEIVE AUTOMATED ALERTS

Processing millions of transactions makes it difficult to spot suspicious behaviour. Switch supports real time notifications based on custom transaction/user profiling.

By crossing user metadata provided by the merchant with card fingerprints, the Switch platform flagged and alerted the merchant for 34 suspicious transactions being performed by the same user, in a short timespan and with different cards. These transactions were then immediately refunded, avoiding more than €3,000 in chargebacks.

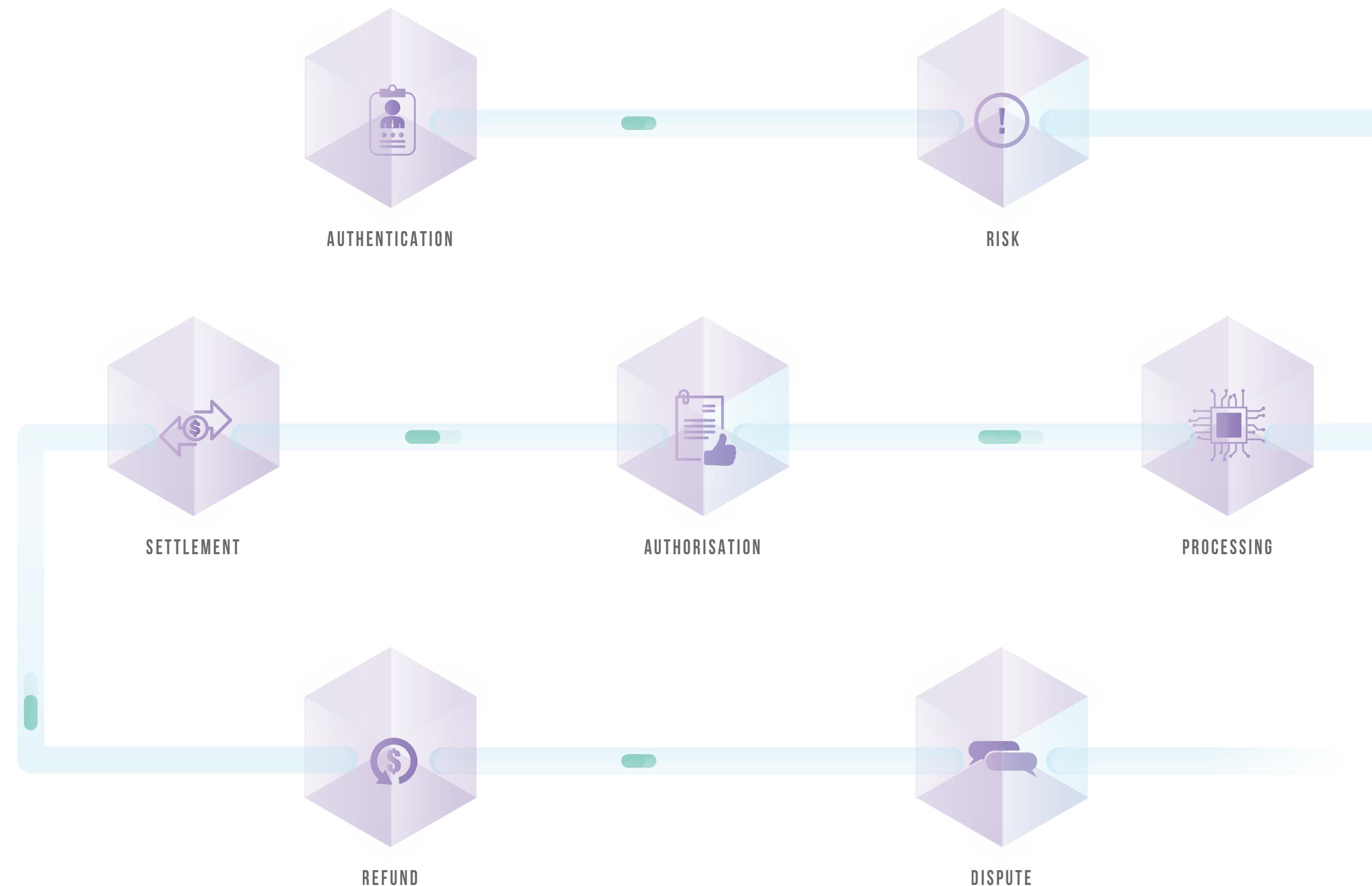


DEFINE CUSTOM BLOCKING RULES

Switch scans every payment using the most relevant signals to help detect and block fraud. You can also reflect your business's unique considerations by setting precise rules.

