

Seizing opportunities to transform commerce

In this guide, experts across Visa offer their perspectives and strategies to help payment facilitators (Payfacs) navigate challenges and maximise their business potential in the rapidly evolving global payment landscape.



In this guide:

Understand why fast and easy connectivity for merchants is a priority



Discover how to modernise acceptance as a one-stop payments shop



Gain insight into the 'Build or Buy' debate for payment infrastructure



Learn how to add value while managing risk and compliance



Find out how to balance revenue and risk while scaling confidently





The need for speed: why Payfacs should prioritise fast and easy connectivity for merchants

The growing demand for seamless payment experiences is driving businesses to go digital, and merchants are exploring the benefits of omnichannel and unified commerce.

This has sparked a growth in businesses offering payment acceptance services, with more and more providers stepping into this arena.

With the total global digital transaction value projected to reach \$16.5 trillion by 2028¹, Payfacs will want to keep pace with change and differentiate themselves with connectivity that enables them to swiftly onboard and activate merchant payments while expanding their offerings to new segments.

What's the challenge?

Merchants want their payments solutions to be easy to integrate, deliver seamless experiences for shoppers, and take little effort to run. From super apps to social commerce and blockchain, they need to keep up with the next big thing—and they're increasingly looking to external providers like you for support.

With more than 60 million “untapped” merchants that don't yet accept digital payments², you will want effective and reliable payment services that can help you to stand out in a competitive market by being able to onboard and activate new merchants quickly. And you want to maintain those services while embracing constant technological change.

Making connectivity easy—by offering modular services that help merchants overcome complex infrastructure and long lead times for integration—you can also strengthen your relationship with existing merchants while potentially even attracting new ones.

Objectives and obstacles

Ultimately, you and your merchants are likely to have a shared objective: deliver secure and easy-to-manage payments that can help your businesses grow—and boost your bottom lines.

But as the number of connected partners continues to grow, you and your merchants may also face similar challenges. The complexity of connecting to multiple providers through clunky integrations can drain your time and money. This can also lead to disrupted services that leave you, your merchants, and shoppers frustrated. And it never ends—no sooner have you connected to the latest payment method, shoppers have already moved on to the next one. So having the right payments partner is likely to be as crucial for you as it is for your merchants.

Make it fast. Make it easy.

Offering fast, easy onboarding and ongoing connectivity could be the key to becoming a merchants' preferred choice for payments acceptance.

In the Asia-Pacific region there are more than 250 registered Payfacs, and with more than 60 million

In this guide	Speed and ease of connectivity	Digital payment acceptance	'Build or buy' payment infrastructure	Risk management & compliance	Risk and revenue balance
---------------	--------------------------------	----------------------------	---------------------------------------	------------------------------	--------------------------

merchants who aren't yet accepting digital payments,² this number is set to grow. In fact, the global gross payment volume processed by payment facilitators is expected to exceed \$4 trillion by the end of 2025.³ The opportunities are enormous.

A single integration to an [open payment platform](#) can enable your competitive advantage: from streamlining onboarding so merchants can start processing transactions quickly in over 160 countries and territories globally, to maximizing your speed to market by reducing integration and costs to deploy the latest capabilities. This is key to strengthen relationships and build merchant loyalty.

Offering fast, easy onboarding and ongoing connectivity could be the key to becoming a merchants' preferred choice for payments acceptance.

Connect once and connect well

We've spent more than 30 years since the dawn of eCommerce developing payment products to solve challenges like these, making us well-positioned to help you expand your value proposition with value-added services. We can:

- Help you onboard new merchants quickly and easily with self-boarding, which can be achieved in as little as 15 minutes⁴ to minimise pressure on client support teams.

- Provide fast and easy access to a modular suite of payment services, whether it's capturing transactions securely with a unified checkout experience, accepting payments in person with Tap to Phone, or even leveraging shopper credentials online with Click to Pay—and more.
- Support you and your merchants with our expertise to expand payment solutions that suit you.

You'll find global developers, acquirers, and technology partners integrated onto our platform in a global payments marketplace that enables you to offer more services on demand, reducing the time, resources, friction, and risks associated with multiple integrations.

All so you can offer your merchants the payments services they need, now and in the future, driving both your businesses forward.

The right partner for Payfacs

The right payments partner can empower you with flexible and efficient solutions to help you keep pace with merchants' evolving needs. Connecting to our open payments platform can save you time and resources, speed up merchant deployment, and help increase your revenue. And thanks to our easy-to-access innovations, it's simpler to upsell new products. All this frees up your merchants to focus on opportunities to grow, with our global presence and extensive partner network providing an open door to collaboration and innovation.





