



Increasing Merchant Lifetime Value

Reduce merchant churn and dramatically enhance overall recurring revenue

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The Challenge

Problems with the Current Approach to PCI DSS Compliance



**Negative
Revenue**



High Churn Rate



**Poor Merchant
Experience**



**Low Impact
on merchant
Security**

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Cybersecurity Threats Faced by SMBs



“Ransomware is #1 threat to very small businesses”

SOURCE:

<https://www.verizon.com/business/en-gb/resources/reports/dbir/>



“4% of micro firms have a specific Cyber Insurance policy”

SOURCE:

<https://www.gov.uk/government/statistics/cyber-security-breaches-survey-2022>



“83% of SMBs are not financially prepared to recover from a cyber attack.”

SOURCE:

<https://www.insurancebee.com/blog/smb-owners-unprepared-for-cybercrime>



“60% of SMBs hit by a cyber attack shut down within six months”

SOURCE:

<https://docs.house.gov/meetings/SM/SM00/20150422/103276/HHRG-114-SM00-20150422-SD003-U4.pdf>

Where SMBs are Vulnerable



Vulnerable to Ransomware



No Employee Training Or Education



Network Unprotected

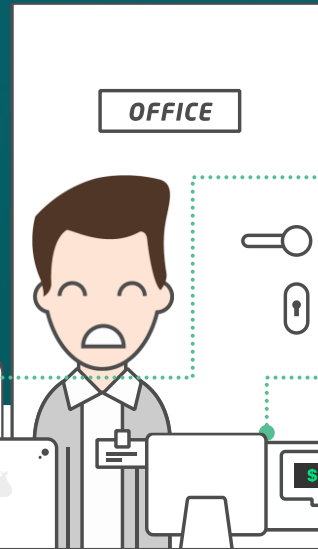


Online Presence Unprotected



Router

Unprotected



Laptop / Desktop / Mobile

Unprotected



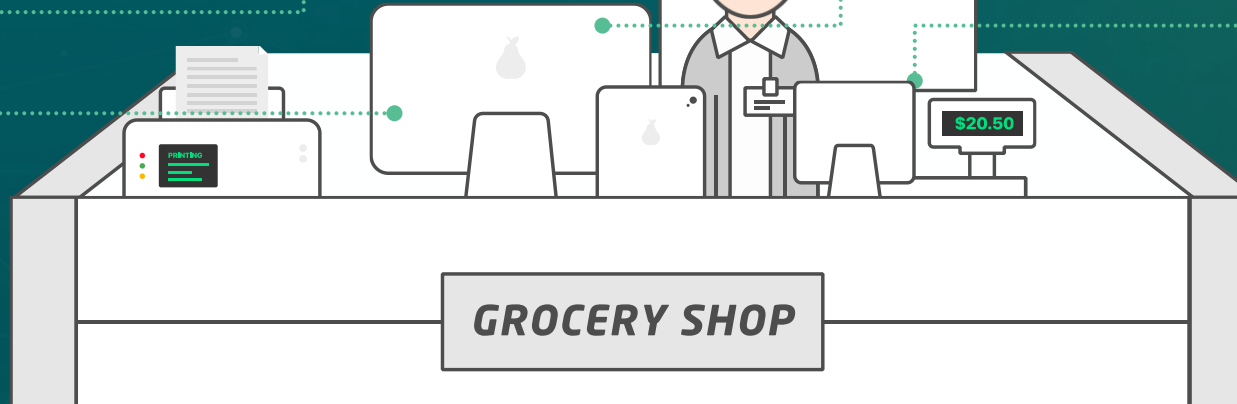
POS

Often the only thing that's protected



Website

Unprotected



Merchants' comments



...I don't understand PCI.

...why do I have to go through it every few months?

...can't you do it for me?

The Challenge

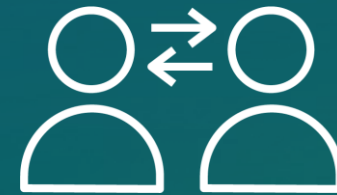


Replace

A neutral to high effort customer experience



Difficult and time-consuming process for merchants



With

A positive low effort customer experience



An easy, enjoyable merchant customer experience

The Solution



Managed Compliance + Security

1



2



Omni-channel engagement to enrol the merchant



Provision security tools



Provide scanning with remediation (where applicable)



Guide the merchant through their SAQ. Educate them on security best practices



Attestation completed and submitted



Make it easy for the merchant to stay compliant - support them throughout the year with omni-channel engagement.

