

Safe, Fast, Automated B2B Payments

Accelerate Your Path to Cash by Making Sales
and Taking Payments in the Field,
Over the Phone & Online

 **PAYMOTION**



B2B Payments, Then and Now

The ability to use resources more productively and efficiently is a B2B wishlist item. When it comes to B2B payments, the frustration around ineffective use of man hours, human error, and time to receiving funds is significant.

Traditional B2B payment environments generally include a number of distinct and time consuming stages:



On the Buyers side

1. Quote received
2. PO is created, approved, sent
3. Product access delivered
4. An invoice is received
5. Payment is approved, shipped, wired
6. The buyer manually enters data into their ERP system
7. Processed check is received, data is manually entered in the ERP system



On the Suppliers side

1. Quote issued
2. PO is received
3. Customer provided with product access
4. Invoice is issued, net 30/60/90
5. Payment is received and deposited
 - i. Payment bounces due to NSF and payment collection starts
 - ii. Check clears
6. Payment is manually reconciled with invoice
7. Data is manually entered into their ERP system
8. Recurring billing is not automated
9. Systems are unable to pass information back and forth



Now before we look at a streamlined automated environment, let's look at stats reflecting the downsides of this traditional model.



A Different Model: An automated omnichannel payment environment with continuous exchange of funds and information:



On the Buyers Side

1. Self-selection of product or sales agent works with buyer to put together ideal offering in online interface.
2. Electronic invoice and ability to make immediate payment received in real time
3. Makes payment (via online banking or card payment)
4. Transaction information is automatically uploaded and stored
5. Status of payment and cash position are transparent

On the Supplier Side

1. Sends invoice and ability to pay immediately the order is submitted
2. Received payment and remittance data together for improved reconciliation
3. Transaction information is automatically uploaded and stored
4. Status of payment can be viewed for improved cash management
5. Recurring billing can be automated

Time is a serious concern



35% of B2B businesses would pay a fee or extend a discount to get paid faster

Security is a problem

45% of B2B businesses either had serious attempts made against them or suffered a loss on B2B payments due to fraud within the last year



Global ecommerce is complex



24% of B2B companies operate in each of the major world areas and 23% originate payments with 11 or more banks

Manual processes are cumbersome and problematic

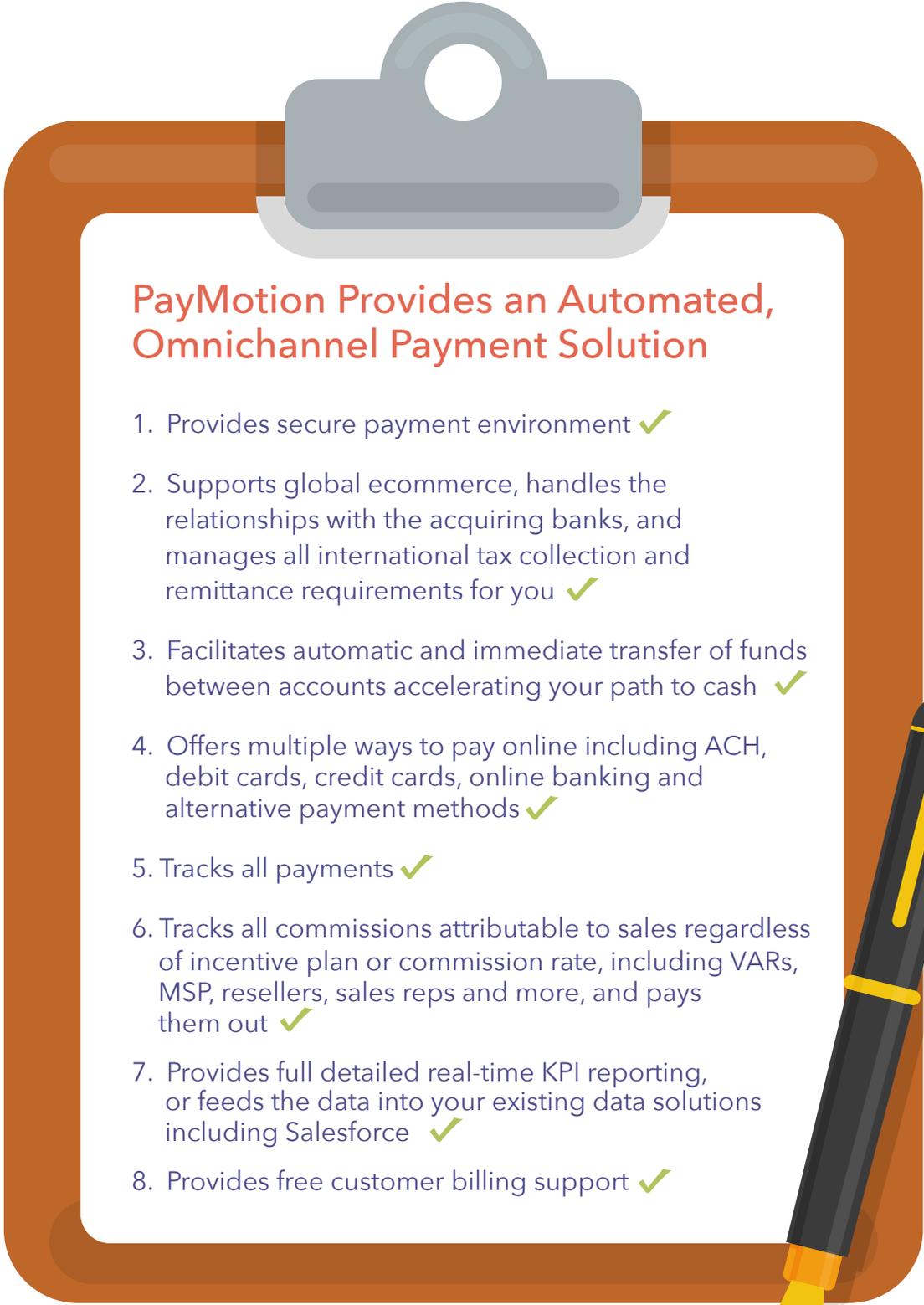
52% of B2B businesses see the automation of the accounts payable process for efficiency and productivity as a top driver, 61% indicate that invoice delivery/capture was the most important



