

Payment Trainings

Education and know-how from recognized payment and platform experts

Receive detailed and comprehensive knowledge on selected topics:

- I. Introduction into Online and Mobile Payments
- II. Smart Payments for Platforms
- III. How to Build a Payment Service Provider

aye4fin



Introduction into Online and Mobile Payments

Summary

The main objective of the workshop is to gain a detailed understanding of payment products with specific focus on online and mobile payments. Additionally, you will gain a sound understanding of alternative payment methods, which are gaining a growing market share. After successful completion of the workshop, you will be presented with a certificate.

Target Audience



Payment Service
Providers



Product
Owner



Project
Manager



Payment
Manager

Additional Information

The workshop is set for 8 hours of active training with maximum 5 participants. You choose the location – whether at your office, at ours or as a webinar. aye4fin will provide beverages and lunch for all participants to allow an efficient seminar.

Content

Introduction into payments, involved parties and typical setups

- ✓ Categorization of payment products
- ✓ Four- and three-party business models

Insights into online payments I

- ✓ Detailed overview of card, bank and wallet-based products
- ✓ How did they get where they are now?

Insights into mobile payments II

- ✓ Detailed overview of mobile payments in the past and now
- ✓ Why are mobile payments not the future of payments?

Business models of payment products

- ✓ Different business models based on Visa, Klarna and PayPal
- ✓ Comparison of opportunities, risks and features

How to setup and grow your offered payment methods

- ✓ What to consider for setting up a successful payment method?
- ✓ How to grow a profitable business model in payments

Best practices: How to grow your business with established and alternative payment methods

- ✓ Best practices to evaluate interesting and suitable payment products
- ✓ Growth potential with use of additional payment products

Future trends in payments

- ✓ What does the next global payment champion need to provide?
- ✓ Interesting products, e.g. QR-code or Instant Payment products

Smart Payments for Platforms

Summary

While the main objective of the workshop is to gain a detailed understanding of payments for marketplaces, deep insights into typical business models and industry benchmarks will be provided. In addition, regulatory aspects will also be discussed. After successful completion of the workshop, you will be presented with a certificate.

Target Audience



Payment Service
Providers



Product
Owner



Project
Manager



Payment
Manager

Additional Information

The workshop is set for 8 hours of active training with maximum 5 participants. You choose the location – whether at your office, at ours or as a webinar. aye4fin will provide beverages and lunch for all participants to allow an efficient seminar.

Content

Types of platforms, marketplaces and similar models

- ✓ Introduction into Referral, Reseller and Factoring models
- ✓ Analysis of different marketplaces based on 7 criteria

Overview of expectations from all involved parties

- ✓ Detailed insights into the platform user
- ✓ Detailed insights into the platform provider

Global Payment benchmarks for platforms

- ✓ Amazon Marketplaces: Product, technical and regulatory setup
- ✓ Stripe: Overview of different marketplace offerings

Different options to enable smart payments on platforms

- ✓ Describe different solutions to establish smart platform payments
- ✓ Provide insights and evaluate DIY vs Best-of breed approach

Setup smart regulated solutions for platforms

- ✓ Provide insights in setting up regulatory compliant solutions
- ✓ Evaluation of different solutions based on 7 criteria

Best practices: How to grow your business with established and alternative payment methods

- ✓ Best practices to evaluate interesting and suitable products
- ✓ Growth potential with use of additional payment products

Overview on product offerings for marketplace payments

- ✓ Overview of offerings provided by payment methods, e.g. PayPal
- ✓ Overview of offerings provided by payment providers, e.g. Adyen

How to Build a Payment Service Provider

Summary

While the main objective of the workshop is to gain a detailed understanding of the entire PSP setup process, we will also prepare you for the time when your setup is complete. As such, you will be able to understand the current situation of the market and learn how to navigate through it. After successful completion of the workshop, you will be presented with a certificate.

Target Audience



Payment Service Providers



International Corporates



Startups within Payment Space



Service Providers

Additional Information

The workshop is set for 8 hours of active training with maximum 5 participants. You choose the location – whether at your office, at ours or as a webinar. aye4fin will provide beverages and lunch for all participants to allow an efficient seminar.

Content

Classification of PSPs

- ✓ What are the main types of payment service providers?
- ✓ What are their aims, objectives and roles?

Success Factors

- ✓ Who are the key players in the payment industry?
- ✓ How did they get where they are now?

