t/g

Payments Experts. Powerful Data.

THE STRAWHECKER GROUP®

GATEWAY ENTERPRISE METRICS (GEM)
BUSINESS CASE

Your Performance. Now.

The GEM value proposition is centered around its ability to provide the partner perspective to global payment service providers (PSPs), while benchmarking them against other leading players.

Payments companies that use GEM to externally monitor their gateways and react to potential merchant issues real-time have merchants that stay with them 8% longer than those that don't.

This amounts to an uplift of $4,800,000 in additional annual net revenue for a merchant portfolio with 20,000 merchants.*
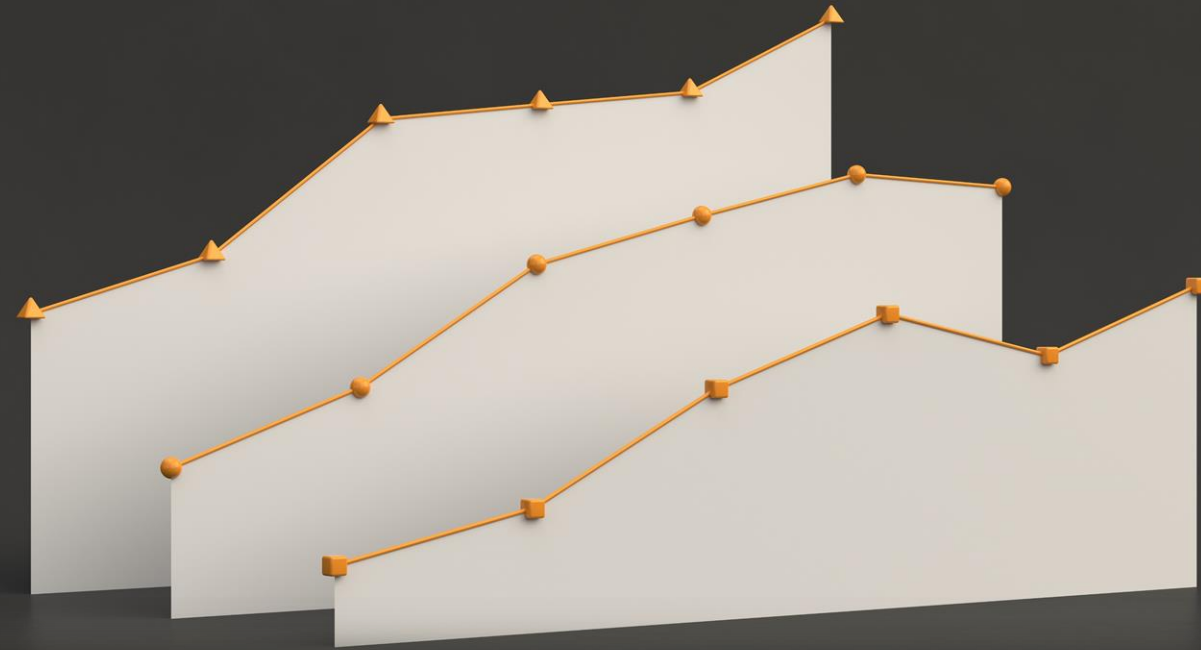
*TSG analyzed 11 GEM member merchant portfolios versus 20 non-GEM member merchant portfolios during GEM member subscription periods over three years. At the end of the period analyzed, those that were GEM members had merchants that on average stayed 8% longer than those that did not. The average U.S. merchant produced $252/month of net revenue in February 2022. $252/month x 12 months x 20,000 merchants x 8% = $4,800,000 in additional annualized net revenue. The analysis was completed by leveraging TSG's AIM Platform.
Net Revenue is defined as merchant acquirer gross revenue less cost of sales (excludes equipment related revenue).

The Three Key Benchmark Areas of GEM

Why do GEM users have merchants that stay with them 8% longer than those that don't?
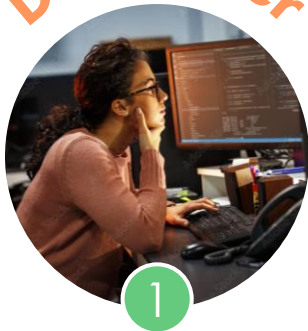
Developer
1

API Set & Developer Tools Assessment

TSG evaluates and delivers a detailed assessment of API set, Dev Tools, sandbox, and certification by actually conducting an integration into the Gateway, along with evaluating documentation.

Performance
2

Real Transaction Metrics

TSG sends real transactions from multiple locations and pings 24/7/365 from over twenty different global locations.

TSG reviews data daily to uncover and report on issues. Detailed reports are delivered weekly, monthly, and semi-annually, as well as add-on text messaging services.

Merchant
3

eCommerce Merchant Experience & Account Boarding Assessment

TSG completes an anonymous process of opening new merchant accounts to obtain the ability to accept cards online.

This assessment, powered by the firm's Market Intelligence product TruShop, measures and benchmarks the experience from the merchant's point of view.

