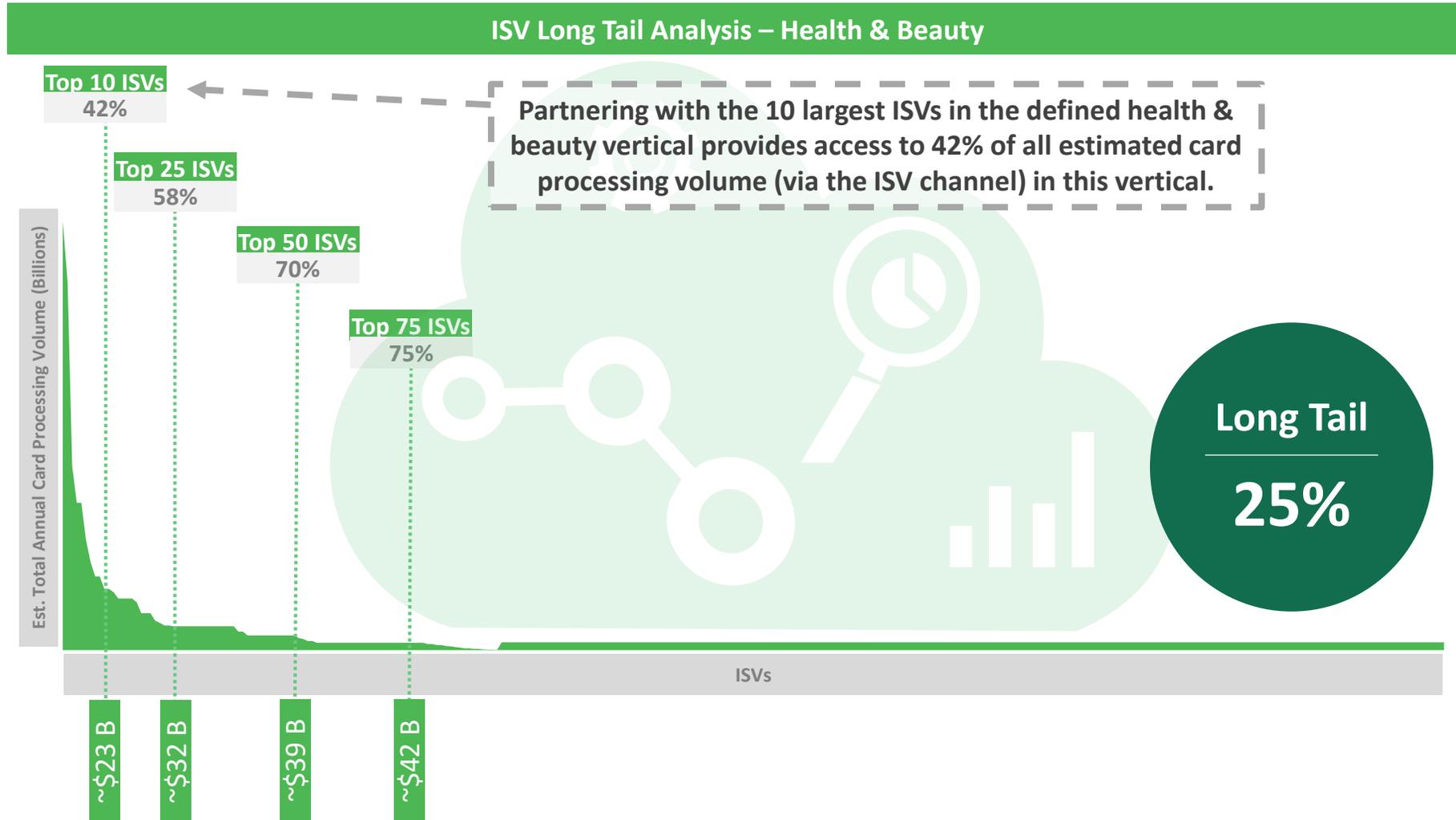


Payments Analytics Month: ISV Long Tail Analysis – Health & Beauty Space



Leveraging TSG’s analysis, extensive research, and [AIM](#) (Acquiring Industry Metrics) platform, the following long tail chart was created. This shows the concentration of card processing volume among ISVs that serve the “health & beauty” merchant space. The chart shows that the top 10 ISVs (largest ISVs by number of total merchants served), control an estimated 42%, or \$23 billion of the total estimated card processing volume among “health & beauty” merchants that utilize an ISV.



For the purposes of this illustration, TSG’s analysis on the health & beauty space includes the following merchant categories:

- Fitness Centers/Gyms
- Beauty & Barber Shops
- Health & Beauty Spas

TSG’s Definition of an Independent/Integrated Software Vendor (ISV):
A company that develops software solutions that aid in managing different functions of a business operation. Generally, these software makers specialize their solution to a specific merchant vertical market.

- *The primary purpose of the software offering is to help merchants manage their business operations (e.g. accounting, inventory, scheduling, payments etc.).*
- *Typically is vertically focused on one industry, or like industries, with a specialized solution for merchants in that industry.*
- *Credit card acceptance functionality may or may not be a feature of the software product.*
- *The software offering is developed by and is proprietary to the ISV.*