Proactive businesses are already moving to epayments

55% of companies were making more than half of their B2B payments electronically





PayMotion Provides an Automated, Omnichannel Payment Solution

1. Provides secure payment environment ✓
2. Supports global ecommerce, handles the relationships with the acquiring banks, and manages all international tax collection and remittance requirements for you ✓
3. Facilitates automatic and immediate transfer of funds between accounts accelerating your path to cash ✓
4. Offers multiple ways to pay online including ACH, debit cards, credit cards, online banking and alternative payment methods ✓
5. Tracks all payments ✓
6. Tracks all commissions attributable to sales regardless of incentive plan or commission rate, including VARs, MSP, resellers, sales reps and more, and pays them out ✓
7. Provides full detailed real-time KPI reporting, or feeds the data into your existing data solutions including Salesforce ✓
8. Provides free customer billing support ✓

Naturally, there's more to B2B Payments than just the payment processing and partner management. You need a payments platform that integrates seamlessly with your overall technology infrastructure including your CRM, accounting software and other key applications.

PayMotion's flexible API ensures technology is not a blocker to business continuity.

The Benefits of Automated Omnichannel B2B Invoicing and Payments



Automation simplifies the typically complex process surrounding order creation and the acceptance of payments and minimizes manual data entry time and errors.

Omnichannel billing empowers your sales force and simplifies the purchase process for customers whether **online**, over the **phone** or **in person**.

PayMotion's platform supports both automation and omnichannel billing.

1. A faster path to cash for you and your sales team.

B2B buyers increasingly want easy access to online ordering, easy checkout and frictionless payment systems plus a wider range of payment options that are convenient and secure. They also want quick access to the products they have purchased while suppliers want the ability to receive payments fast.

Whether your sales team is in the field, on the phone or in your client's offices, our application allows them to configure client orders securely online and email links to a tailored and detailed payments/cart page in lieu of an invoice immediately. The payments pages enable immediate, secure online payment via debit cards, credit cards, online banking and alternative payment methods, and funds are immediately transferred. All sales activity is tracked in real time, and all agent commission management is automated, from attribution to actual payout.

2. Improved cash flow.

By automating tailored customer invoice creation and emailing them their unique payment link with payment options like credit cards, debit cards, online billing, and ACH you can remove the pain associated with waiting for snail-mail payments, chasing NSF payments, filing copies and depositing cheques. 56% of B2B ecommerce executives say they have certain customers they can only profitably support online, can you?