Payment acceptance: how Payfacs can modernise experiences as a one-stop payments shop

Today, payment acceptance is a critical component of the complete customer experience. And payments are happening on any device, any channel, in stores and on the go, at all times of the day.

To keep up with the demand for always-on digital acceptance, Payfacs will look to provide modern, tailored payment solutions that meet merchants' needs and customers' preferences. And they'll want to ensure that payments are processed securely and seamlessly across multiple channels to create unified experiences.



Customisation is the new norm

Advanced technology and innovation are revolutionising the way we pay and get paid. In the digital world, credentials ensure seamless experiences and shopping behaviors can be analysed with rich data; in the physical world, digital wallets and contactless cards are gaining popularity where cash and physical card payment would traditionally have been used. Furthermore, there is growing demand to connect in-store experiences with the latest digital payment offerings such as Click to Pay, Recurring Billing, and even buy now, pay later (BNPL), to name just a few.

But it may no longer be enough to just accept payments. You may want to become a one-stop shop for merchant services, capable of processing both the traditional and the emerging to fill the widening gaps in your product offerings. While tailored, modular payment offerings are becoming important in an increasingly digital age, filling and seamlessly connecting these product gaps can be resource-intensive and require extensive lead times.

Streamlining access to these solutions is also important if you want to deliver fully integrated, easily customisable payment services to meet the needs of your merchants. Connecting to a single partner that can provide flexible access to acceptance solutions and value-added services like fraud management and post-purchase solutions can be crucial to becoming your merchants' preferred partner while eliminating the hassle of multiple connections that require resource-intensive integration.

In this guide	Speed and ease of connectivity	Digital payment acceptance	'Build or buy' payment infrastructure	Risk management & compliance	Risk and revenue balance
---------------	--------------------------------	----------------------------	---------------------------------------	------------------------------	--------------------------

Start with unifying experiences

Many merchants may be challenged with over-reliance on one channel due to siloed systems, operational inefficiencies, and the inability to scale due to a lack of innovative technology.

By helping them connect their isolated payment channels together on a single, open platform, you can allow them to create more seamless payment experiences. This reduces the technical burden and cost of providing cross-channel experiences and helps them securely accept payments across multiple sales channels. Visa Acceptance Platform gives you the foundation and power to build the unified commerce solutions your merchants want:

We offer four powerful solutions to help make unified commerce possible:

- [Global Gateway](#) enables merchants to scale quickly and confidently by processing payments in 160+ countries and 50+ currencies.
- [Digital Accept](#) helps merchants deliver a frictionless payment experience across multiple channels and devices securely.
- [In-person Accept](#) lets merchants accept payments in person through our supported devices or through their existing payment devices.
- [Token Management Service](#) empowers merchants to securely manage customer data by standardising tokens across providers, channels, and payment types.

We can help you ensure that merchants can confidently embrace the innovations to help them recognise, serve, and delight their customers online and in person and leverage valuable insights into buying behaviour that can help drive future loyalty and promotions. What's more, we can help you leverage pre-certified POS devices as part of your unified commerce solution or provide a pathway for streamlined certification of your preferred devices for expanded channel transactions and quicker go-to-market capabilities.

Open up to more accessible payments

It's no secret that your path to profitability likely lies in boosting merchant satisfaction. By providing tailored payment solutions, bridging product gaps, and modernising digital experiences, you can work to understand and address the unique needs of each merchant and the preferences of their customers.

And when merchants feel confident in their payment solution partner, they're more likely to invest in the infrastructure to drive always-on digital acceptance and unified commerce. This can help them to support the physical and digital channels to grow their customer base and drive higher profitability.





Payment infrastructure: should Payfacs build or buy?

For Payfacs, keeping up with the technological advances that customers demand while maintaining cost-effective operations can all come down to infrastructure.

Many face an important decision: build custom solutions in-house or buy Payments-as-a-Service (PaaS) solutions. The choice isn't simple, and each option has trade-offs.

As many as 70% of global payments and product executives agree that the technical challenges of integrating with outdated legacy systems are an obstacle.⁵ This clear consensus underscores the pressing need for financial institutions to not just keep pace, but leap forward by exploring alternative, modern solutions for the future. Even Payfacs—especially those who may be grappling with the decision to build infrastructure in-house or leverage outsourced payment capabilities—are no exception to this urgent call for transformation.