GEM Members Win and Retain Merchants

GEM members win and retain by testing out portions of their systems before boarding large, valuable enterprise clients. This is a capability unique to the GEM platform.

One GEM member recently tested transactions using GEM before boarding multiple large, eCommerce merchants and discovered transactions were taking an unacceptable 10+ seconds.

This process allowed the member to address these issues in advance of boarding these merchants.

Since one merchant with $1B in annual card volume is worth $500,000 in *net revenue to a PSP, this exercise could justify the cost of GEM on this basis alone.

*Net Revenue is defined as merchant acquirer gross revenue less cost of sales (excludes equipment related revenue).

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Don't Take Our Word for it – Listen to Our Clients

"TSG's robust assessment of our gateways provided great feedback which we used in our efforts to continuously improve and enhance our API. Using this as a guide has helped us make critical enhancements."

Nicole Jass, SVP of Product, Growth Solutions, FIS
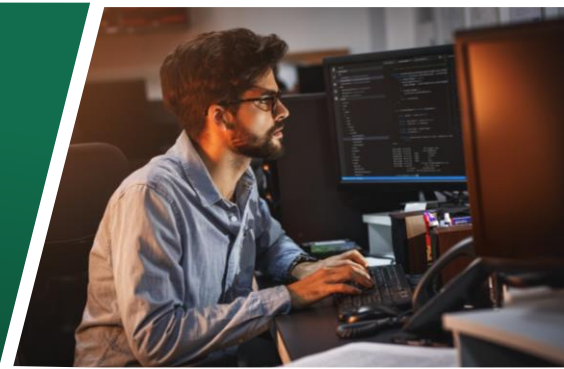
"Since joining GEM the team has worked closely with TSG to make tangible adjustments. TSG has helped us better understand and improve our platforms and integrations."

Chief Product Officer, Elavon

"TSG's GEM platform has proven to be extremely valuable in benchmarking our offerings from both a merchant and developer perspective."

Senior Software Engineer, Chase

What is the Value of Good Press?

→ *GEM members are automatically included in benchmarking studies conducted by TSG throughout the year. Awards are then announced for PSPs based upon a number of metrics.*

These awards frequently become the foundation of a PSP's marketing campaign to merchants, developers, and other partners.

Row 1:

- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Best Performing Gateway — REAL TRANSACTION METRICS AWARDS — Awarded to: csgforte / FIS (Express) — 2022
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Highest Auth. Rate — REAL TRANSACTION METRICS AWARDS — Awarded to: JPMorgan Chase & Co. (Orbital) — 2022
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Fastest Transactions — REAL TRANSACTION METRICS AWARDS — Awarded to: Elavon (Fusebox) — 2022
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Lowest Gateway Minute Outage: Global — REAL TRANSACTION METRICS AWARDS — Awarded to: csgforte — 2022
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Lowest Gateway Minute Outage: North America — REAL TRANSACTION METRICS AWARDS — Awarded to: csgforte — 2022

Row 2:

- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Overall API Assessment — "BEST OF BREED" API AWARDS — Awarded to: FIS (U.S. eCom Platform) — 2021
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — API Set — "BEST OF BREED" API AWARDS — Awarded to: fortis (Formerly EpicPay) — 2021
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Developer Roadmap — "BEST OF BREED" API AWARDS — Awarded to: adyen — 2021
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Best Sales Process — ECOMMERCE MERCHANT EXPERIENCE AWARDS — Awarded to: JPMorgan Chase & Co. — 2021
- tsg — Payments Experts. Powerful Data. THE STRAWHECKER GROUP — Ease to Launch — ECOMMERCE MERCHANT EXPERIENCE AWARDS — Awarded to: Square — 2021

What is the Value of Good Press?

→ *GEM can serve as a new marketing channel*

Press:

TSG promotes the GEM Awards through various channels, including dedicated Press Releases, Email Blasts, Web Pages, and Social Media. In addition, GEM Award winners often find value in highlighting their recognition through their own national press releases to build awareness.

TSG Promotion Examples

TSG Recognizes Leading Payment Gateways with 2021 API Awards

Recognized companies include Adyen, CSG Forte, EpicPay, FIS, and Visa

NOVEMBER 10, 2021 · PAYMENTS AWARDS
TSG Announces 2021 eCommerce Merchant Experience Winners

SQUARE WINS EASE TO LAUNCH AWARD

Ease to Launch
ECOMMERCE MERCHANT EXPERIENCE AWARDS
Awarded to
◻ Square

GEM AWARDS 2021
RECOGNIZING TOP PERFORMING GATEWAYS

Recognized companies include Square, JPMorgan Chase, North American Bancard, Shift4, Heartland, and Shopify

The Strawhecker Group (TSG) is pleased to recognize a selection of payments companies for their exceptional start-up, small and medium-sized (SMB) eCommerce merchant experience. Read the press release.