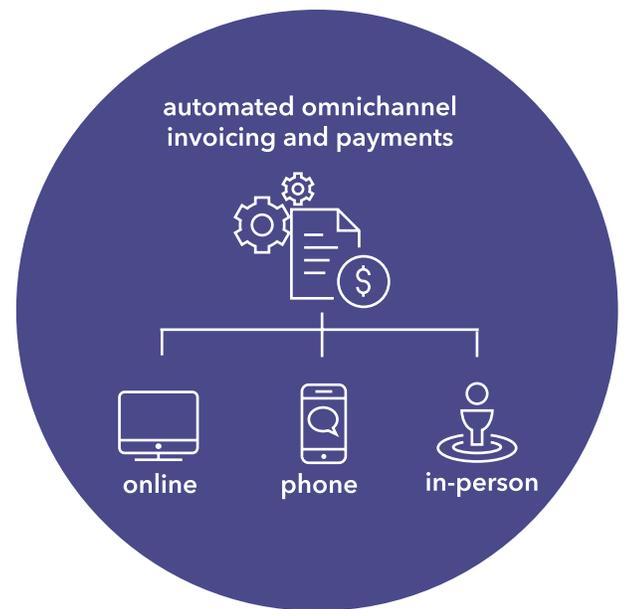
3. Get agile.

You can easily transition from invoicing for a single transaction to monetizing a subscription service with renewal optimization. With automated omnichannel invoicing and payments you can quickly adjust your pricing, discounts and bundles when customer preferences change.

You can set discrete, discounted and different price points for new customers and enable proration associated with tiers of service or numbers of seats. Your channel partners, agents and sales team can send tailored links to payments page in lieu of an invoice with instant online payment functionality on the fly regardless of where they are with our point of sale technology.

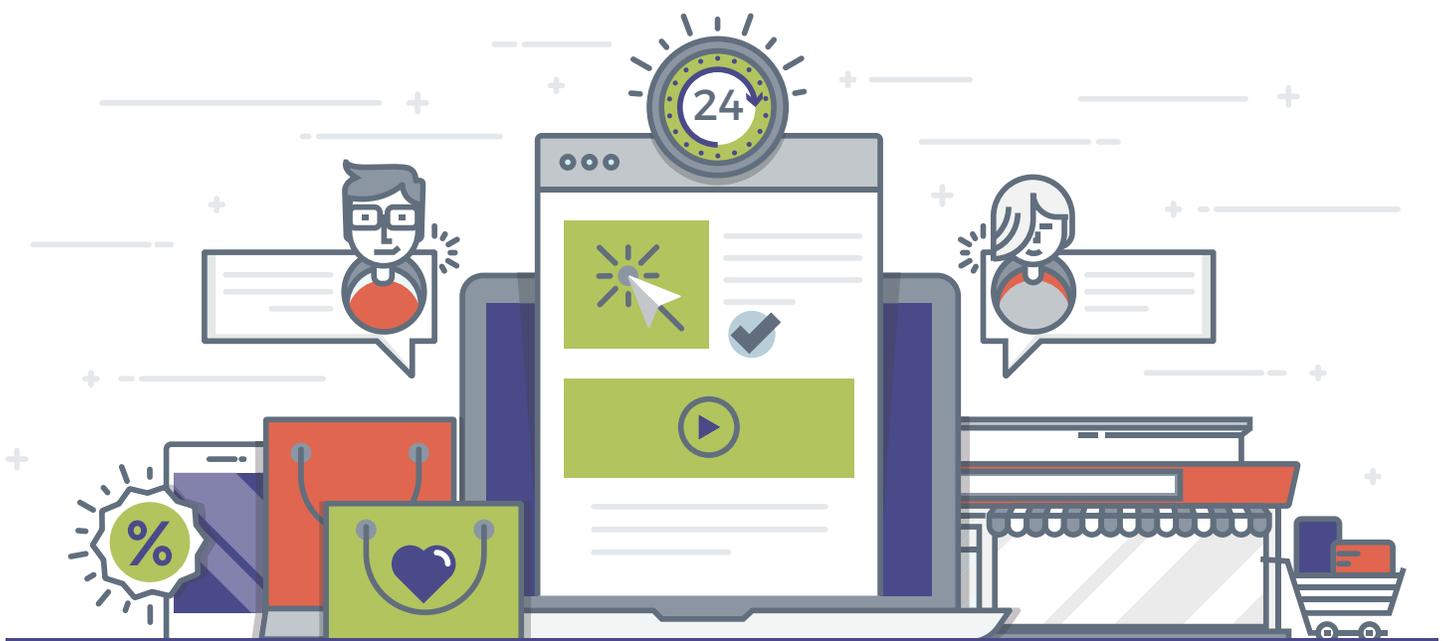
In cases where the requestor and the authorized purchaser are different people, the unique link in the electronic invoice can also be easily forwarded to relevant decision makers who can respond in the trail with approvals - and the link in the original email can be used within a designated time frame by anyone in the chain to complete the purchase online.

