



ALPHA
FINTECH

ALL VENDORS ONE PLATFORM

Common Operational Merchant issues:

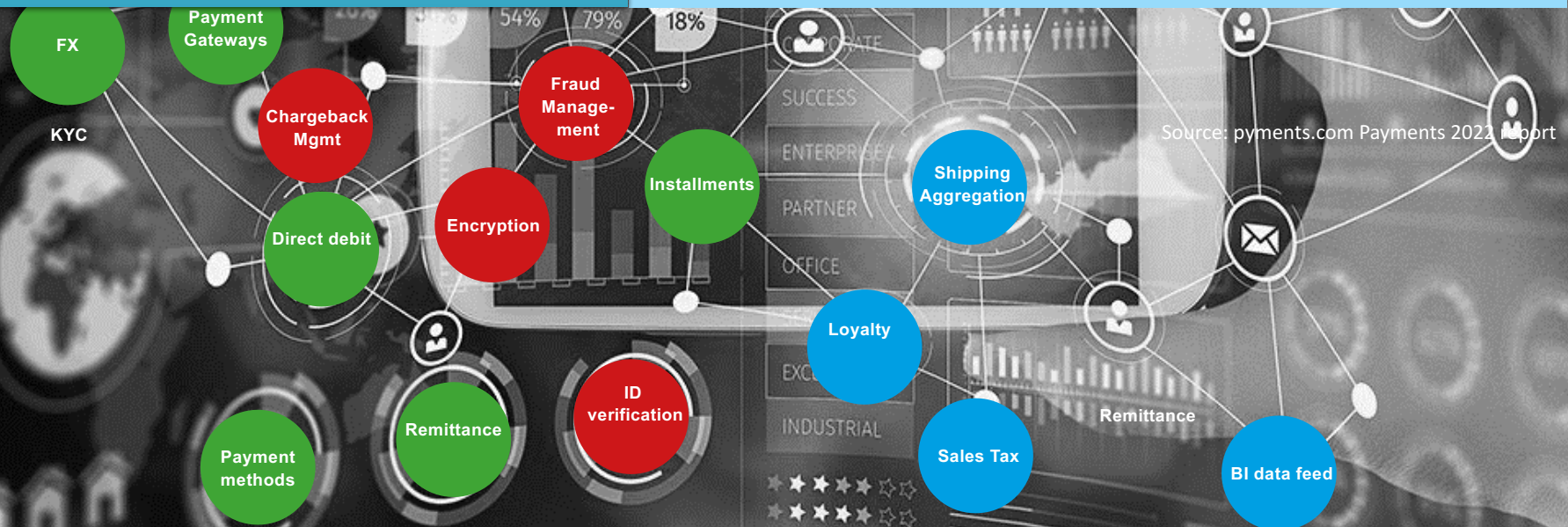
- Multiple vendor interfaces
- Multiple reporting, billing, formats
- Too much time lost attaining new features
- Checkout-process not optimized
- Too complicated managing multiple vendors