Switch helped an international retailer to move from reactive to proactive fraud management, by allowing its risk managers to set custom blocking rules. This fact help them to avoid pinpointing suspicious transactions after the actual goods were shipped.

Lifecycle Events



Switch uses event sourcing to log every action related to a transaction. This event-based architecture enables granular control over streams of large payment data.

⌘ HOLISTIC VISIBILITY

Even though Switch is a pure technical layer and doesn't hold 3rd party funds, our platform provides end-to-end visibility over the entire transaction lifecycle—from authorization to settlement—and everything in between.

A Retailer's Support Department was able to significantly reduce its resolution time on payment related tickets, by having instant access to every specific transactions' event history in one place.

⚙ MANAGE DISPUTES

Managing several dispute notifications across multiple payment methods/providers is a time-consuming operational task. Switch collects and notifies any dispute event—from Retrievals to Arbitration—which includes actionable parameters like “reason description” and “response deadline”.

A high-risk ecommerce business was able to streamline its response process to chargebacks by automating the documentation submission for specific reason codes.

Omni Channel_



UNIFIED SHOPPING EXPERIENCE

As commerce trends push retailers to deliver a unified shopping experience both online and in-store, it is increasingly complex and costly to manage payment operations across multiple distribution channels.

On top of online, the Switch single integration supports payment processing for all your in-store terminal flows: EMV, Apple Pay, Android Pay—and whatever comes next. With a single infrastructure, you can quickly roll out new stores and into new markets, while retaining a centralised view of your entire payments operation.

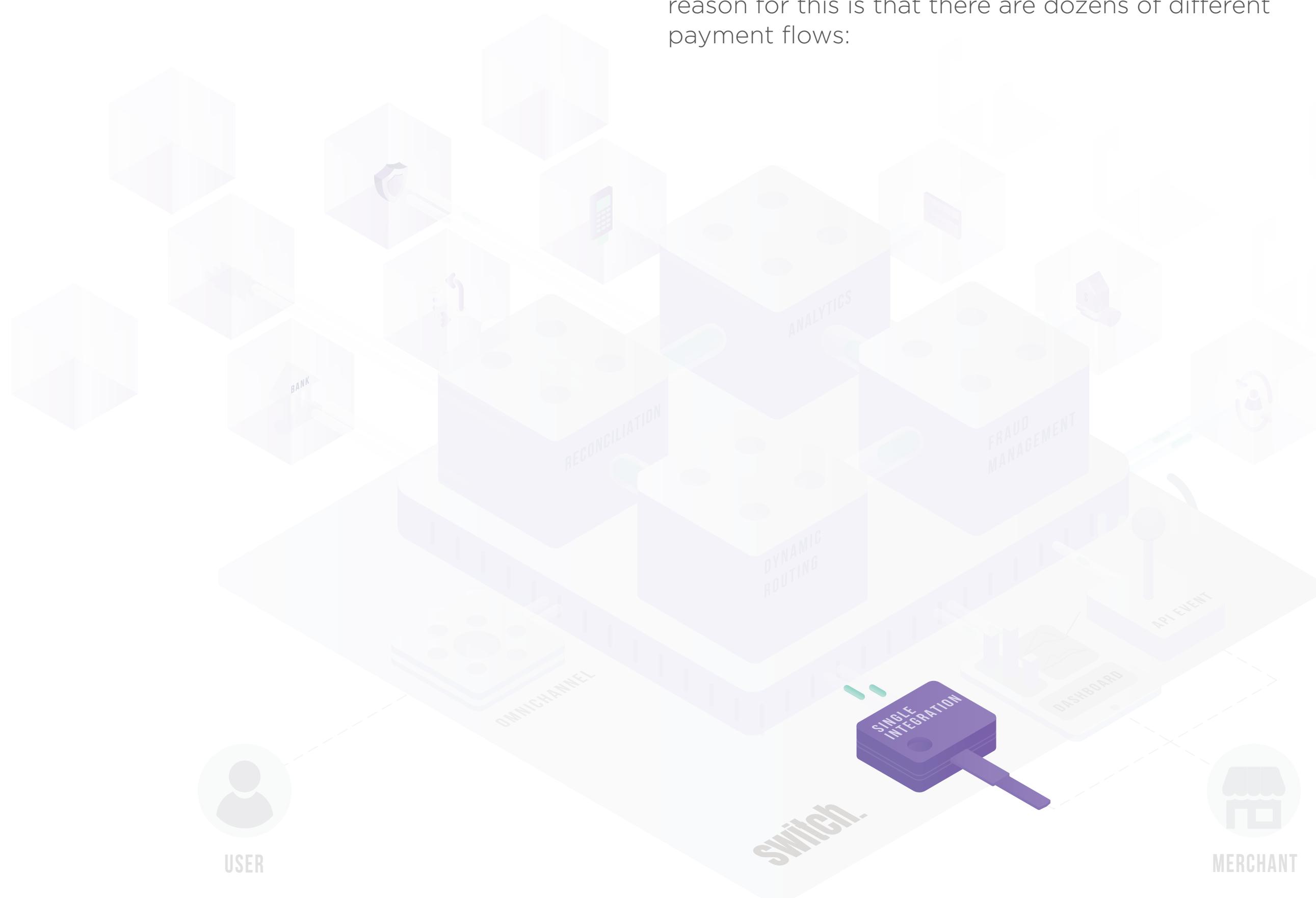
An international retailer was able to connect its existing EFTPOS fleet to the Switch platform through same integration used on their online operation. They can now roll out new checkout experiences with mPOS and accept international cards from the same equipments at a much faster pace.