If you want to expand internationally and leverage global channel partners you can do so with PayMotion. Our platform supports multiple local payment methods around the world and 35 of the world's most popular currencies. The platform also takes care of all international tax collection and remittance requirements, and handles all your global reseller and channel partner attribution and payout distribution for you.



4. No borders.





Case study: A traditional software company that sells downloadable software

Traditional workflow (hours to days)

1. Customer sends email or calls in an order
2. Proposal is manually created and emailed to customer
3. Customer emails back signed order form
4. Invoice is sent
5. Payment is made (by providing credit card details over the phone, using existing credit card on file)
6. Finance confirms payment and notifies support to produce license key
7. Software license key/seat provided
8. Finance manually prepares and sends receipt
 - Recurring billing is not automated
 - Adding or removing seats is a ponderous manual process

Automated near real-time workflow

1. Customer creates or logs in to account and selects product or bundle, or extra seats
 - o Pricing is automatically calculated and proration is automatically applied where relevant
 - o System generates a detailed order screen that can be emailed or printed as an invoice if different signing authority is required
2. Customer selects payment method and pays online, receipt is automatically generated and license key provisioning happens in real-time
3. All transaction activity is captured and notifications sent
 - Recurring billing is automated
 - Adding or removing seats is simple, prorated and automated regardless of pricing tier

The savings for you as a business are clear, but what about the benefits to your customers? Here are four that we've consistently identified:

1
Your customers don't have to create a PO or wait for your team to invoice them, they do it themselves online, or work with a sales representative in real time to create their preferred bundle with instant pricing.

2
They can choose their preferred payment method. They can finance their purchase if needed, they don't have to wait for a check to be received, deposited and cleared, they can take advantage of any offers or discounts you may offer for immediate payment.

3
They can pay online immediately via card payment or ACH and this removes waits of 30-to-120-days to delivery, the need to involve multiple bank, and for global sales, the need for additional complexities like letters of credit.

4
They can quickly and transparently view their account information online and answer their own questions regarding billing and payments.

It all sounds great, right? But you want to know how “real” this opportunity is. Great question.

In order to show how easy it is to accomplish this with PayMotion we have provided the following illustrated walkthrough. To see this live in action please contact us and we will be happy to provide a demo.

1. Sales agents login wherever they are and create a cart.

Cart Administration

Filter By Link Name / Fid

Search Carts + Add Cart

2. They add the base product and any add-ons from present dropdown menus

Name

Languages

Dynamic Cart
[Switch to Dynamic Cart](#)

Cross Sale

Offers
 [add](#)

SKU	Name	Price	Upsell	Upsell Opt-in		
nmtest/demo-product/demo1	Demo Offer	\$79.99	No - enable	No - enable	Upload Image	↓ x
nmtest/demo-product/demo3	Demo Offer 3	\$19.99	No - enable	No - enable	Upload Image	↑ x

[Create Cart](#)

3. They can enable coupons

Save Cancel

Cart URL
<https://safecart.com/nmtest/demo-cart>

Name

Languages

Dynamic Cart
 Use Static Cart - Switch to Dynamic Cart

Offers
 add

SKU	Name	Price	Upsell	Upsell Opt-in	
nmtest/demo-product/demo1	Demo Offer - Override	\$79.99	No - enable	No - enable	<input type="button" value="Upload Image"/> <input type="button" value="↓ x"/>
nmtest/demo-product/demo3	Demo Offer 3 - Override	\$19.99	No - enable	No - enable	<input type="button" value="Upload Image"/> <input type="button" value="↑ x"/>

Coupon
 Disabled - enable

Cross Sale

One Click Upsells

Downsell

Private Cart
 Disabled - enable

4. They then simply either click on the link to show the customer the cart and pricing, or copy paste the link of the created cart and email straight to the customer.