Provide An Overarching Compliance and Security Solution



Malware
Protected



Ransomware
Defended



Identity Theft
Guarded



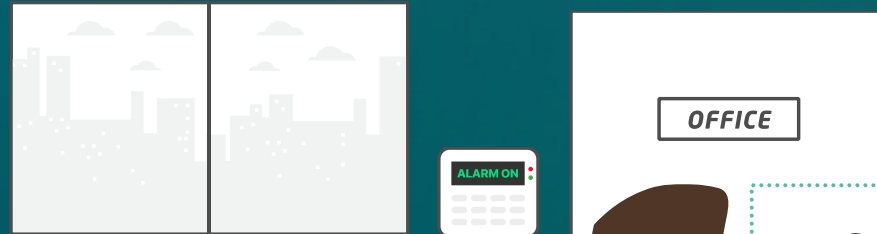
Web Compromise
Secured



Remote Access
Safeguarded



Router
Regularly scanned



Laptop / Desktop
Advanced Endpoint Protection



Mobile
Protected



Website
Scanned and
remediated



GROCERY SHOP

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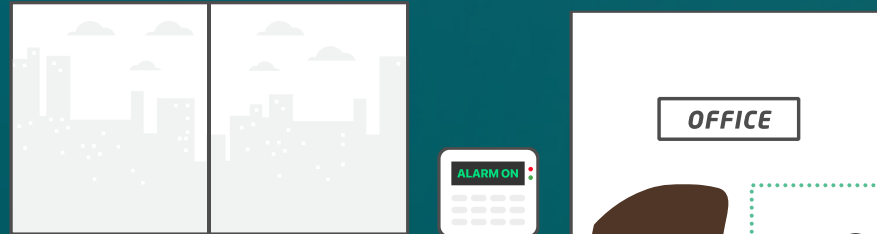
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GROCERY SHOP

The Solution: Security Tools



Network Security

- Scan setup, scheduling and support



Endpoint Security

- Next gen antivirus
- Anti-ransomware
- File integrity monitoring
- Device security configuration scan
- Cardholder data scan
- Keystroke encryption
- Network discovery scan



Identity And Brand Protection

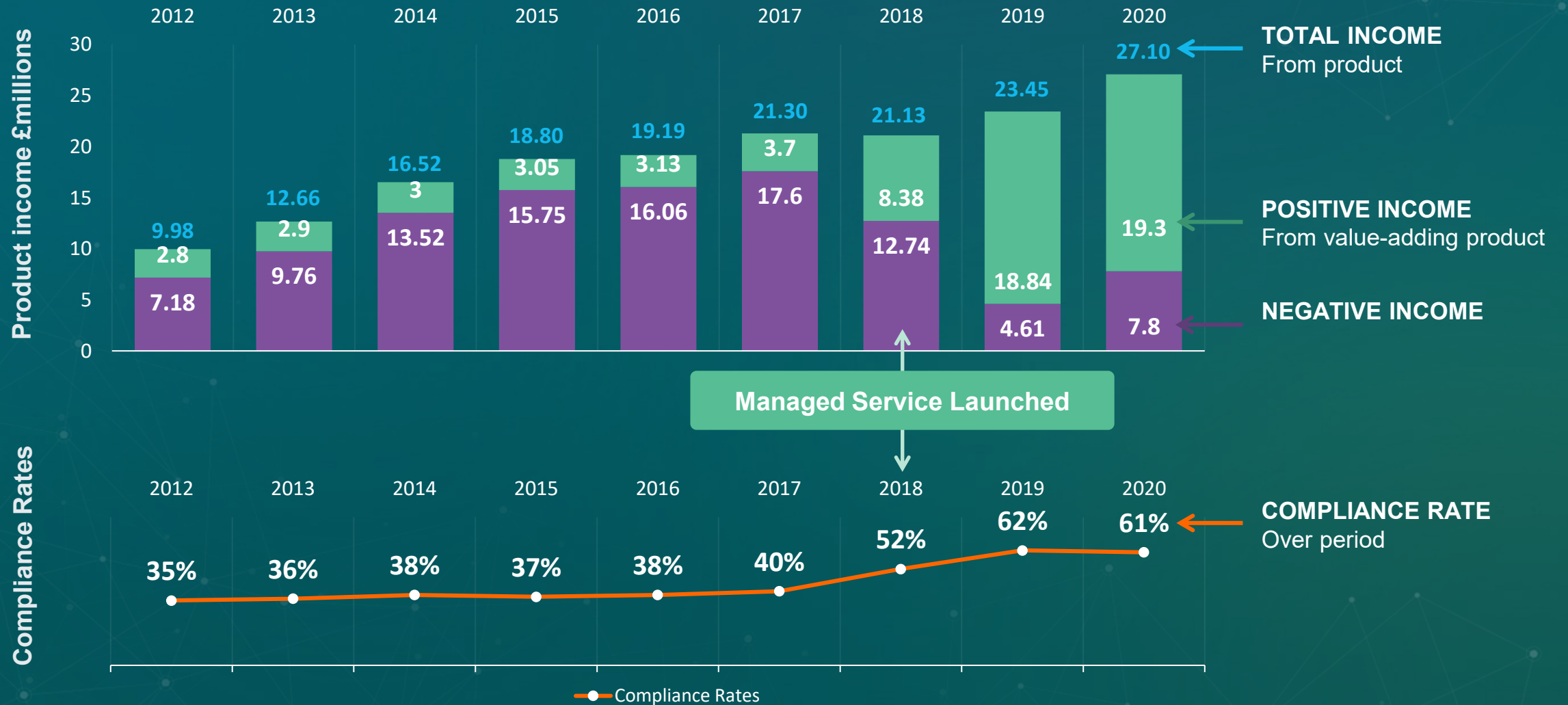
- Dark web monitoring
- Online reputation management
- Security awareness & education
- Data breach protection