Single Integration_



EVERY PAYMENT PROVIDER, ONE INTEGRATION.

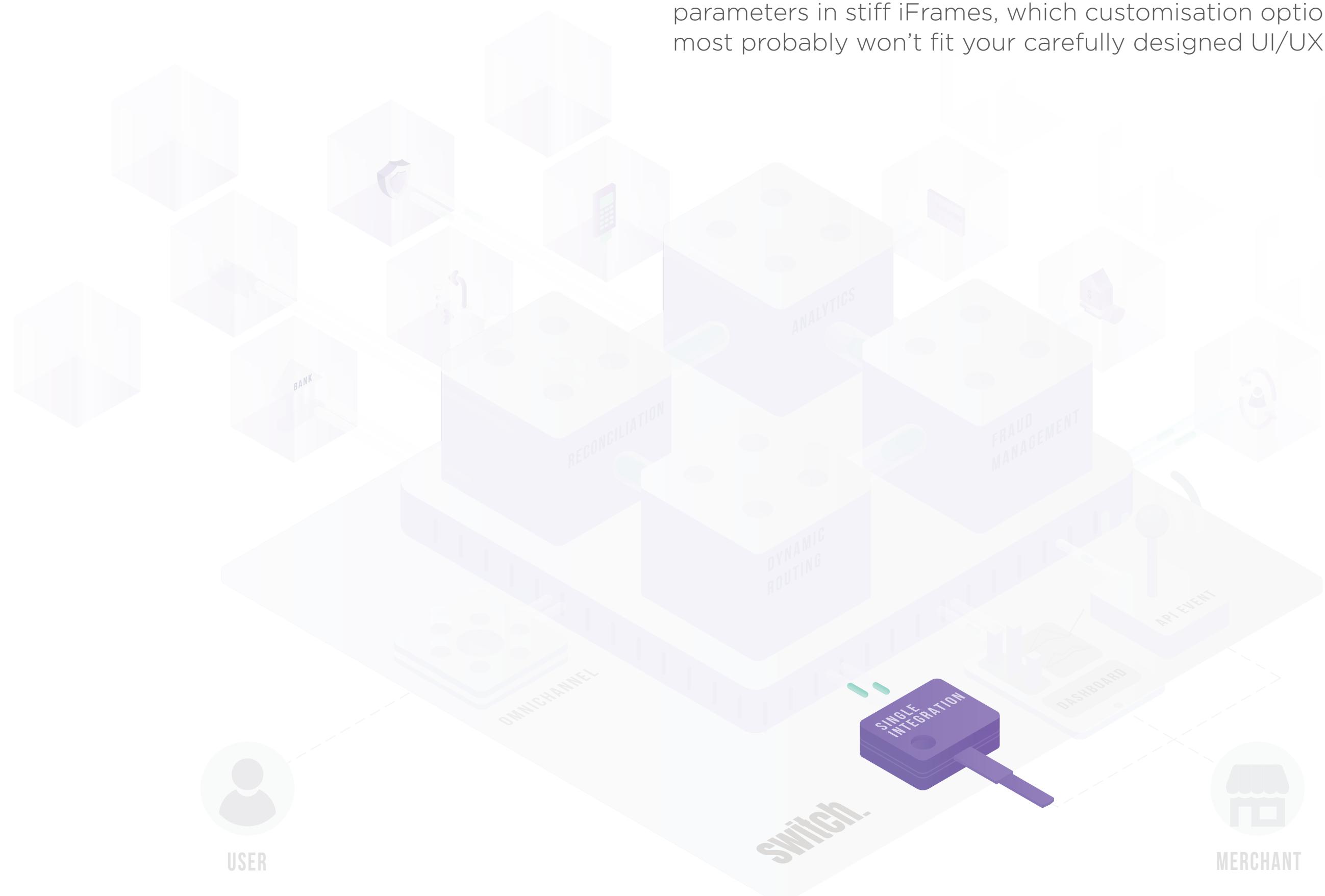
There are high development costs associated with supporting an additional payment provider, or an additional payment flow. Each provider added seems to take more time than the one before. The reason for this is that there are dozens of different payment flows:



