AlliedCardPay

Integrated Payment Solutions for ISVs & Platforms

Embed Payments | Monetize Transactions | Scale Faster

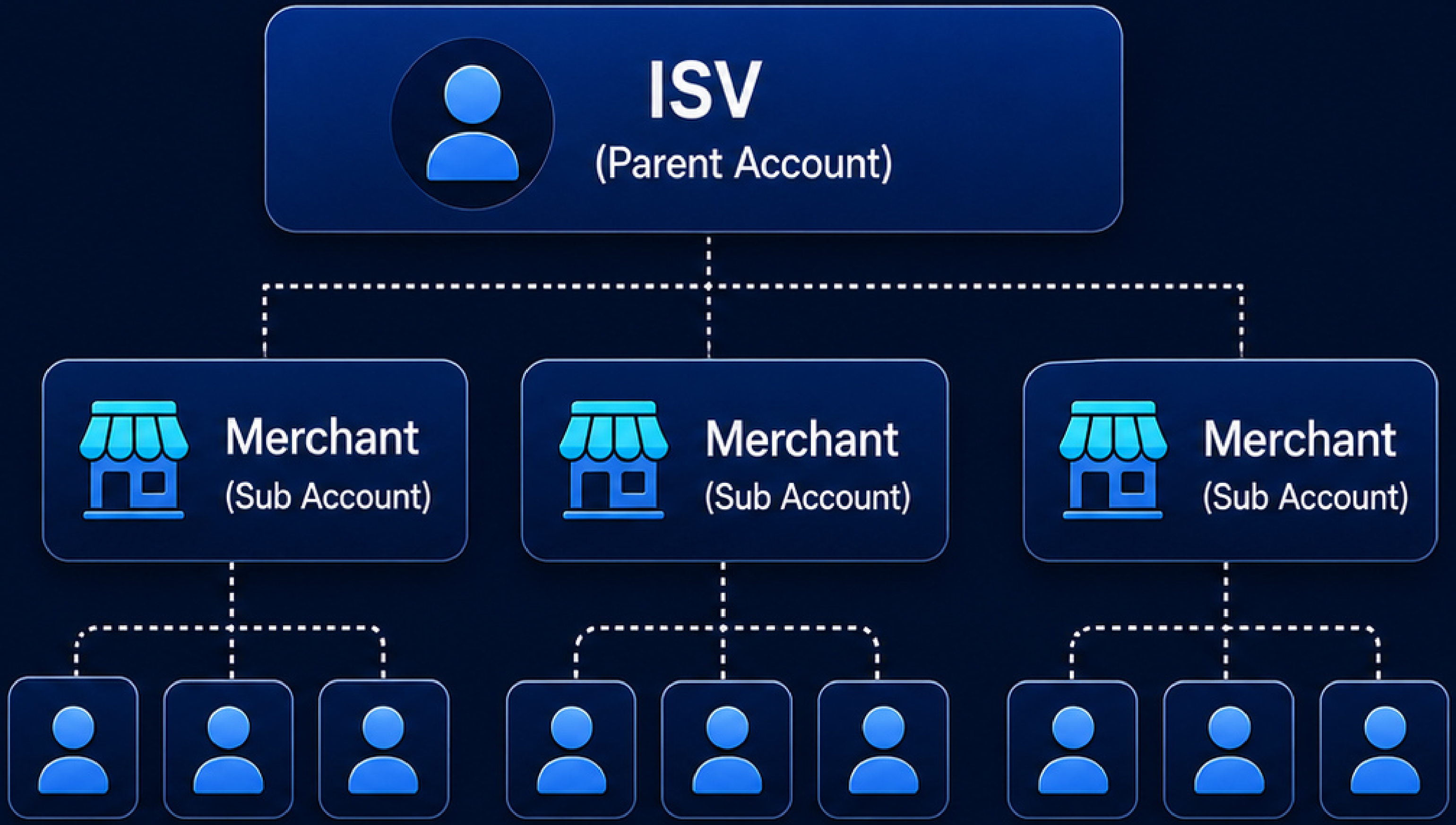
ISV SOLUTION

Powering Payments. Driving Possibilities.