Logout

Cart URL
<https://safecart.com/nmtest/demo-cart>

Name
 Demo Cart

Languages
 English

Dynamic Cart
 Use Static Cart

Offers
 You have 2 offer(s)

Coupon
 Disabled

Cross Sale
 No Cross Sale selected

One Click Upsells
 No One Click Upsells selected

Downsell
 No Downsell selected

Private Cart
 Disabled

Select Template



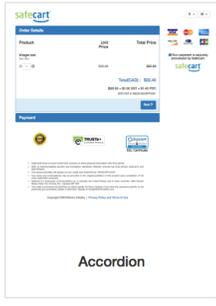
One Column Default
Active



Two Column

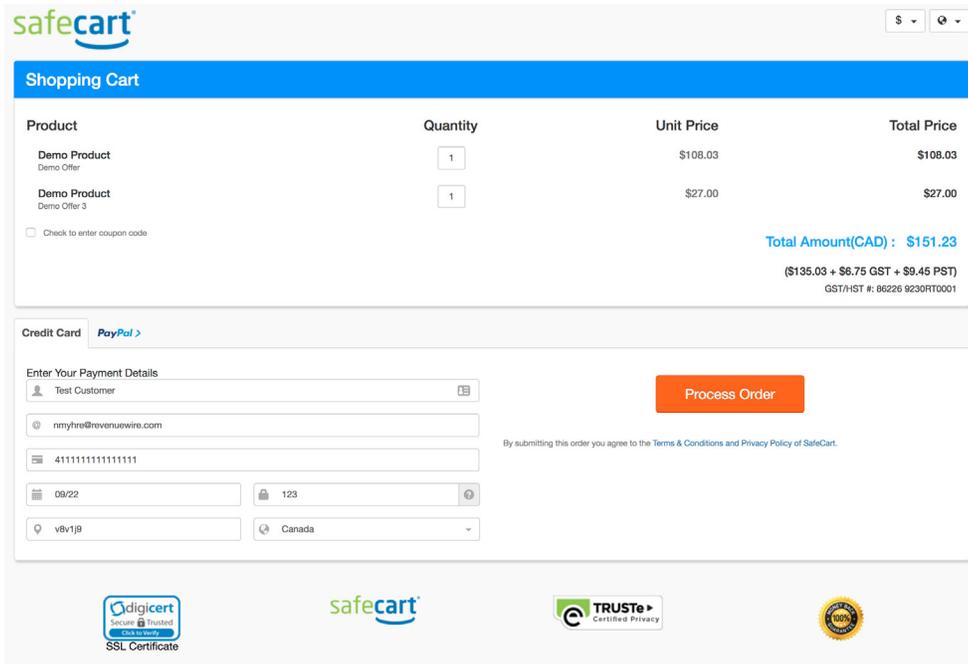


Two Column Reversed

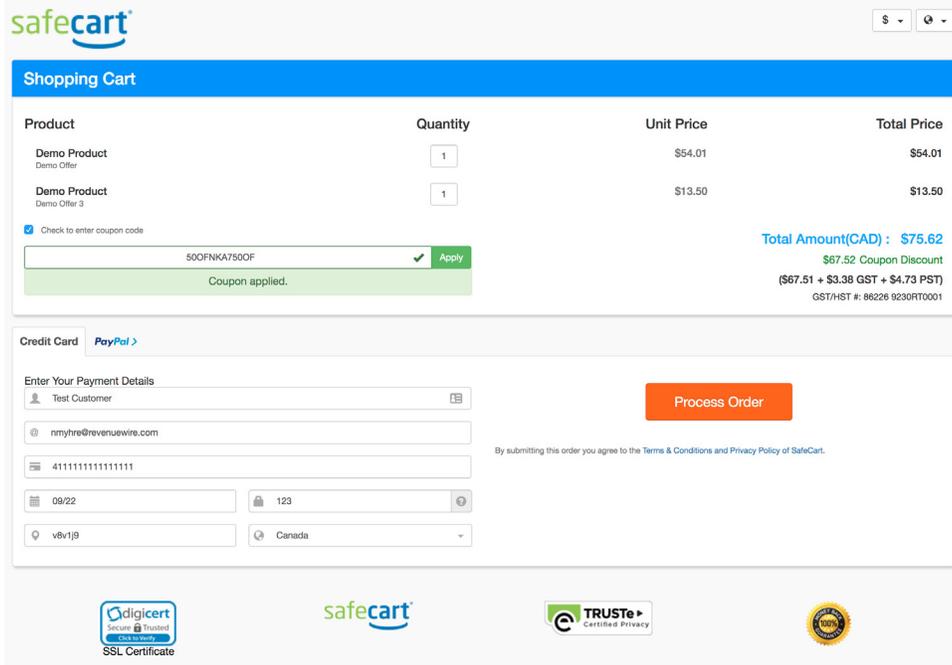


Accordion

5. The link presents a cart screen with payment options that can be amended.



6. Your sales person can either apply the relevant coupon code to the order themselves, or provide the coupon code to the customer for them to enter. The price total is automatically adjusted to reflect the coupon code in real time.