The 'build vs. buy' debate

The need to balance innovation, cost, and ease of implementation has never been more pressing, but opinions remain divided in many companies. Data and engineering teams favour building custom in-house solutions for greater control and customisation, while customer teams prefer the speed and cost-efficiency of off-the-shelf solutions. Although in-house development also allows full

responsibility for security measures and protocols, particularly where regulatory compliance is concerned, it can be costly and time-consuming.

On the other hand, off-the-shelf solutions provide quick, cost-effective deployment and ease of implementation, but potentially limits customisation and risk 'vendor lock-in.' Nevertheless, while seemingly budget-friendly, end-to-end Platform as a Service (PaaS) that are closed can lead to technological dead-ends or unexpected cost spirals. These hurdles can substantially slow down the adoption and implementation of the latest breakthroughs in payments innovation.

Luckily, a new option has emerged that's totally reshaping the debate.

The rise of composability

With an open payments platform, you get the flexibility, security, and customisation of in-house solutions without the extensive expenses that you'd incur from building your own or getting locked into closed systems.

With one easy integration to the Visa Acceptance Platform, you can mix and match our modular payment and technology solutions for a tailored result that also helps you control the merchant user experience. You can easily create the solutions that merchants want—including payment processing, tokenisation, fraud and risk management, and more—to help drive growth with increased product adoption and more influence over payment rails.

Our developer-friendly APIs and SDKs are designed to easily connect to other payment solutions and technologies, eliminating overdependence on one vendor that often comes with single-platform solutions and offering versatility through the simplicity of a single connection that enables global reach and local settlement capabilities. We also support agnostic processing from multiple payment networks with an ecosystem of 250+ acquirers and processors and 100+ integrated technology partners across 160+ countries and territories.⁶

Flexibility to meet diverse demands

We understand the complex investment challenges you encounter and how the decisions you make today will impact your ability to modernise and innovate for the future. It's part of the reason why our Visa Acceptance Platform was designed with flexibility and faster evolution in mind—to fit in, around, or alongside your current infrastructure. A simple connection to the Visa Acceptance Platform can help Payfacs:

1. Maximize compatibility, leverage global technologies

A trusted payment platform opens the possibilities to accommodate untapped markets by accessing an ecosystem of independent software vendors (ISVs) and acquiring partners that can widen your reach to new merchants. This lets you harness the power of global reach to transcend geographical boundaries and offer a wider variety of payment capabilities for a competitive advantage.

2. Accelerate innovation, capitalise on your foundations

Leverage the strength of your existing infrastructure to accelerate innovation. Building on a solid foundation, you can not only maintain unique processes but also deploy new, standalone capabilities with ease. Usage-based pricing offers a scalable and cost-effective solution that aims to let you reap the benefits of a recognised payment platform, deploy unique offerings faster without disrupting current operations, and optimise costs more effectively.

3. Streamline integration, be future-ready

Make modular payment services a fundamental part of your business. You can connect a robust ecosystem of payment services and partner solutions directly into your offerings so your merchants can offer and accept a variety of payment methods without the need for complex integrations. What sets this approach apart is its future-readiness, preparing you—and your merchants—for open possibilities as new trends and technologies emerge.

Let's keep infrastructure open

Leveraging the composability of our open payments platform, we aim to empower you to construct the resilient payments capabilities essential for today's swiftly advancing technologies.

This helps to ensure that as your merchants and their customers crave the latest payment method, digital progression, or ability to scale, you are armed with the required flexibility and infrastructure. The freedom to concentrate on your unique differentiators and strategic objectives, rather than grappling with the constraints of outdated systems or platform limitations, could be the pivotal factor that separates survival from robust growth.





Beyond payments: how Payfacs can add value while managing risk and compliance

The exponential growth of commerce and modern payment methods have helped to democratise the business landscape, empowering merchants of all sizes to vie for customer engagement and revenue.

Payfacs have emerged to assume an important position against this backdrop, taking on the role of a merchant of record and serving as the connective tissue between merchants and acquirers. This role brings added risk, which can pose challenges for acquirers trying to assess the aggregated risk in their portfolios due to their indirect relationship with end merchants.

Building effective strategies for transaction monitoring, post-purchase management and managing compliance can therefore be pivotal to help fortify trust with both acquirers and merchants while simultaneously mitigating potential risk.