Allied CardPay

Account Hierarchy

- Set up ISV Parent Account
- Sub Account for each Merchant
- Clear and scalable structure



ISV SOLUTION

API Key & Tokens

- Generate your API Key
- Generate Token for individual Sub Accounts (Merchants)

API KEY

Use your API Key to authenticate your requests

TOKEN

Use Token to access individual Sub Accounts (Merchants)

MERCHANT ONBOARDING

ONBOARDING

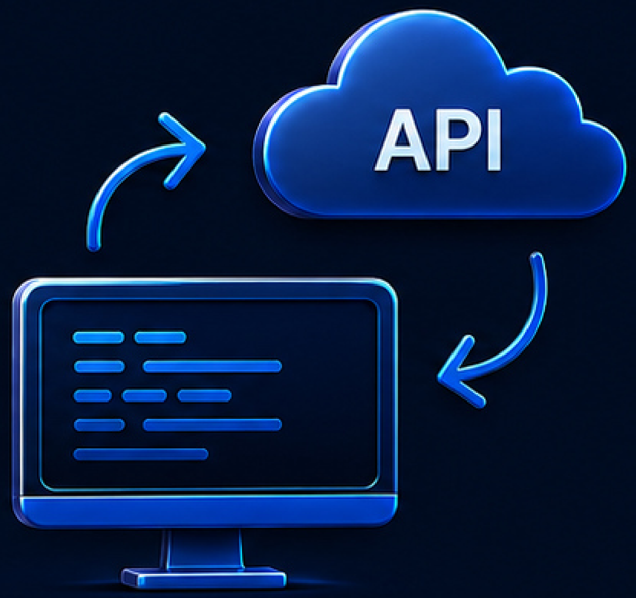
Applications API
(Rest-based)

OR

Rapid Onboarding
(Hosted Onboarding)

APPLICATIONS API

- **Streamlined Onboarding**
  - Partners can onboard merchants using a REST-based API
- **Full Control**
  - Partners manage the entire merchant experience while leveraging the onboarding capabilites
- **Easy Document Upload**
  - Upload KYC documents through the API
- **Seamless Management**
  - We handle account approval; you deliver a smooth customer experience
- **Customizable Application**
  - The merchant application can be customized to match the partner’s look and feel



Applications API
(Rest-based)

RAPID ONBOARDING

- ◇ **No Development Effort Needed**
  - Utilize our ready-made online application form
- ◇ **Efficient Information Collection**
  - We gather all required information from your merchants
- ◇ **Seamless Management**
  - We handle the infrastructure and account approval
- ◇ **Enhanced Customer Experience**
  - You deliver a smooth and seamless experience to your customers

Rapid Onboarding
(Hosted Onboarding)

ONBOARDING JOURNEY

Understand requirements and deliver a payment solution

Online Registration

Merchant Fills the Online Form.

Register and create an account to proceed.

Business Information

Collect Business Information.

- Legal name
- Tax id number
- Business type
- Industry
- Business Owner Information

Banking Details for payment

Collect and validate

The merchant provides the Banking details into which account they want to send the funds.