Impact: Avoidable costs, distractions, inefficiencies

66% of merchants report a need to expand the number vendor relationships

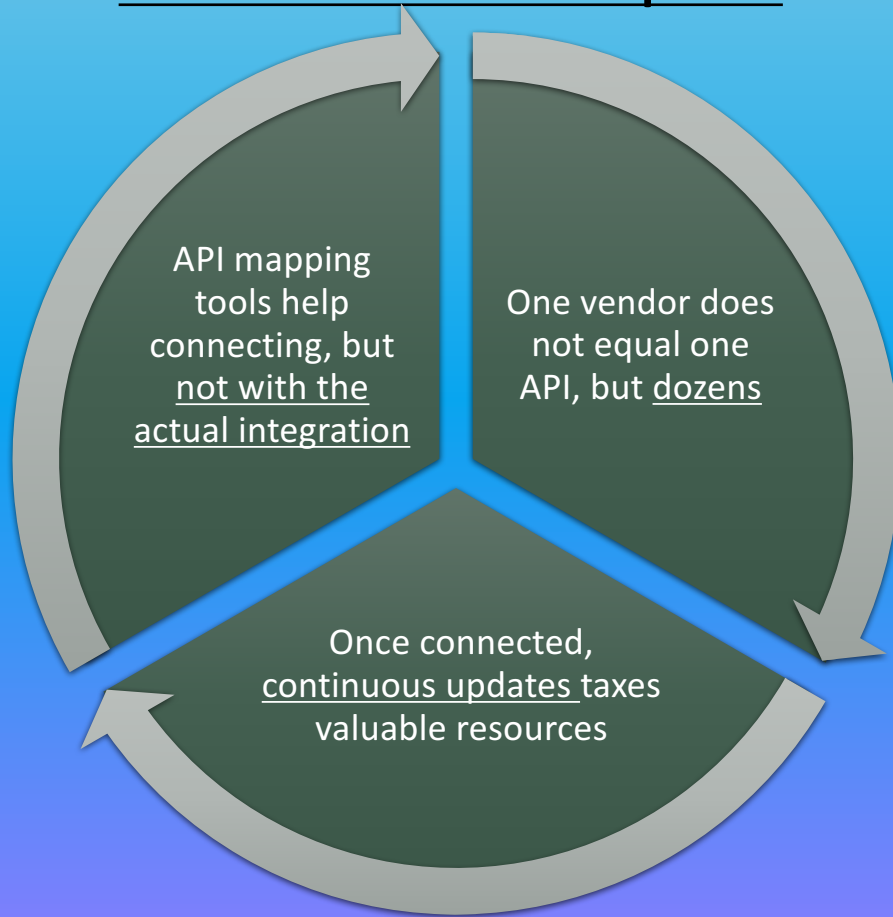
50% need to reduce manual processes

Average Cost supporting payments operations:
2.7-3.3% of sales

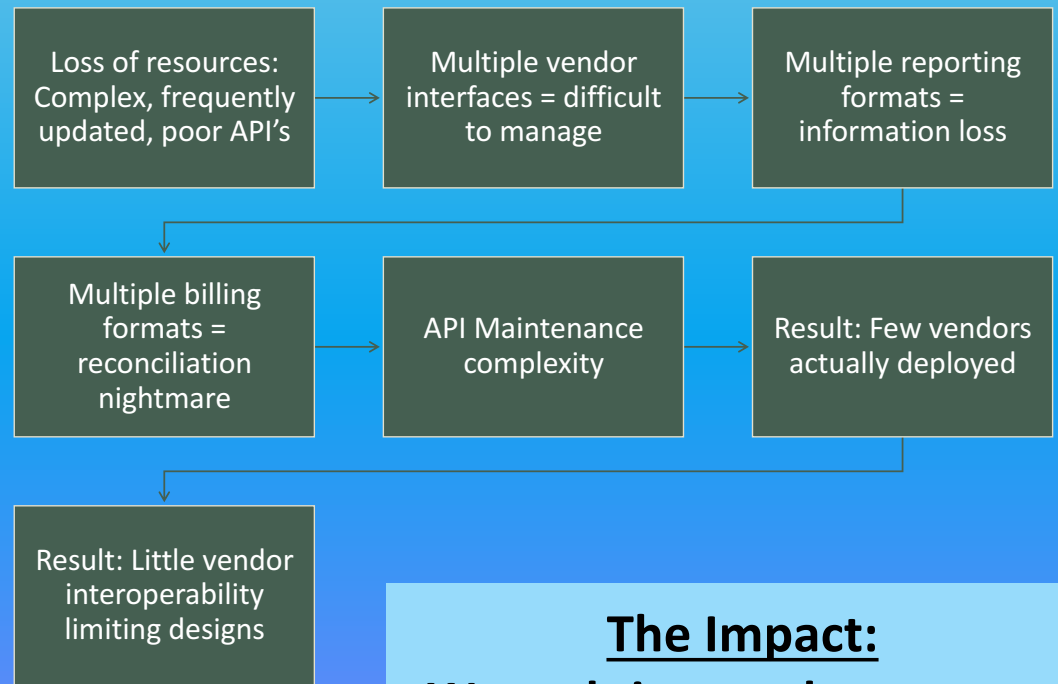


Challenges related to fixing these issues

Common API Misconceptions



Unexpected API related headaches



The Impact:

