

# Offer a seamless payment experience and earn more revenue, with Pay360 Evolve from Capita.

## eCommerce is booming and so is the shift to platforms

A new era in ecommerce is emerging. Companies are embracing platforms like never before, as the demand to facilitate online sales swells.

**50%**

of annual retail sales from ecommerce<sup>1</sup>



## Platforms power the world's most valuable companies

The top 7 companies in the world are Platforms and they represent

**\$6.3tn**

in market value.<sup>2</sup>

**60%**

of Unicorn startups were platform businesses<sup>2</sup>

**70% +**

of online B2C sales are predicted to come from marketplaces or platforms in the next 5 years<sup>1</sup>

## The COVID impact

This trend is being accelerated by COVID and is only set to increase - businesses need to adapt.



**21%**

of Brits shopping online for the first time<sup>3</sup>



**£5.3bn**

expected UK ecommerce increase due to COVID-19<sup>4</sup>



**36%**

YoY total retail sales growth in 2020 – the highest since 2007<sup>5</sup>



**36%**

increase in Brits online shopping just two months after first lockdown<sup>6</sup>

## A huge growth opportunity to drive more revenue

The surge in online purchasing is driving demand for software powered payment solutions. For forward thinking software companies, integrating payments within your solution creates a huge opportunity to:



Add value to your offering



Better serve your clients



Supercharge your growth

## Your three options for adding a payment solution:

1

### Become a payment facilitator

- removes the need for direct relationship with an acquiring bank.

#### Key Considerations:

- Lengthy, complex, expensive process
- Regulatory compliance risks and requirements

2

### Partner with a traditional payment solution provider

– moves much of the risk onto the provider.

#### Key Considerations:

- Initial set up of customers can take up to ten weeks
- Little flexibility and light on platform specific features

3

### Partner with a payment facilitator

– the power to shape your payments journey, with none of the hurdles of going it alone.

#### Key Benefits:

- Access a full payment infrastructure
- Onboard customers instantly
- Drive customer experience with more control over payments process
- Regulatory burden is with the supplier

## One integration. One platform. One partner.

Pay360 Evolve is a multi-channel payment platform that enables you to become your customers' single provider, for both software and payment processing.



Take payments in minutes



Delight customers and drive loyalty



Onboard customers fast



Earn more revenue



Grow your business

Ready to start monetising the payments experience and benefit from every penny that flows through your software?



Book an appointment to learn more

Bart Leonard | Head of Sales

[Click here to book appointment](#)

07740 530479

Bart.Leonard@capita.com