- Processing credit cards is typically a synchronous task, except for recurring payments, or auth-capture, or 3D secure transactions;
- PayPal requires redirecting the user to an external site, except for recurring transactions;
- Asynchronous payment methods take a minute to finish—except for post-payments—that can take days;
- Payment data can be sent all at once or in several steps;
- The list goes on...

We've developed our payments infrastructure from the ground up with an holistic approach since day 1. The Switch API uses the same abstractions for all transactions, regardless of them being synchronous or asynchronous, payins, payouts or marketplaces, redirection-based, pre-payments or post-payments, one-time or recurring.

Single Integration_



DYNAMIC FORMS

"Single Integration" is probably the most overstated line across the entire industry. Most often, what it really means is that your customers will be faced with an outdated checkout experience: being redirected to a hosted page, or inputting their authentication parameters in stiff iFrames, which customisation options most probably won't fit your carefully designed UI/UX.



SINGLE INTEGRATION DONE RIGHT

- 1. Charge:** an intent to initiate a payment through a specific payment channel;
- 2. Instrument:** authentication parameters' collection and secure communication with financial institutions for authorisation;
- 3. Payment:** the actual fund transfer, one-time or recurring, supporting partial and full refunds.

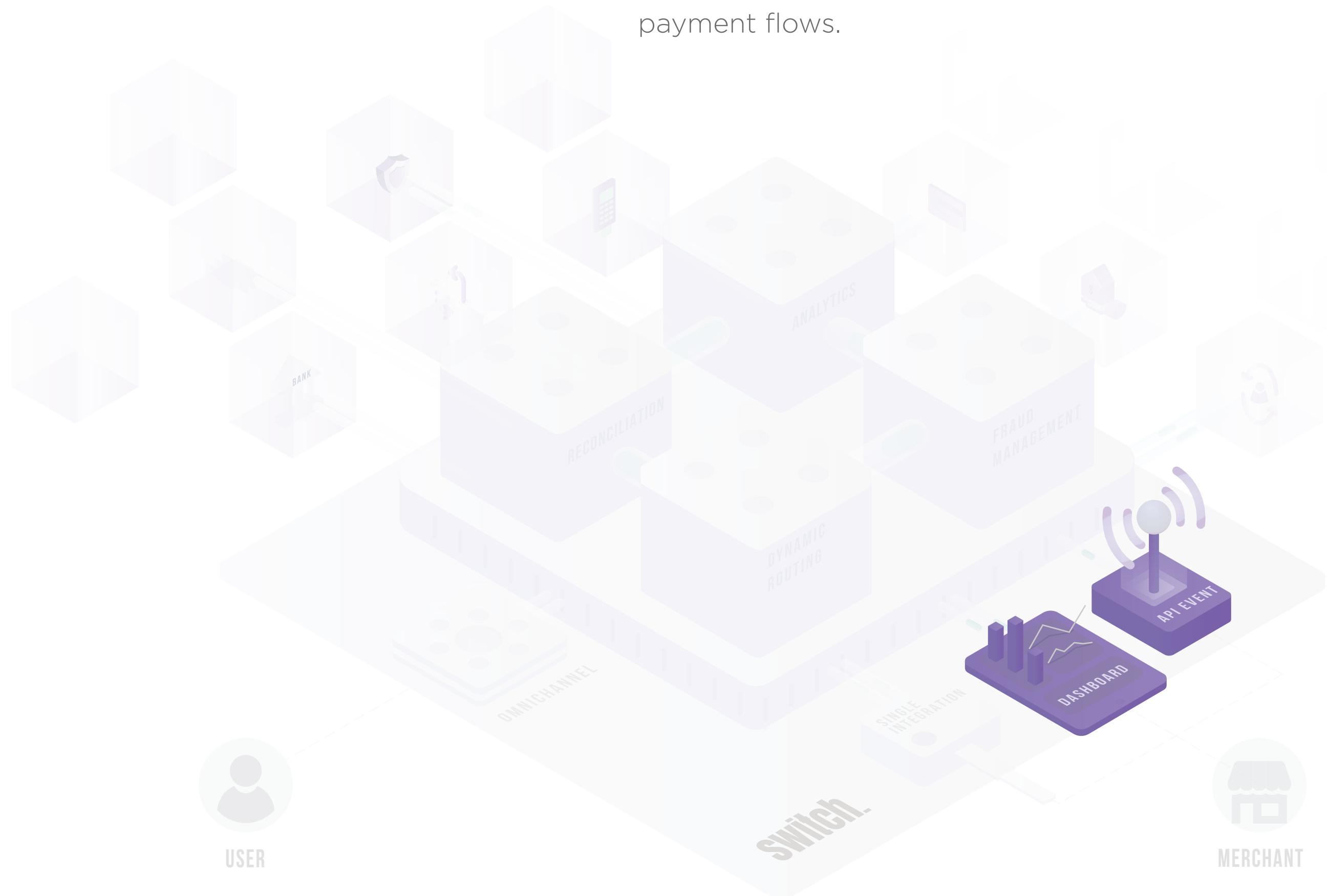
By integrating with our innovative Dynamic Forms, you'll be able to add new payment channels without any changes in your code, while keeping your checkout experience fully customisable.