Unravelling transaction monitoring

Transaction monitoring is a first line of defence, tirelessly scrutinising transactions for potential fraud. Since Payfacs can be liable for fraudulent activities on their watch, it can be crucial to have robust monitoring mechanisms in place. A comprehensive fraud management solution that incorporates automated transaction reviews based on artificial intelligence (AI) and machine learning can reduce the risk of bad transactions slipping through the cracks.

Data-driven models fuelled by AI can identify fraudulent behaviour, and the greater the breadth and depth of that data, the more impactful the analysis.

VisaNet, the global network at the heart of Visa, offers insights powered by 269 billion+ annual transactions⁷ as well as automated tools like Partner Risk Controls that allow you to protect your merchant portfolio.

Partner Risk Controls runs automatically at authorisation without any complex or time-consuming integration. It identifies compromised cards and BINs to prevent card testing and transaction fraud across your merchant portfolio. The system's pre-authorisation filters block suspicious transactions before they enter the payments ecosystem and incur fees.

You can add another layer of security for online transactions with Payer Authentication, built on the verification capabilities of [3D Secure](#), which makes it more difficult to use someone else's card details fraudulently while ensuring PCI DSS compliance. A robust, multi-layered approach to fraud management can help ensure more accurate detection so your merchants can minimise losses and costs while maximising revenue potential.





Mastering post-purchase management

Post-purchase management continues after the transaction is complete, and it's an important part of delivering a positive end-to-end customer experience. Effective post-purchase management can also help ensure operations run smoothly for both you and your merchants.

You'll want to try to prevent or resolve pre-disputes before they escalate. When a shopper challenges a transaction with their bank, resolving it early saves time, prevents chargebacks, and helps combat friendly fraud. All this helps keep the customer experience positive.

With better transaction detail from [Verifi's Order Insight](#), merchants can deflect Visa 10.4 disputes through Systematic Dispute Deflection⁸ if the cardholder has 2 prior transactions with the merchant that they have not disputed. Order Insight also provides customers with transaction details at the point of inquiry to clarify any confusion to help prevent disputes. With the right post-purchase solutions, your merchants can give their customers the tools to resolve inquiries themselves, reducing costs and improving customer experience.

[Rapid Dispute Resolution](#) (RDR) uses a customisable decision engine to automate resolution at the pre-

dispute stage before it becomes a chargeback. This can improve customer experience while reducing merchants' efforts. By leveraging Visa's comprehensive fraud and dispute data, merchants are provided with timely notifications that enable them to make informed decisions. Helpful insights, disseminated through multiple channels such as web portals or APIs, can contribute significantly to minimising risks effectively.

Managing compliance

Payfacs also encounter a range of compliance hurdles. These include adhering to Know Your Customer (KYC) protocols, which require verifying customers and understanding their risk profiles, or meeting anti-money laundering regulations. Although these directives may seem straightforward, guaranteeing compliance can be intricate and laborious, particularly as countries' mandates evolve.

Our platform has a wide range of security protocols, including end-to-end data encryption and the ability to store sensitive payment data in secure Visa data centres. And connecting to [Visa Acceptance Platform](#) can even unlock tokenisation and fraud management solutions to help you offload numerous compliance challenges, including PCI DSS and GDPR requirements. The ability to navigate these complexities with confidence, reduce risk, and protect your reputation means you can spend more time focusing on your core business.

Guaranteeing compliance can be intricate and laborious, particularly as countries' mandates evolve.

The journey ahead

While risk management and compliance might pose challenges, they also pave the way for transformative opportunities. As the landscape changes, Visa Acceptance Solutions can be a reliable ally in securing your payment transactions, providing customised support to cater to your specific needs. This enables you to fortify trust with both acquirers and merchants by adhering to the most recent scheme mandates and implementing advanced risk controls.



Balancing revenue and risk: how Payfacs can scale confidently

As the world becomes more connected, borders blur—particularly in commerce. Visa's Global Back to Business Study revealed that 79% of SMBs will focus on selling across borders for their growth.⁹

Whether it's new industries, new verticals, or accepting payments from abroad, expansion opens up possibilities for merchants to scale for long-term success.

However, for Payfacs, enabling growth for merchants comes with challenges. We can help you reduce risk and maximise revenue from all channels as you expand into new markets by combining AI-fueled payment capabilities with human expertise.

Identifying the challenges of expansion

As businesses grow and scale, so does the demand for secure revenue optimisation strategies. Embracing relevant payments innovations and technologies is important when entering a new space, but it also takes local knowledge and resources. Interoperability, compatibility, and integration with local payment networks, banks, and third-party providers can be hard to navigate.

