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Top 10 FinTech Solution Providers - 2019

Historically, the financial services industry has significantly lagged behind other verticals in terms of adopting and leveraging the benefits of the latest technologies. However, as the traditional approach of serving consumers via offline methods is not only time-consuming but also cumbersome and costly; there is a need to transform the practices financial industry currently follow. To steer in the right direction that drives better outcomes for financial organizations in the lesser time frame, FinTech solution providers are presently incorporating technological innovation and automation technologies in its portfolio. Fintech companies put technology at the core of financial solutions, fundamentally transforming the way banks interact with their customers.

Transformation in the FinTech space has become evident due to the emergence of technologies such as blockchain, internet of things (IoT), and robotic process automation (RPA). Blockchain technology offers a reliable and trusted peer-to-peer payment experience. In the global e-commerce space, cryptocurrencies are allowing individuals to transfer money instantly and

securely. On the other hand, increase in a number of connected devices and rise of the Internet of Things (IoT) has driven FinTech organizations to collect relevant data from these devices and use them to learn about the customer base. FinTech firms are also adopting mobile payments options at the earliest to dispense easy and user-friendly ways for customers to perform their financial tasks. Another latest technology being adopted by FinTech firms is RPA. Robots work impressively in gathering a significant amount of data to understand the demands and expectations of consumers.

With such technologies making their way into the FinTech industry, the future of this vertical is indeed promising and is already here. A distinguished panel comprising of CEOs, CIOs, VCs, and analysts along with the editorial board of CIOApplications Europe have selected the top 10 most reliable and future-proof FinTech solution providers. These vendors are adept at delivering affordable solutions and at par with ever-changing and disrupting FinTech landscape.

We present to you CIOApplications Europe's "Top 10 FinTech Solution Providers - 2019."

BlueSnap

*recognized by **CIOApplications** magazine as*



An annual listing of 10 companies that are at the forefront of providing Fintech solutions and transforming businesses




Joe Phillip
Managing Editor

Company:

BlueSnap

Key Person:

Ralph Dangelmaier
CEO

Website:

home.bluesnap.com

Description:

All-in-one payment platform designed to increase sales and reduce costs for small and medium-sized businesses

BlueSnap

A Unified Solution to Process Global Payments

Ralph Dangelmaier, the CEO of BlueSnap, found that 80 percent of businesses were implementing and supporting multiple payment systems, and their struggles were amplified by new payment methods, cross-border shopping, and mobile adoption. Large e-commerce companies with immense money power have poured hundreds of millions of dollars into their payment technologies, but such technologies are not available to small and medium-sized businesses. Established to provide SMB merchants with a better way to accept payments, BlueSnap offers a unified payment platform with a single integration, contract, underwriting, account, and payout to facilitate global payments processing.

The company, with its All-in-one Payment Platform, allows companies to focus on their business while increasing sales conversions and reducing costs.

Dangelmaier had the vision to build the next generation of global and mobile e-commerce payment solution delivered through a single integration with sophisticated features built-in. To transform his vision into reality, Dangelmaier assembled a globally-minded, incredibly creative team to drive the BlueSnap platform's rapid evolution and innovation. BlueSnap's platform enables SMB and independent software vendors alike to quickly facilitate e-commerce, without the complex integration of disparate applications such as shopping carts, e-wallets, payment types, and fraud prevention.

Usually, the payment platforms used by small players support only a few payment options, and this, in turn, limits their global outreach. BlueSnap has introduced the online and mobile checkout feature that provides customized checkout experiences. Through a single integration, the API accepts global payments and supports multiple payment types including e-wallets such as Google Pay, Apple Pay, and PayPal, among many others. The pre-integrated API reduces the development time while allowing the developers to create customized experiences with its library of SDKs. Also, it unshackles the companies from the need to invest resources in meeting the PCI DSS compliance.

Unlike other payment solutions, the platform has the next level of customization features, as Dangelmaier remarks with the example of a bespoke invoice system, "It's a rarity, or



unheard of, to find an invoice payment system where invoices generated and sent to customers have 'Pay Now' buttons to make the payment." BlueSnap also supports orders processed through virtual terminals.

Looking ahead with an aim to enable frictionless omnichannel experiences, BlueSnap will offer simplified next-generation POS payment systems that are designed to cater to merchants operating physical and digital stores. "Whether the customers buy in-store, online (web or mobile), or from a combo of these, the platform will offer the tools to deliver modern experiences such as buy online, pick up in store and buy online, return at the store," says Dangelmaier. It will also provide a real-time view of performance across channels.

With his in-depth knowledge of the vast and complex payment industry, Dangelmaier worked to gain the commitment of top financial leaders and payment partners, forging partnerships with over 30 global banks and hundreds of integrated service vendors. "The substantial product investment has paid off," says Dangelmaier. BlueSnap regularly converts merchants from key competitors like Stripe, Braintree, and Paypal. More businesses from across the globe are approaching BlueSnap to consolidate their cumbersome and time-consuming payment gateways. The All-in-one Payment Platform has enabled BlueSnap to achieve strong revenue growth, win over 20 awards for innovation, and in the journey allowed thousands of B2B and B2C e-commerce merchants to transform their payments model. **CA**