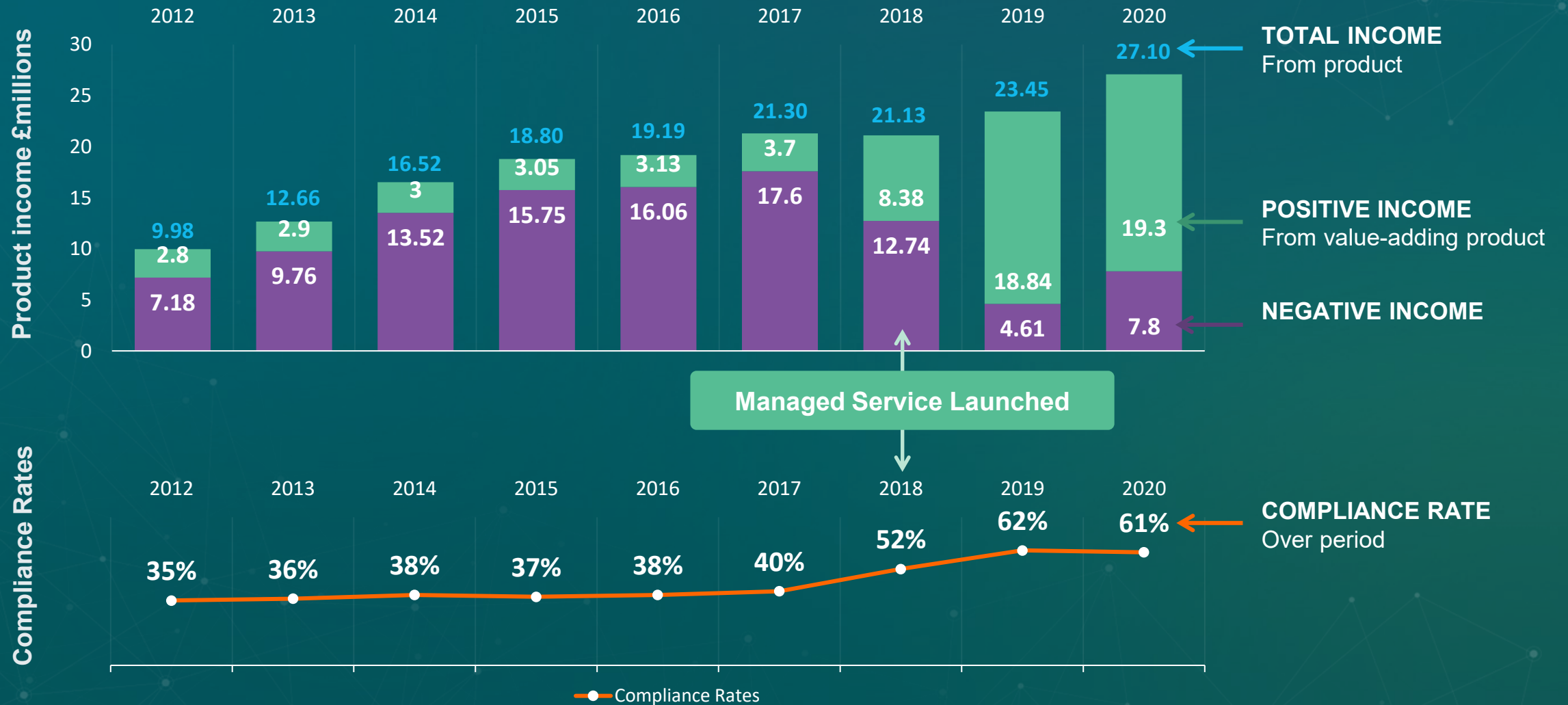
Web security

- Website malware scanning
- Brand risk monitoring
- Website Seal
- Digital Certificate