Review and T&Cs

Terms & Conditions

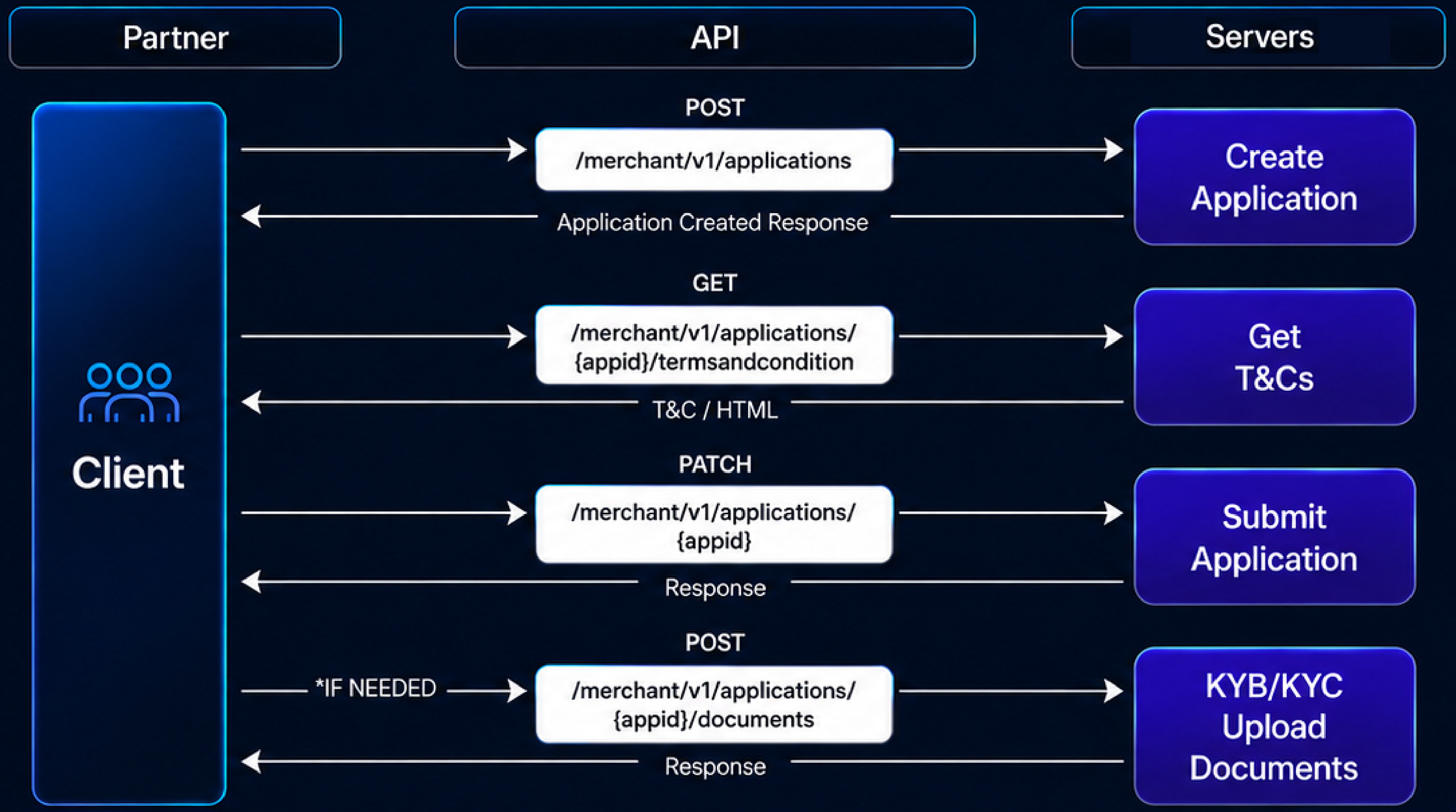
- T&Cs are shown for review and support
- Decision registration
- PDF download available