Our client-side library will check all payment channels enabled on your Merchant Account, returning a Form Schema for each of them. A Form Schema is a description of all the payment data fields required to process a specific payment method. You'll dynamically build your form based on that list—and that way—if more payment channels are added in the future, your code will be ready for them.

Collecting specific data yourself? Payment configurations? Your app has specific technical requirements? Specific UX requirements? We've seen it all, and can adapt to it.

Reporting_

Improve your strategic analysis, decision making and monitoring through Switch's comprehensive reporting capabilities. Interactive data visualisation and analysis tools help you detect and understand trends, providing additional insight into your payment flows.



API EVENTS

The more stakeholders a payments operation involves, the more complex is to enable and maintain their connection with diverse platforms, applications and systems, both managed internally or through external partners/vendors. Switch reports all transaction lifecycle events through HTTP callbacks to predefined URLs—webhooks—enabling the development of automated workflows in real-time.

An online retailer is using Switch API events to measure variations in unit economics and effectively adapt their customer acquisition strategy, by adding payment data to an internal application that uses multiple sources to calculate their cost structure (e.g. COGS, Coupons, Packaging & Shipping).



SWITCH DASHBOARD

Building internal tools to measure payment operations is a costly and time consuming investment. We have developed a web application built on top of the Switch API—Switch Dashboard—offering powerful analytics and actionable tasks on every transaction running through the Switch platform.

A car sharing network is relying exclusively on the Switch Dashboard to perform every payments-related task across the entire organisation:

- *Their Financial Department is monitoring every settlement, making sure that there are no outstanding transactions or inconsistencies in commissions charged by payment providers.*
- *Their Operations Department is using the analytics feature to fine tune transaction blocking rules, optimise acceptance rates and managing disputes.*
- *Their Customer Support Department is reviewing transaction issues and issuing refunds.*

Security



AVOID COSTLY CERTIFICATIONS

Processing payments and handling private personal data require cumbersome certifications, which have high recurring implementation costs. Switch is compliant with the latest security and privacy standards/legislation, so you don't have to.

PCI and RGPD certification can go up to hundreds of thousands of euros, but failure to comply can cost tens of millions in fines.



PROTECT YOUR DATA

Personal and payment data breaches are getting larger and more common. Switch improves the security of your data continuously, following the latest security standards and guidelines and implementing state-of-the-art measures.

- **Equifax (2017):** Personal information (including Social Security Numbers, birth dates, addresses, and in some cases driver license numbers) of 143 million consumers; 209,000 consumers also had their credit card data exposed.
- **Ebay (2014):** 145 million users' names, addresses, dates of birth and encrypted passwords.
- **Target (2013):** credit/debit card information and/or contact information of up to 110 million people compromised, which costed them \$248 million.
- **Yahoo (2013):** 3 billion user accounts compromised, knocking an estimated \$350 million off Yahoo's sale price.