If you're interested in a live demonstration, our dedicated team of commerce experts would be happy to oblige - just contact discover@paymotion.com.

In this cart example, the payment options include Paypal and credit cards. Your cart can be customized to accept your choice of numerous payment methods including credit cards, debit cards, Paypal, online transfers, ACH and more.

Still have questions about what sets us apart? You should.

Here are facsimiles of four conversations we have regularly with other customers and prospects not too unlike yourselves who have worked with one or more other ecommerce providers.

"Company A charged me a \$5000 set-up fee, then another few thousand dollars to customize my cart, and tied me into a 3-year contract. I'm not doing that again."

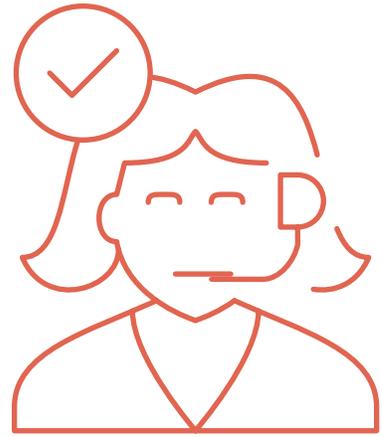
Straight-up, we don't charge set-up fees, we don't charge to customize your cart, and we work with you on a month-to-month basis; no contracts. We only make money when you make money and our platform and expertise are tailored to growing businesses in the software and SaaS space.

Let's go back into our history a bit. Our original platform (over a decade ago) was built by affiliate marketers for affiliate marketers. Those guys wanted a high converting cart, they needed detailed tracking, and they wanted to get paid, regularly, accurately and on-time. We've grown, but we've not changed the core foundations of the platform, and while we now support global ecommerce and have a more sophisticated interface with full subscription management functionality and a host of other features, we still have the following:

- One of the highest converting carts in the industry - and yes, you can customize it.
- Detailed and holistic tracking with a comprehensive suite of real-time reports with user permissions.
- Full partner revenue attribution and payout functionality so you can work with multiple partners, in any location, on different commission structures and we will handle all the tracking and payout logistics for you.

"Company F has none, like zero, cart customization. I need a cart that either converts well or that I can customize to convert well."

“Company C was awful, they didn’t support me at all. I could never reach anyone, even for basic questions.”



PayMotion has a dedicated award-winning client services team. The team is made up of ecommerce experts who work with you to understand your specific business and identify ways to optimize revenue. They are also experts on all of our functionality and will work with you to make the best use of each and every feature we have that can be leveraged to grow your revenue. They are available during regular business hours, every business day on email and on the phone with direct lines.

This is also where our client services team shines, and as a PayMotion client you have full access to their expertise and support at no cost. As soon as you have passed through compliance you fall into their realm of expertise, and part of their job is to onboard you quickly, painlessly and seamlessly. Remember, until you start transacting we don’t make any money, so it’s in all of our best interests that we get you up and running as quickly as possible.

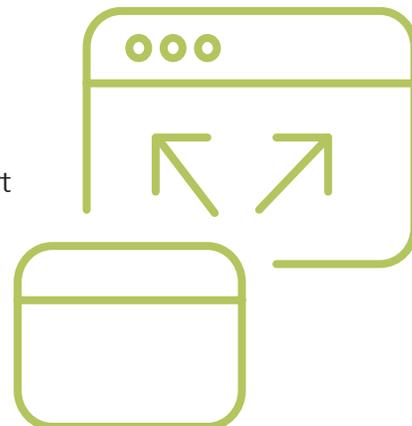
“It took months for me to be properly and fully onboarded with Company A. I can’t afford that kind of wait time.”



Getting Down to the Nitty Gritty. What we do, and what we can we help you with.

Integrations

The PayMotion platform can be integrated with virtually any 3rd party platform using our open API or ITN system including CRM, accounting and financial management, marketing automation, shipping and logistics, analytics, or other key business systems. As part of our full-service solution our integration experts will provide integration support for any out-of-the box or custom integrations desired.



Payment Options

Payment Gateway Integration

Our platform is integrated with multiple payment gateways.

Failed Payments

Our platform minimizes failed payments through the use of intelligent retry logic and our proprietary Account Updater functionality which keeps your customers' payment information up-to-date specifically reducing the number of failed charge attempts when a customer forgets to update their information when a credit card expires or an account changes. Our dunning management capabilities also work to optimize your renewal revenue by automatically trying to process the payment again on a predefined schedule. Failing that, emails are automatically sent to the customer reminding them to update their payment information.