Award Winner Promotion Examples

businesswire
A BERKSHIRE HATHAWAY COMPANY

FIS Named Best-Performing Payments Gateway for Second Consecutive Year by The Strawhecker Group in its 2021 Real Transaction Metrics Awards

Key facts

- The Worldpay from FIS U.S. eCommerce Platform received first place for Best Performing Gateway, as well as runner-up for highest gateway uptime.
- The FIS Access Worldpay gateway won awards for highest rate of successful authorizations and highest uptime.
- The FIS Express gateway was runner up for Best Performing Gateway and for processing the fastest transactions.

FiS

February 01, 2021 08:00 AM Eastern Standard Time

GEM Awards are Regularly Quoted in Earnings Reports

"This year, we saw a tremendous recognition for our leadership in fintech as a global company. To name a few, Fast Company Magazine named FIS in their Best Workplaces for Innovators' List. In merchant, our Access Worldpay earned honors for Highest Authorization Rate by the Strawhecker Group."
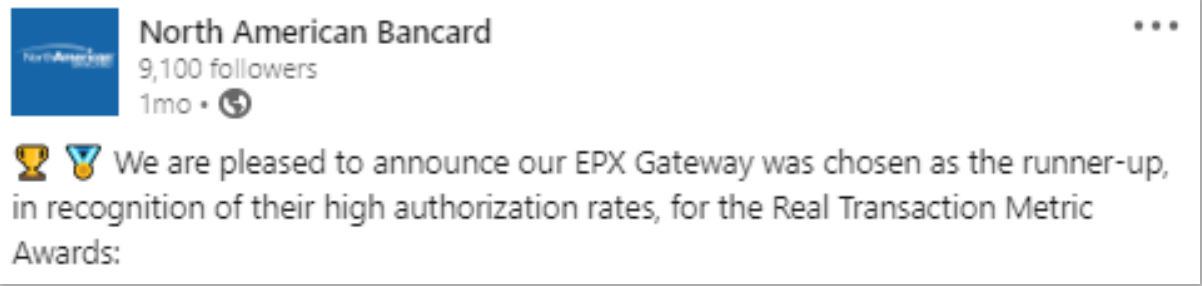
FIS Q4 2021 earnings call from CEO Gary Norcross

What is the Value of Good Press?

→ *GEM can serve as a new marketing channel*

Social Media:

GEM subscribers utilize social media to share recognition with clients, prospects, and their teams. Award winners receive Media Kits from TSG to help promote their success.

Example Graphics from Media Kit:

What is the Value of Good Press?

→ *GEM can serve as a new marketing channel*

Article/Blog:

Using GEM as a third-party benchmark, GEM subscribers can tout how they perform versus the market.

The Increasing Importance of Payment Gateways in the Growing Digital Economy

J.P.Morgan

J.P. Morgan's Orbital Gateway earns top industry ranking

KEY POINTS

- The need for an integrated, multichannel payments strategy is growing exponentially as merchants diversify channels and consumers increasingly browse, research and purchase remotely.

- In this environment, merchants are dependent more than ever on robust payment platforms —functionality, scalability, speed and reliability are critical to success.

- J.P. Morgan's Orbital Gateway offers clients an "always on" partner with a full suite of DIY, PnP payment products that meet real-world needs.

- Orbital recently received a No. 1 ranking in the latest Gateway Enterprise Metrics (GEM): Real Transaction Metrics: Semi-Annual Report from The Strawhecker Group (TSG).

- Read on to find important information on how to assess payments gateway providers and why the Orbital Gateway may be the solution you need to capitalize on the growing now economy.

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16 February 2021

Elavon

Axis – the foundation of Elavon payments

The strongest buildings rely on solid foundations. Axis is ours and, like all good foundations, it does its job without most people knowing about it.

"Being able to take it for granted is a testament to its success," says Tom O'Shea, Vice President of Transaction Systems at Elavon Europe.

"It's secure, scalable and runs at lightning speed – it's the unseen backbone for all authorisation processing in Elavon."

Axis is pivotal to transaction processing at Elavon and has recently secured a number of industry accolades from The Strawhecker Group (TSG), the largest analytics and consulting firm focused on the payments acceptance industry.

Using the firm's Gateway Enterprise Metrics (GEM) platform, which monitors gateway performance on a 24x7x365 basis for over twenty of the world's leading gateways and switches, in 2020 Axis ranked first for Gateway Availability** and for the highest Transaction Success Rate*.

"When you build anything, you want to build it once and build it right", says Kelly Price, Senior Technical Communications Consultant at Elavon Europe.

tSg

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THE STRAWHECKER GROUP®

The Strawhecker Group (TSG) is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.

20+ Years
Average Associate experience in the payments industry

1,000+
Clients advised, including many in the Fortune 500

40+
Of the top 50 merchant acquirers served, including 9 of the top 10

250+
Completed payments company valuations; as well as ~30 buy/sell/investment advisements

~4 Million
Card-accepting merchants in TSG's AIM analytics platform, driving millions of dollars in ROI for its users

400+
Completed Market Intelligence analyses on the global payments landscape, uncovering hundreds of thousands of data points

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