Submit Application

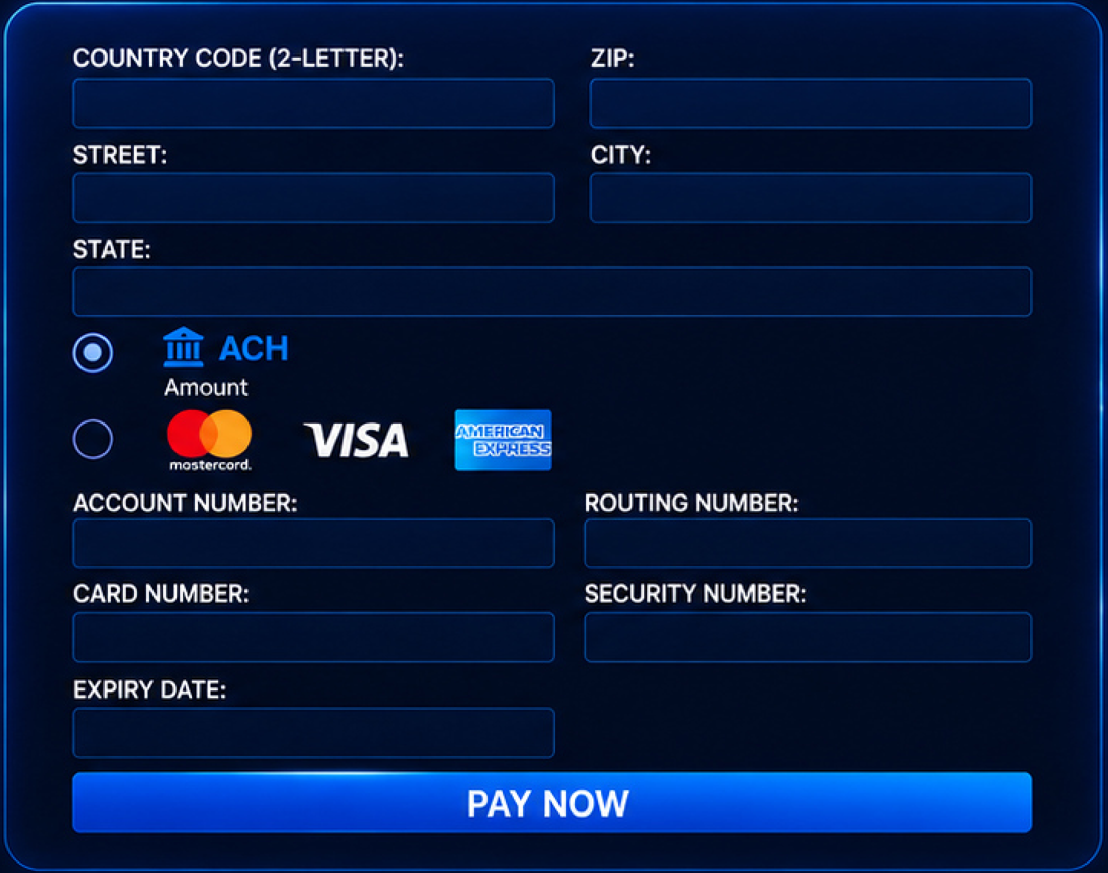
App Approval

- Application Approvals are within minutes

CALLS SEQUENCE



PAYMENT
PROCESSING



- You control your website's UX/UI design.
- Hosted Fields embedded into your website.
- No redirection is required
- Least demanding PCI compliance SAQ-A
- Supports 3D Secure