Refunds and Chargebacks

Our platform seamlessly manages chargebacks and supports flexible, user-friendly customer refund options



PCI Compliance

PCI DSS (Payment Card Industry Security Standard) is the global data security standard that any business of any size must adhere to in order to accept payment cards. There are 4 PCI compliance levels. When you process your credit card transactions through PayMotion you are choosing a platform that is PCI DSS Merchant Level 1 certified. It also means that you do not need to be PCI compliant or go through the associated rigorous standardization process that is both time consuming and costly.

Fraud Mitigation

Our platform provides multi-layer anti-fraud protection for you and your customers with more than 300 fraud rules built over time. . The PayMotion Fraud Analysis team employs a robust fraud identification process and platform capable of growing and evolving as new patterns of fraud emerge. Through analyzing and monitoring transaction data across multiple merchants, the team is able to leverage a larger data set which puts them in a good position to more rapidly identify emerging fraud trends than would be possible by an individual merchant with a more limited data set.

Localized Cart with Multiple Payment Methods

We support numerous debit cards, all major credit cards, PayPal, AliPay, Qiwi, UnionPay and others. The funds from the transactions are all processed through our platform. We support ACH payments. As they are not processed through our cart these payments have a different fee structure assigned to them. Please speak to your sales representative or account manager for more.

Localized Cart Presented in Your Customers' Language and Currency of Choice

Our technology uses IP and browser preference detection to ensure that carts are localized regardless of where your customers are in the world. The cart will display in their preferred language and in the currency of their location. We support 35 of the world's most popular currencies and 24 of the most widely spoken languages.

Scheduled Runs

PayMotion supports the scheduling of automated payment runs for all electronically billed subscription customers.

Pricing and Packaging

Baked into our Platform

One-time Fee

These can be for single items, or for service fees.

Recurring Fees

These are based on defined time periods. The platform supports a wide range of subscription and SaaS billing options that are fully adjustable. You can easily define your customer purchase flow for upgrades, downgrades, rate plan management, payment terms and more. PayMotion also allows you to set when recurring charges are calculated and what proration rules apply.

Free trials

We support free trial periods that required payment details on sign-up.



The median SaaS business generates 16% of its new Annual Contract Value (ACV) from upselling to existing customers. (RJMetrics)

Upsells and Cross Sells

PayMotion supports upsells and cross-sells in the cart facilitating higher AOV and LTV.

Special Offers

Along with supporting cross sells and upsells, we also support special offers (downsells).

Customer Discounts and Coupons

Our sku based platform allows you to set any price you like for a specific period of time. Customers can be easily moved to a different sku at the end of the discount period. We also fully support coupon codes.

Tiered pricing

Ideal for providing discounts at higher quantity volumes.

Volume pricing

Where discounts are offered on bulk purchases that may or may not be aligned with tiers.

We do not currently support usage based fees.

These pricing plans generally require an allocation for usage with incremental charges for usage above that allocated amount

Talk to us about

Customer Account Management

Account creation

Our platform only collects the information needed for compliance. We keep the process short and simple to maximize conversions and minimize cart abandonment.

Free Trial Accounts

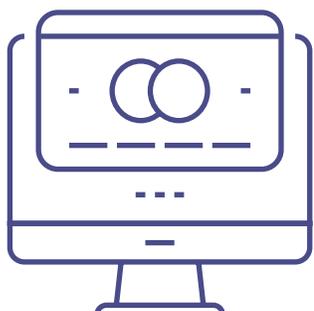
Our platform supports the creation of free trial accounts with credit card information capture and with free trial expiry notifications.

Account Maintenance

Our platform has user permission functionality that will allow you to enable your agents to access and modify customer account information as required including but not limited to tax exemption information, payment terms, currency and payment method.

Customer Self Service

With PayMotion you provide your customers with the ability to look up their purchase history, print receipts, update payment information and manage their subscriptions.



Credit Card Updating

Our platform proactively notifies customers when their cards on file are about to expire. We also have proprietary Account Updater functionality which keeps your customers' payment information current if they forget to update their information when a credit card expires.

Flexible Plan Administration

You can create free or discounted trial offers to encourage customers to purchase your subscription and the platform automatically converts customers into paying subscribers at the end of a trial period. When setting up accounts you can choose from a variety of flexible plan options including set-up fees and the option to charge different renewal fees per term. It's also easy to upgrade and downgrade subscriptions and offer add-ons and the system automatically pro-rate upgrades, downgrades, refunds and cancellations.

Account Cancellation

Our platform supports self-serve account cancellation and cancellation through account representatives, either on customer request or for business reasons including fraud or non-payment.

