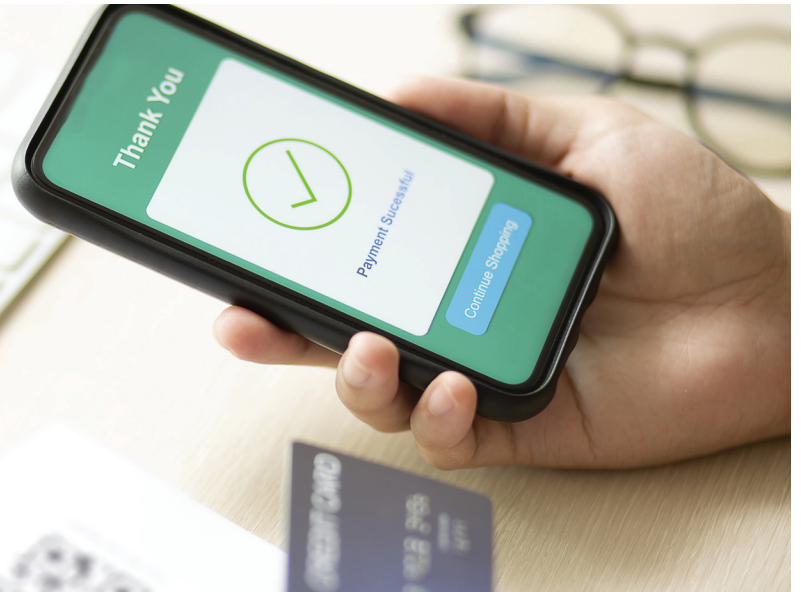


# Adding Value to Software Via Integrated Payments



## User

Our client is a practice management software development company that specializes in the chiropractor space. The company was acquired in 2017 by a private equity firm that saw the potential for massive growth with the integration of payments within their software solution.

## Problem

The Client knew that payment processing integrated within their software solution was something that customers needed and expected. Without that component, customers were left to their own devices, which caused more issues, human error, and wasted time. The main question was whether or not to integrate payments on their own as a Payments Facilitator or to work with a partner. Ultimately, the Client determined that it was risky to go to market without a payments partner because of the complexities and costs.

Instead, the Client needed to find a payments partner that would enable them to keep customers inside of the Client's software solution while everything happened seamlessly on the backend.

## Solution

The Client partnered with Global Payments Integrated to streamline the payments process, features, and functionalities. This enabled the Client to go to market quickly as everything they needed for payments was already set up and easily integrated via a single API key. Unlike other options, Global Payments Integrated was also able to offer the Client multiple solutions including card present, card not present and much more, which broadened the Client's payment operation for its customers.



## Wins

### **Business model:**

The Client appreciates that our business model centers around integrating with software partners. Additionally, Global Payments Integrated is a specialized division with developer-focused staff and support, but we are also backed by the leading pure play payments technology company, Global Payments, Inc. It is the perfect combination of small shop service and massive stability.

### **Leverage:**

The Client was able to get to market a lot faster and did not have to take on as much risk with underwriting, investing, obtaining a money transmitter license, and all the other steps to becoming a payments facilitator. Instead, they leveraged Global Payments Integrated's resources and a team of seasoned payments experts to offer a seamless, embedded commerce experience to their customers.

### **Smooth experience:**

One of the Client's biggest criteria for a payment solution was ensuring that their customers could stay inside of the Client's user interface. Partnering with Global Payments Integrated enabled the Client to offer a payment solution that didn't bounce the customer around to other interfaces. Everything from reconciliation to posting to a patient's ledger could happen flawlessly behind the scenes, enabling the Client to provide more value to their customers via a seamless, smooth customer experience.