Product:

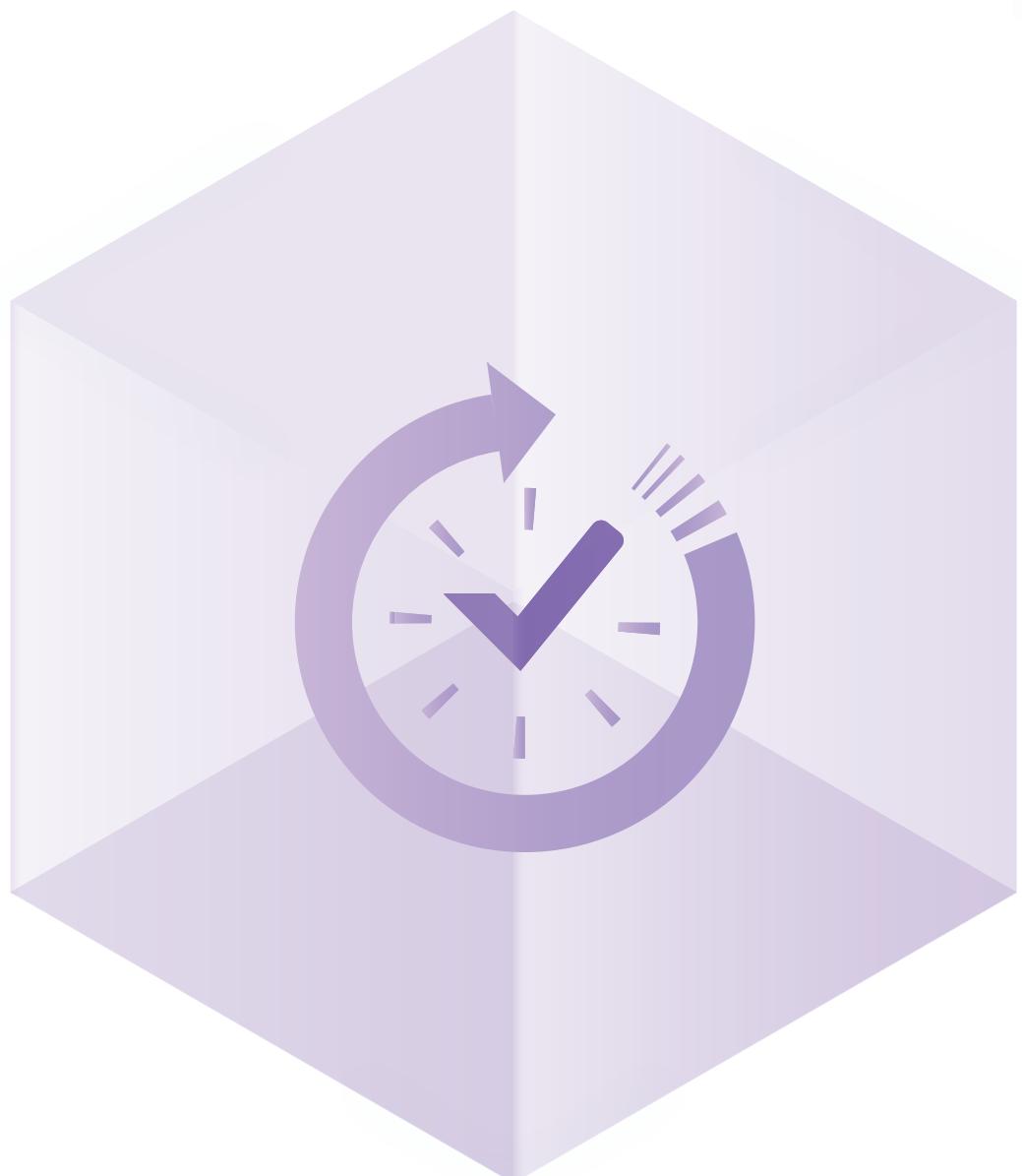
01. *Payment data never touches merchant servers*
02. *Data always transits and rests in bank grade encryption and security*
03. *Switch is PCI compliant and routinely audited*
04. *Switch follows OWASP and SANS guidelines, among others*
05. *Switch adheres to RGPD data protection*

Resilience_



ZERO DOWN-TIME

Payments are often the most critical part of a software application, and they should work even when the rest of your product is down. Our infrastructure is optimised for stability, and alerts you when there's a failure in your system or in any payment provider.



Last year, Switch handled the outage of 2 infrastructures, 1 DNS and 4 payment providers, with zero down-time, saving its customers millions of euros while their competitors were down.