Real-Time Data Reporting

Ecommerce KPI Reports

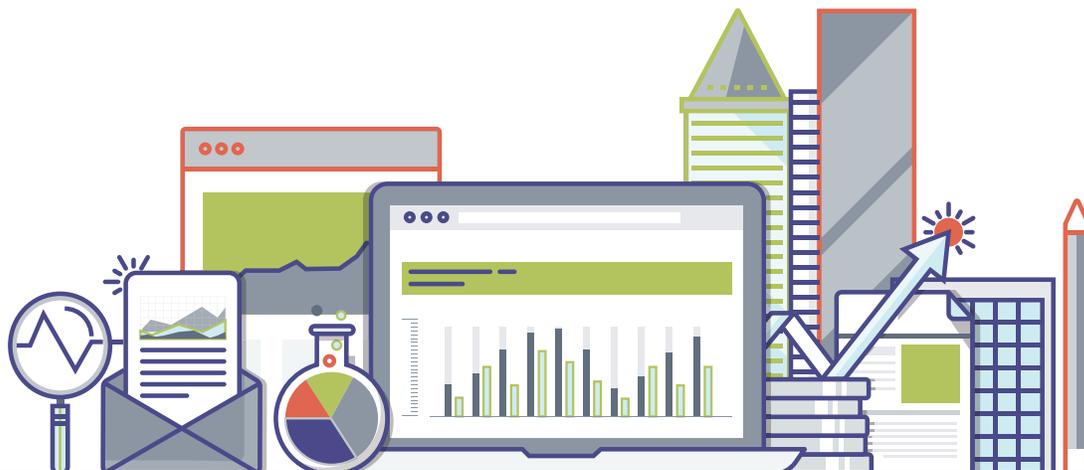
Our platform makes it easy to run real-time reports to trace your sales performance over time or view a transactional breakdown by product, source, channel or region. You can filter the data and view in a table or as a graph, and data can be exported in CSV format for use in other programs like Excel. The dashboard displays a snapshot of daily and trending sales volume, hourly sales breakdown, percent and dollar amount breakdown by product, and daily conversion data.

Recurring Revenue Reports

Our real-time reporting for recurring revenue models provide you with both an overview of your business and the option to drill down to transactional details. Our suite of reporting includes renewal activity, monthly recurring revenue (MRR), cash flow, churn, customer lifetime value (CLV), term waterfall, cohort analysis and more. As with all of our reports you can query by product, date range, region and transaction type, and all data can be exported.

User Roles and Permissions

PayMotion allows you to manage your users' level of access to the platform by creating and assigning custom roles and permission levels to make sure that the right people have access to the information they need and no more.



B2B Payments - Your 32 Point Checklist

- 1. The platform can integrate into your other systems/third party applications
- 2. The platform is integrated with multiple gateways
- 3. The platform supports intelligent payment routing
- 4. The platform supports one-time and subscription billing
- 5. I can choose ready-to-run, fully-hosted checkout pages or payment API
- 6. PayMotion's high-performing cart is mobile responsive
- 7. The platform allows me to customize my cart and customer notifications and supports supports A/B cart split testing
- 8. The platform supports global ecommerce
- 9. The platform handles multi-currency billing
- 10. The platform supports multiple languages
- 11. The platform allows customers to choose their preferred method of payment
- 12. The platform delivers a localized cart experience
- 13. The platform handles upsells and cross-sells
- 14. The platform handles coupons and special offers
- 15. The platform supports free trials
- 16. Customers can pay through the platforms WebPOS system or the online cart
- 17. The platform is PCI compliant
- 18. The platform has built in fraud mitigation
- 19. The platform handles refunds and chargebacks
- 20. The platform will automatically retry failed transactions and update expired customer card information
- 21. The platform has renewal optimization functionality including dunning management and customer self-service
- 22. The platform will allow me to change pricing plans easily and offer custom pricing
- 23. The platform enables my customers top update and manage their payment information
- 24. There is flexibility for me to add, remove and change products
- 25. There is flexibility to change payment and billing plans for my customers
- 26. There is a white-glove approach to onboarding and client support is easily accessible
- 27. Multi-lingual phone and email billing support is available to my customers at no added cost to me
- 28. The platform supports full reseller and partner management including partner tracking, attribution and payouts
- 29. The platform handles all my international tax collection and remittance requirements
- 30. Real-time reports are easily accessible and exportable
- 31. There are no set-up fees to use the platform
- 32. There is no term contract and no exclusivity