Payment Methods

- Credit / Debit Cards
- ACH/EFT
- Apple Pay & Google Pay

REVENUE MODELS

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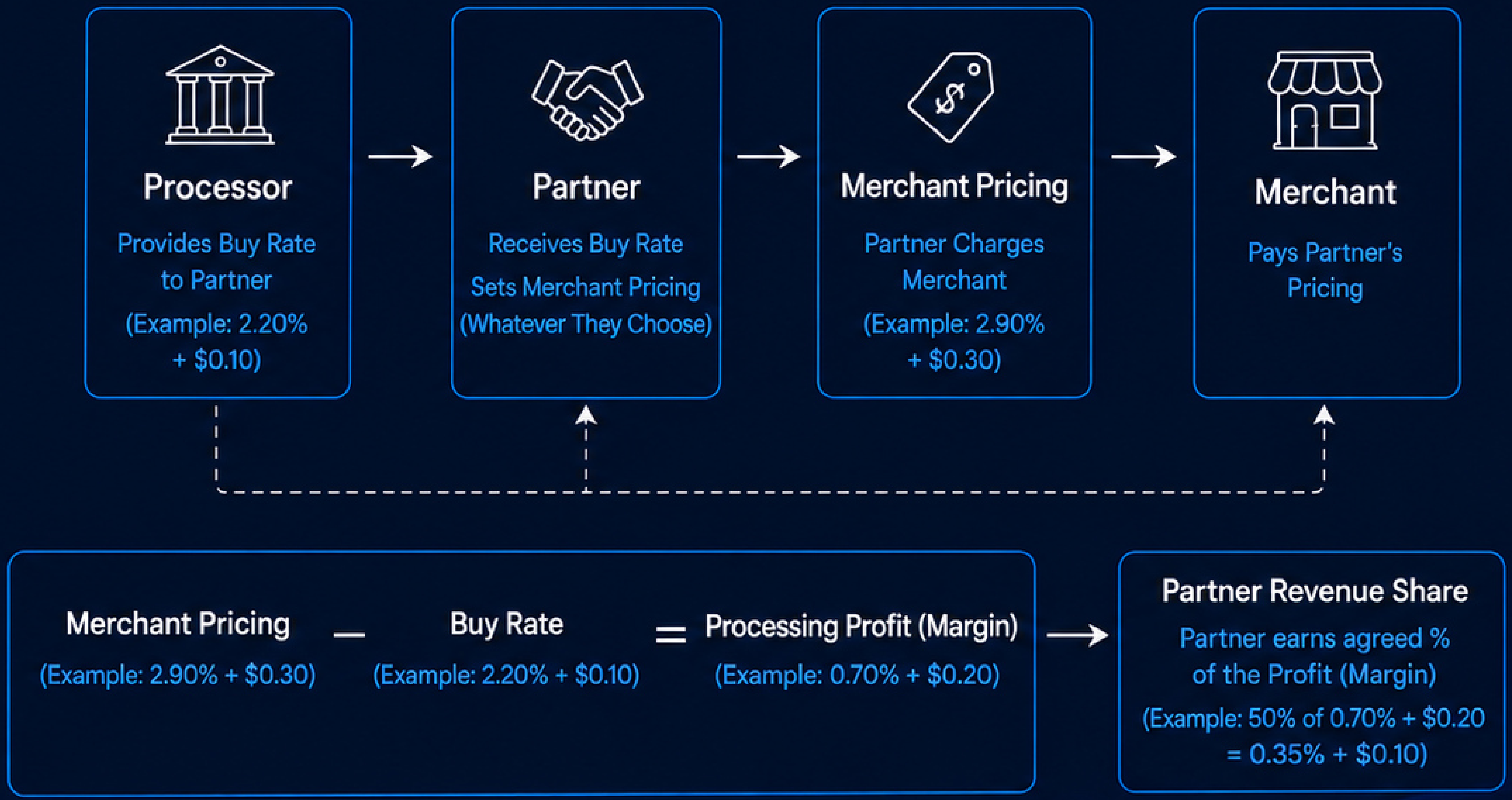
Commission Model