Product:

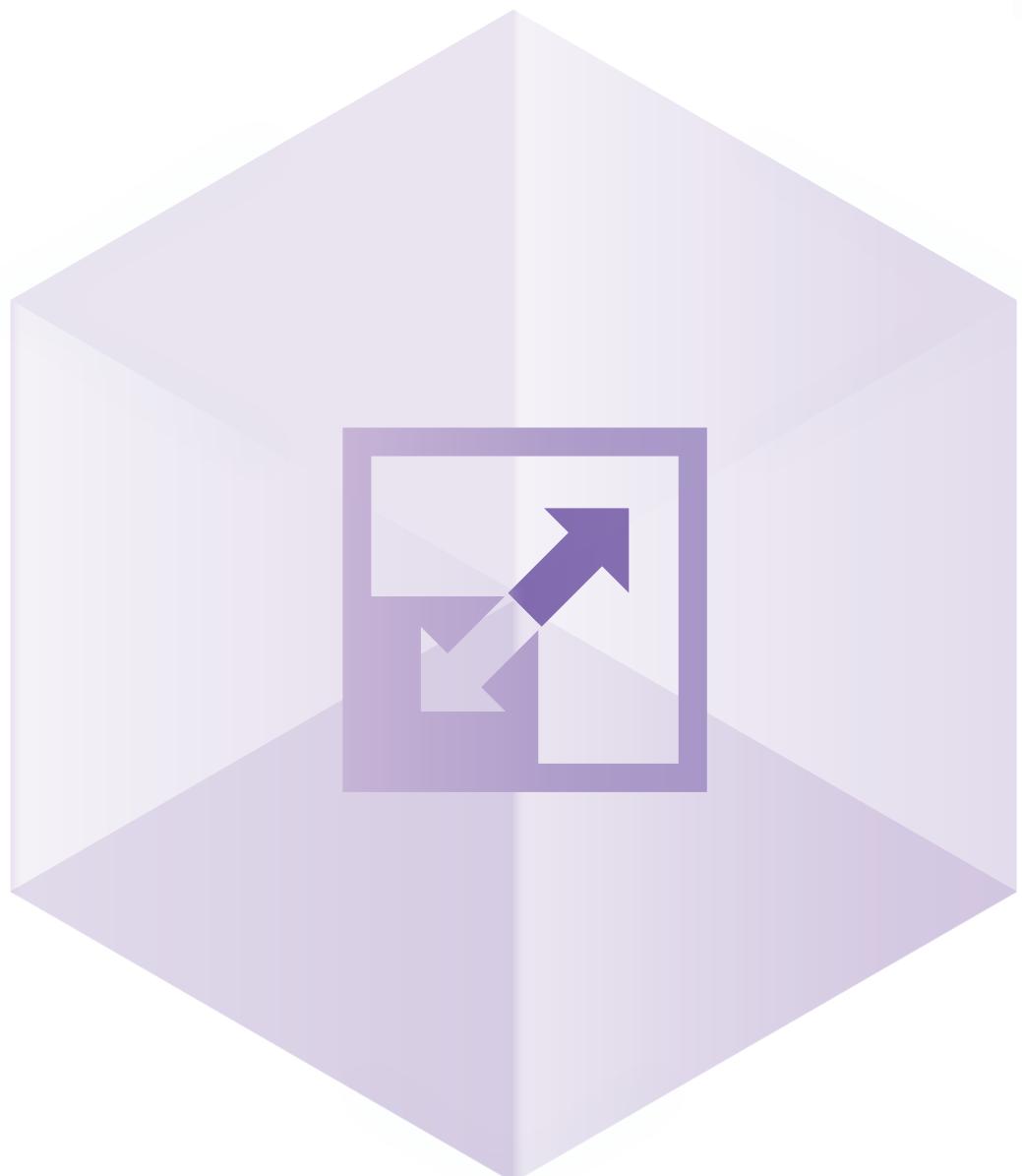
- 01. Automatic payment method redundancy and fallback**
- 02. Anomaly detection alerts**
- 03. 24/7 Monitoring and high-availability SLA**
- 04. Automatic backup and disaster recovery**
- 05. Zero downtime upgrades**
- 06. Deployed on multiple PCI providers and geographies for redundancy**

Scalability_



GROW WITHOUT WORRYING

Large volume businesses have so much data that it can be a costly and challenging engineering task to scale its infrastructure. Switch uses state-of-the-art technology to handle and process Big Data.



Before using Switch, a leading tech-savvy e-commerce was still processing millions of monthly transactions using manual excel spreadsheet operations—and had no control of their financials—because of their lack of big-data infrastructure and operations.