Understanding market needs, consumer preferences, and shopping behaviours is an important first step when planning an expansion. The following core drivers can help you identify which technologies you'll need to succeed.

1. Taking on expansion—home or away

However you're looking to expand, you'll want payments solutions with the data and technology to adapt quickly to new norms—whether in a different industry, region, or segment. But, from digital wallets to QR codes, accommodating the wide variety of payment methods customers demand can add risk and complexity.

We can help manage increasing transaction volumes, simplify the scaling of operations, all while maintaining service quality as you grow. Our flexible infrastructure can help your solution stack look beyond payment processing to other services like fraud management. And a single connection to our platform can increase your reach, help you expand into new markets with local acquirers, and eliminate the need for multiple integrations.

2. New markets, new risks

Different markets and industries experience unique consumer behaviors, different levels of risk, and distinct fraud patterns. Your merchants' existing fraud and payments solutions may not be flexible or intelligent enough to adapt to these variations, resulting in false declines, lower authorisation rates, and even more fraud. Additionally, merchants are often tempted to rely on manual reviews, which drive up costs and impact their bottom line.

Modern, AI-enabled fraud management technologies can help identify fraud and reduce false declines, boosting authorisation rates while keeping costs in check. With Visa, you can leverage the powerful combination of AI and the expertise of Visa risk consultants to help you and your merchants balance the risks and rewards of expansion.

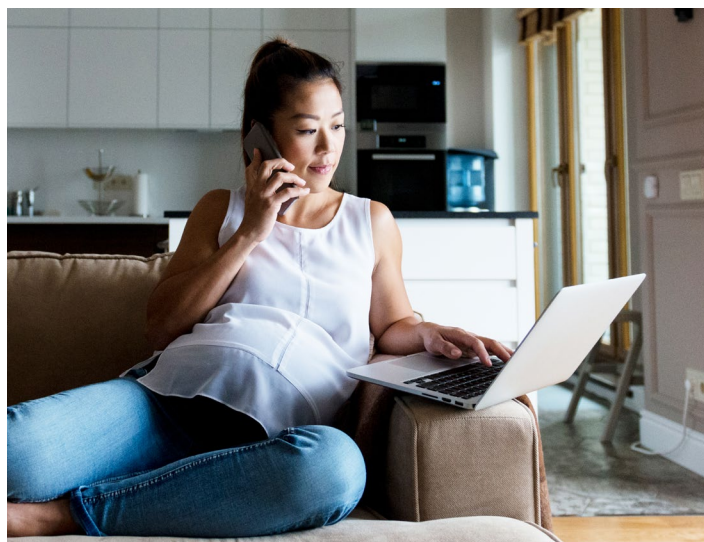
3. Getting the blend of AI and human intelligence just right

Our fraud management solutions, [Decision Manager](#) and [Fraud Management Essentials](#), offer you the ability to deploy sophisticated AI built on Visa's rich data. They offer best-in-class fraud protection for merchants of all sizes, with pre-set profiles for different regions and industries to streamline implementation. Only 1.3% of merchants using Decision Manager still rely on manual review, with 98.4% of transactions decided using automation.¹⁰

While automation and AI are powerful, human expertise remains irreplaceable, especially when it comes to understanding context. Our [Managed Risk Services](#) employs experienced analysts with deep knowledge of industries and regions to help you track and manage risk in your merchant portfolio. Located on six continents, our analysts can also help with everything from fraud management to optimizing transactions during peak times and ensuring you comply with data protection regulations. They can augment your team while eliminating the need for permanent in-house expertise.

You can also help your merchants stay secure when expanding into new territories with Payer Authentication, which offers the protection of 3D Secure while allowing for extra authentication if needed. This lets you help make online shopping safer and smarter wherever your merchants are selling.

Our fraud management solutions, Decision Manager and Fraud Management Essentials, offer you the ability to deploy sophisticated AI built on Visa's rich data, offering best-in-class fraud protection for merchants of all sizes, with pre-set profiles for different regions and industries to streamline implementation.



How we help Razorpay reduce cross-border fraud

Cross-border transactions are an important opportunity for APAC merchants, but most come with no additional authentication and can introduce fraud. Since 2022, [we've been working with Razorpay](#), one of India's largest Payfacs, to help their merchants accept cross-border payments with confidence.