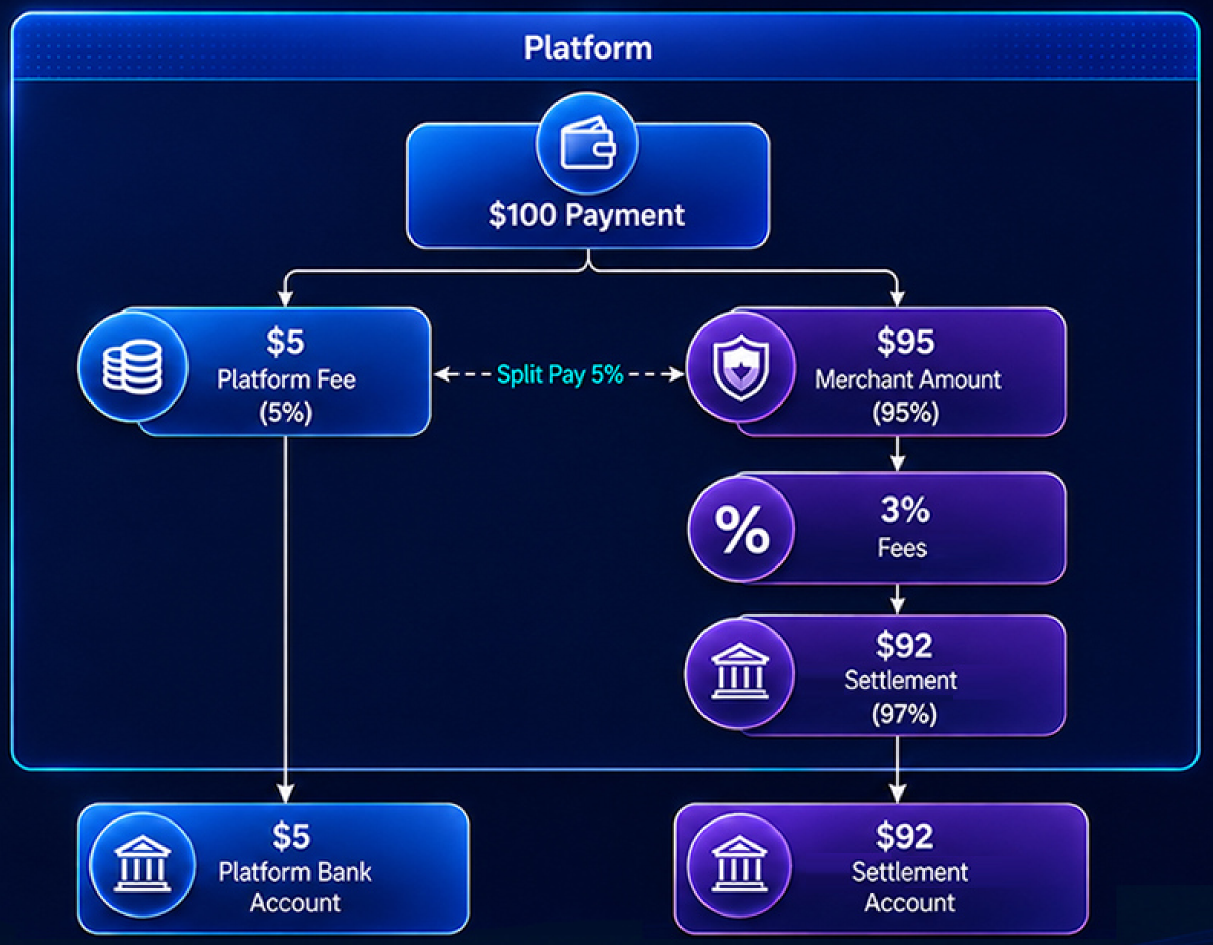
- Partners receive a Buy Rate on all transactions.
- Partners set their own pricing and charge merchants whatever rates they choose.
- Partners earn a revenue share of the profit (margin) above the Buy Rate.