Product:

01. *Big Data infrastructure and stream processing*
02. *Handles millions of transactions*
03. *Docker container based architecture*
04. *Automatically scalable based on traffic*
05. *Full horizontal scalability*

Support_



LEARN FROM THE COLLECTIVE EXPERIENCE

The payment industry is very complex and it's not easy to know which payment partners/methods are available and suitable for your business, as well as its requirements and inner workings.

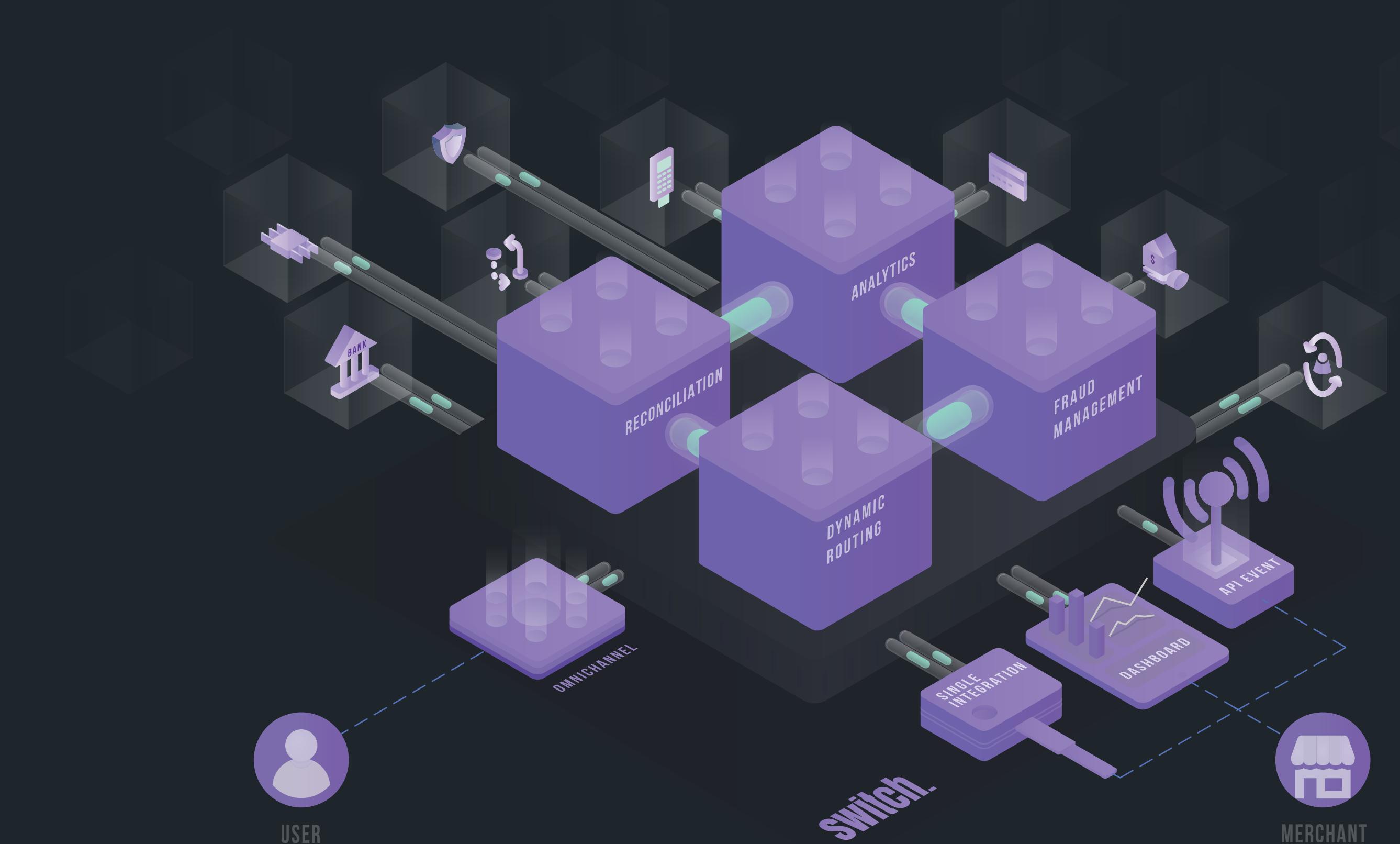
Switch offers specialised payment management support, making sure you connect with the right providers to optimise your payments operation.



GET THE SUPPORT YOU DESERVE

When something goes wrong with payments, you want fast answers. Switch offers a dedicated account manager and 24/7 support SLAs.

It's not unusual for the Switch team to be the first to acknowledge and proactively notify a merchant that their servers are down. This happens because our application monitoring system automatically triggers alerts each time an external communication fails.



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