Real Client Example – Replaced Non Compliance Income

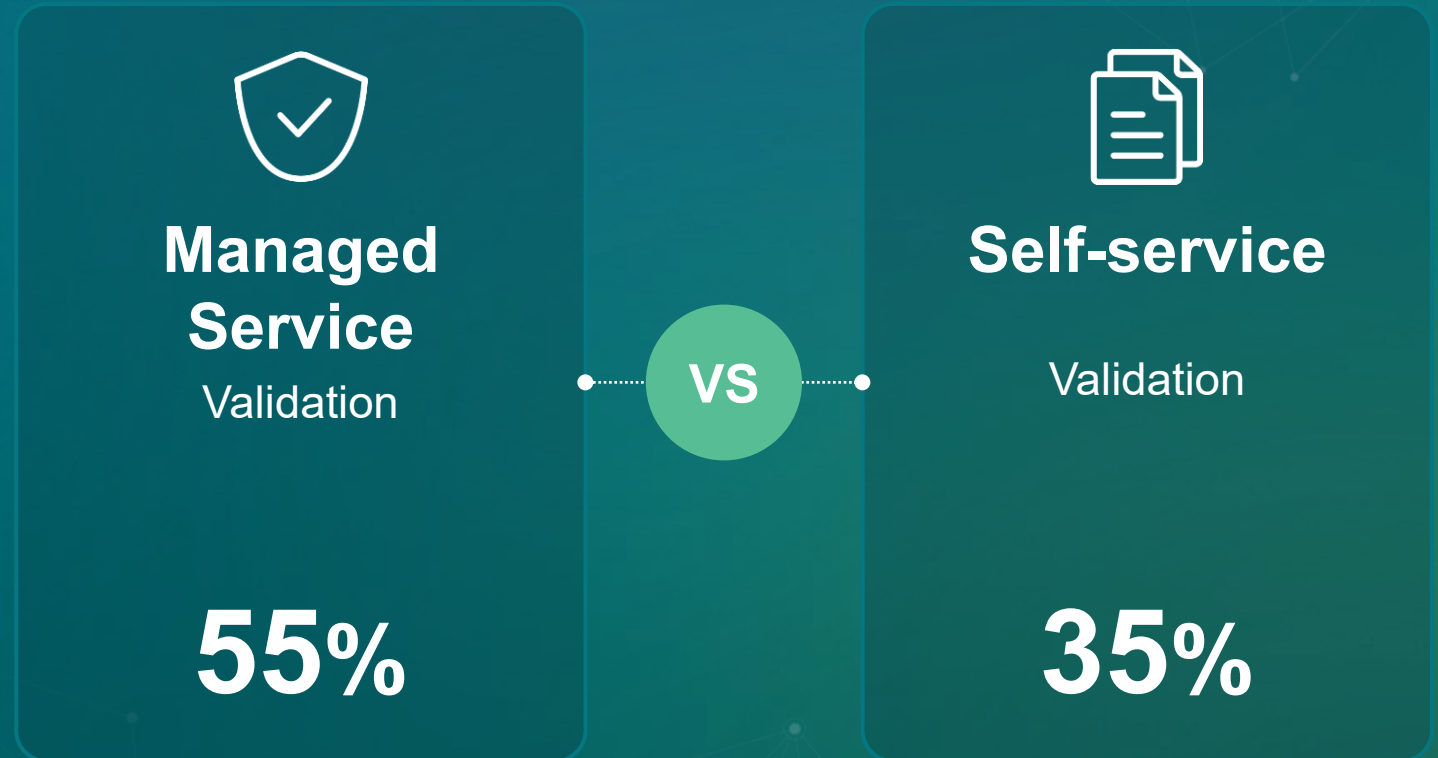


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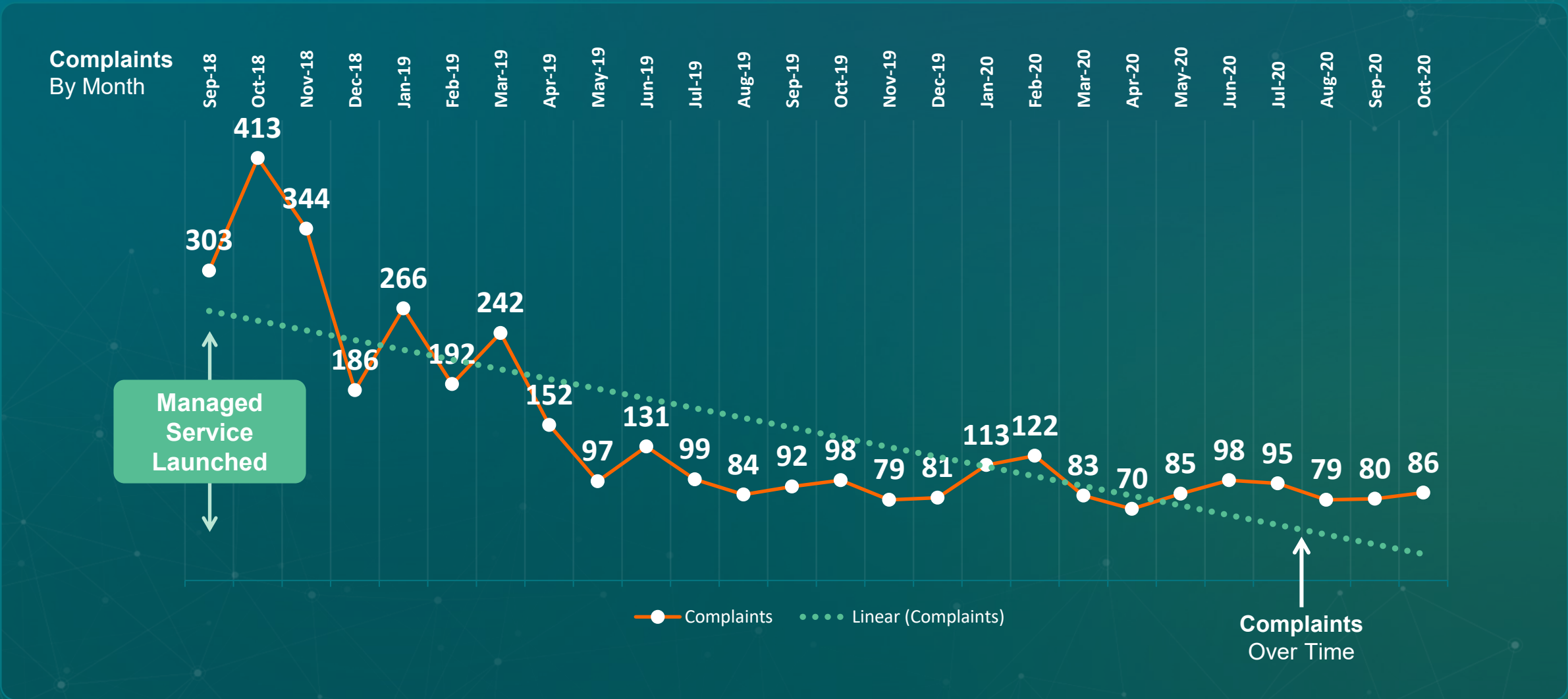


Compliance Rate: Managed Compliance & Security Vs Self-Service portal

Overall compliance rates Managed Service Vs Self-service.



Complaints Since Managed Service Launch – Real Client



Gross Attrition: Managed Compliance & Security Vs Self-Service portal

Overall managed compliance merchants are **31% less likely to attrit** than Self-Service merchants.



Managed Service

Merchant attrition within Managed services for all clients

19%

VS



Self-service

Merchant attrition within Self-Service programs

28%

Key Take-aways

- Traditional self-service PCI DSS portal programmes are not the most effective way to drive compliance
- SMB merchants need protection beyond the POS device
- Acquirers are best placed to help SMB merchants with their business security
- Merchants look to Acquirers for education regarding the security of their business
- The 'carrot' rather than 'stick' approach is more effective at driving compliance
- Managed compliance and security programs create greater merchant 'stickiness'



Thank you!