Splitpay Model

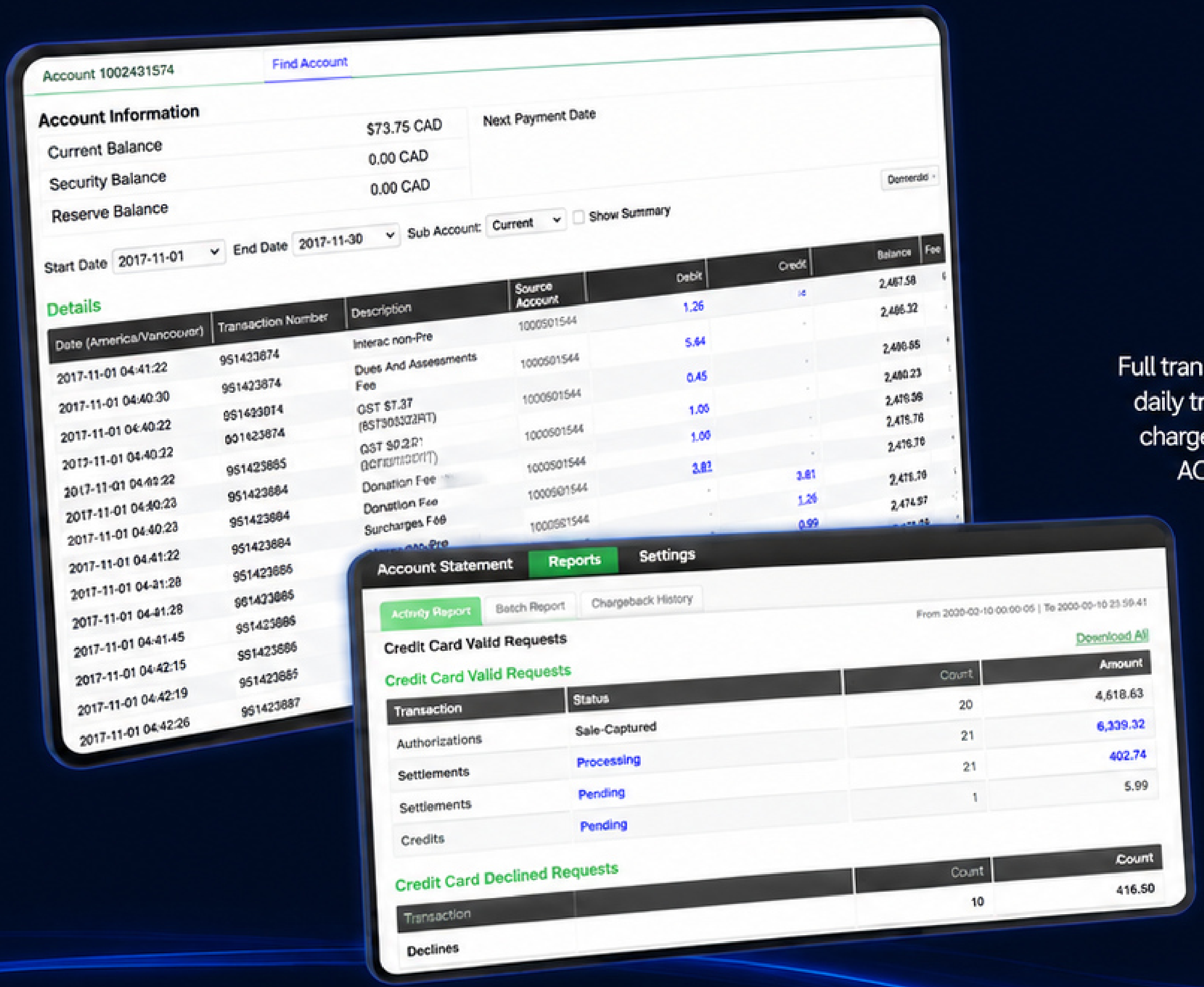
- Partner Revenue Account is created for the Partner, to collect their own "Platform" fee on each transaction for their merchants.
  - Support both amount and percentage Splits.
  - Cumulative Split Payment amounts are transferred directly to the Partner account daily.
  - Merchant's fees are charged directly and posted to the Portal.

- Compatible with:
  - Rapid Onboarding (ROB)
  - Application API



REPORTING

Automated Reporting & Insights



THE EXPERIENCE

The onboarding and support Experience.

Kick Off
Planning
- Walk through & review
- Enable test accounts

Build
Development
- Merchant integration
- Deliver portal training

Validation
Merchant
- Certifies integration in test and production environments
- End-to-end testing

Soft Launch
Evaluation
- Monitoring and feedback
- Portal delivery

Go Live
- Soft launch up to full traffic switch
- Monitoring and feedback loop on acceptance rate

Relationship Management
Strategic Planning & Growth

Customer Success
Operational Optimization

Enterprise Support
24/7 Support

The Experience.

Security that builds trust

Compliance and Security

- SOC 1
- SOC 2

PCI AOC

- Limits PCI scope and secures customer data

Policies

- Code of Conduct
- Partner Code of Conduct
- AML Policy
- Privacy Policy
- Sustainability Report

Performance Metric

- SLA Reports
- KPI Reports

Tokenization

- Integration to modern payment methods

Award Winning Team

- 2022 IT Leader of the Year
- 2022 Sofia Cyber Security Company of the Year
- 2023 J.D. Power Merchant Services Satisfactions Study,

THANK YOU

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