Product Portfolio

- ✓ Which products can and should I offer?
- ✓ What do I need to be able to offer these products?

Technical Setup

- ✓ How to efficiently setup your payment gateway?
- ✓ What additional technologies are required, e.g. SDK, Plugins?

Process Landscape

- ✓ Which processes are required for setting up a PSP?
- ✓ How to setup & document the most important payment processes?

Compliance Requirements

- ✓ Which certifications and regulations are relevant to a PSP?
- ✓ Introduction into PCI, PI and E-Money

Organizational Setup

- ✓ How do I structure my organization to become a successful PSP?
- ✓ What are best practice experiences from leading PSPs?

Access to Detailed Industry Expertise

One-Day Training

one-day

Cost: **€ 2.500**

Topic: 1 of 3 offers

Presenter: aye4fin

Location: your choice

Timeframe: 8 hours

Seats: max. 5 / workshop

Personalized Training

one-day

Cost: **€ 3.500**

Topic: custom to you

Presenter: aye4fin

Location: your choice

Timeframe: 8 hours

Seats: max. 5 / workshop

Bootcamp

three days

Cost: **€ 7.000**

Topic: custom to you

Presenter: aye4fin

Location: your choice

Timeframe: 8 hours each

Seats: max. 5 / workshop

Are you interested and ready to start your training session? Then please select the option you are interested in and send a signed copy to one of our contacts.

.....
First Name, Surname

.....
Position

.....
Phone

.....
E-Mail

.....
Company

.....
Address

.....
Zip, City

Consulting Offers

- Introduction into Online and Mobile Payments
- Smart Payments for Platforms
- How to Build a Payment Service Provider

.....
Date, Place

.....
Signature

Terms: *With my signature, I agree to book the selected consulting offer. 50% of Costs will be charged upon signature of this proposal, the remaining 50% will be charged upon execution of each training.*

Experts with Passion



Trusted Partnerships

aye4fin believes in trusted and long-term partnerships, which enable fast and direct access to relevant information in the financial industry.



Global Network

aye4fin has established relationships to industry experts and top decision makers in payment and e-commerce across Europe, Americas and APAC, which provide comprehensive and detailed knowledge.



Expertise

During more than 20 years, the aye4fin team gained detailed expertise in creating and building commercial applications, which are shared with Clients from Retail, Finance and other sectors.



Mixed Team

aye4fin consists of proven industry experts and fresh minds, enabling the creation of new assets and avoiding to fall behind new market developments and share best practices.



Full Service

From strategy to execution, aye4fin supports Clients during all phases of the commercial value chain from defining product strategies to product development.

Proven Expertise

Our aim is to support professionals with hands-on information and independent know-how from our payment-experts. Our professionals will present you with detailed information, market insights and best practices during our workshops. By sharing our expertise and experiences, we believe that Clients will benefit and build high performance solutions and developing into market leaders.



Digital Payments

Efficient payment processes are the focus of every successful company.

However, different products, workflows and systems challenge most companies understanding and evaluation of such solutions. Our goal is to create value for our clients throughout the process.



Smart Platforms

While platforms create a new source of value, but also additional complexity for setup and operation.

We address, advise and assist all issues regarding regulated payment systems, efficient workflows and scalable solution designs.



Data Analytics

Our team carries out transaction analyzes and takes a close look at your online shop to improve your existing setup.

With our experts reporting, you will be able to compare your shop to global benchmarks and use your optimization and growth opportunities.

What Our Clients and Partners Think



LaterPay



I was in a project with 3 of their consultants and I can say that all of them are not only very knowledgeable in the payment's domain but also very professional in coping with other team members and stakeholders.

Daniel Kazani, Senior PM



Seller Logic



Thank you for the always very good cooperation. The professional working methods are appreciated - good and fast communication, flexibility and expertise. We look forward to the next steps.

Martin Grass, COO



Mangopay



From start to completion, their level of dedication and insight into all projects has surpassed needs and expectations every time. The value they can add to clients stands apart from the from the rest.

Oliver Rivera, Bus. Dev.

THANK YOU!

Should you have any questions, please feel free to contact us.

Address

aye4fin GmbH
Im Mediapark 5
50670 Cologne, Germany

Email

info@aye4fin.com

Website

www.aye4fin.com

Telephone

+49 (0) 221 97586721