They leverage Decision Manager's advanced machine learning models to analyse historical transaction data to spot patterns and recommend strategies and work with one of our Managed Risk Analysts to help with fine-tuning. Reducing cross-border fraud has given Razorpay a unique differentiator and driven confidence and loyalty among its merchants.

We've helped them to reduce their fraud-to-sales ratio by 30% while keeping authorization rates high. We also helped them decrease chargebacks 40% for their merchants while false declines have fallen 18%, resulting in better customer experience, increased approval rates, and higher revenue growth.¹¹

Balance brings rewards

We can help you strike the delicate balance between risk mitigation and revenue optimisation. With our powerful combination of AI-driven fraud protection solutions and human expertise, the fear of missed opportunities can be replaced by a sense of security and trust in every transaction. Access to our robust global infrastructure and cutting-edge technologies can help improve experiences for you, your merchants, and their customers.



Interested?

Want to see how Visa Acceptance Solutions can help you navigate these challenges and maximise your payments potential in the rapidly evolving global landscape? Explore our resources created just for Payfacs.

Explore resources →

And if you have specific questions or would like to discuss in more depth, we'd love to chat. Get a consultation with our team today.

Contact us →

Legal Disclaimers

Case studies, comparisons, statistics, research and recommendations are provided "AS IS" and intended for informational purposes only and should not be relied upon for operational, marketing, legal, technical, tax, financial or other advice. Visa Inc. neither makes any warranty or representation as to the completeness or accuracy of the information within this document, nor assumes any liability or responsibility that may result from reliance on such information. The Information contained herein is not intended as investment or legal advice, and readers are encouraged to seek the advice of a competent professional where such advice is required.

Results are not claimed to represent typical results, experience, and are not intended to represent or guarantee that everyone will achieve the same or similar results.

Case studies, research and recommended practice recommendations are intended for informational purposes only and should not be relied upon for marketing, legal, technical, tax, financial or other advice. When implementing any new strategy or practice, you should consult with your legal counsel to determine what laws and regulations may apply to your specific circumstances. The actual costs, savings and benefits of a card program may vary based upon your specific business needs and program requirements. Visa makes no representations and warranties as to the information contained herein and member is solely responsible for any use of the information in this presentation in connection with its card programs.

Analyses may be based and dependent on underlying data sourced or provided from third parties. Visa does not make any representation with respect to the quality or accuracy of such data; furthermore, the quality and accuracy of such underlying data may affect the resulting analysis.

1. <https://www.statista.com/outlook/fmo/digital-payments/worldwide>
2. <https://www.pymnts.com/news/payment-methods/2023/billions-of-people-and-trillions-of-transactions-define-the-payfac-opportunity-in-emerging-markets>
3. Payment Facilitators, How These Providers Are Eating The Payments Value Chain, by EMARKETER, June 2021.
4. Based on internal measurements from Visa Acceptance Solutions Product Management and Client Services for self-service client onboarding during calendar year 2024, reported on April 29, 2024.
5. Payments Modernization and Technology: Priorities, Challenges, and Partnerships, Aite-Novarica Impact Report, April 2023
6. As of April 2023.
7. VisaNet transaction volume based on 2023 fiscal year. Domestically routed transactions may not hit VisaNet.
8. Effective April 2023, Visa's Compelling Evidence (CE) 3.0 evolves the Visa dispute program by adding a set of checks and balances to draw a clear and direct relationship between the merchant and the cardholder with the use of greater data exchange to more accurately identify transactions authorized by the cardholder, not an unauthorized third party.
9. Visa's Global Back to Business Study was conducted by Wakefield Research in March/April 2023 and surveyed 2,250 small business owners with 100 employees or fewer in Australia, Brazil, Canada, Germany, Hong Kong, Ireland, New Zealand, Singapore, UAE, and the US. The consumer section surveyed 1,000 adults ages 18+ in the US, and 500 adults ages 18+ in Australia, Brazil, Canada, Germany, Hong Kong, Ireland, New Zealand, Singapore, and UAE.
10. 2023 Visa Merchant Fraud Report. URL: <https://www.cybersource.com/en-us/solutions/fraud-and-risk-management/merchant-fraud-report.html>. The information presented in this report contains aggregate data derived from the Decision Manager client base between February 2022 and February 2023. Individual client data is not shared or disclosed in any form.
11. Calculated by comparing Razorpay data year-over-year for January to August 2023 and January to August 2022. More info at: <https://www.cybersource.com/en-gb/solutions/case-studies/razorpay-india.html>