Wasted time and money on undifferentiating heavy lifting

SOLUTION : ENABLE 100'S OF NEW AND MANAGE CURRENT VENDORS VIA ONE STANDARDIZED INTERFACE AND DYNAMIC API

Product Library

+ ADD PRODUCT

All APIsPayment APIsRisk APIsCommerce APIs

Q

CategoriesAll













TypeAll

StatusAll

Sort ByName

Records per page100

View

	Name	Categories	Type	Status
	 <div>MPGS Description</div>	Billing	Type	Active
	 <div>Masterpass Description</div>	Category	Type	Active
	 <div>Mastercard Secure The APC Fraud Management System</div>	Fraud Screening	Type	Active
	 <div>Alpha Secure Description</div>	Billing	Type	Active
	 <div>Alpha Session Manager Description</div>	Category	Type	Active
	 <div>FMS The APC Fraud Management System</div>	Fraud Screening	Type	Active
	 <div>StarTrack Sameday Description</div>	Payment Processor	Application	Active
	 <div>StarTrack On Demand Description</div>	Payment Processor	Application	Active
	<div>Global Blue Description</div>	Category	Type	Active

Unprecedented operational simplification & personalization utilizing 100's of vendors standardized into one platform

Centralize
Reporting & Billing

No Coding
Access & swap vendors easily

Optimize Cost & Functionality
Smart routing across vendors

MORE CONNECTORS = MORE REVENUE & DATA PER CUSTOMER

TRANSACTION
























RISK

NEW COMMERCE

WITHOUT ALPHA

Visa/MC AU	 Local Bank	New Fraud Vendor: Cybersource	 CyberSource® Secure Acceptance	None
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USING ALPHA

Installments		New Tokenization provider		Bank Loyalty Reward Point Payments	
Installments 2		2ndary check: Address verification		AU Shipping Connectors Consolidated	
AliPay		2ndary check: Email confirmation		Global Remittance	
WeChat Pay		2ndary fraud tool: ACI retail Decision		E-Invoicing	
CUP for multiple currencies		3D Secure 2.0		Central Reconciliation	
AU Bank transfer Payments		Online chargeback management		Actionable Intelligence	
DCC					
Apple Pay					
Poli					
Visa Checkout					
Masterpass					

★ Additional revenue growth is achieved by capturing vendor switching fees and vendor wholesales rates

ENHANCE THE CHECKOUT EXPERIENCE

Sell new products more easily and optimize processes with Alpha

1. Shipping address

Email *
joepublic@gmail.com

Your order details will be sent to your email address

☐ Create an account for later use

First name *
Joe

Last name *
Public

Address *
1000 Main Street

City *
Los Angeles

Country *
Bahrain

State

Zip code *
90001

2. Billing address

☒ The same as shipping

Enable this if you would like us to use your shipping address as your billing address

3. Delivery methods

☒ Courier
2 - 4 days €9.78

☐ Local shipping
up to one week €10.96

☐ Local pickup €0.00

☐ Free shipping on orders over \$50 €0.00

4. Payment methods

☐ Credit Card

☐ Alipay

☐ Apple Pay

☐ PayPal

☐ Phone Ordering
Phone: (555) 555-5555

1 item in cart €272.90

Discount: €27.29

Shipping cost: €9.78

€255.39

4111 1111 1111 1111 VISA

5 / 21 123 ⓘ

Joe Public

Customer note:

Place order: €255.39

By clicking the "Place order" button you confirm that you accept the Terms & Conditions

Have a discount coupon?

Choose 0% Monthly Payments or other financing options available. [Learn more >](#)

NEW! LIVE CHAT

Click to chat now! ⓘ

Sales Tax Calculation

Shipping

KYC

ID verification

Payment methods

Fraud Management

Financing Options

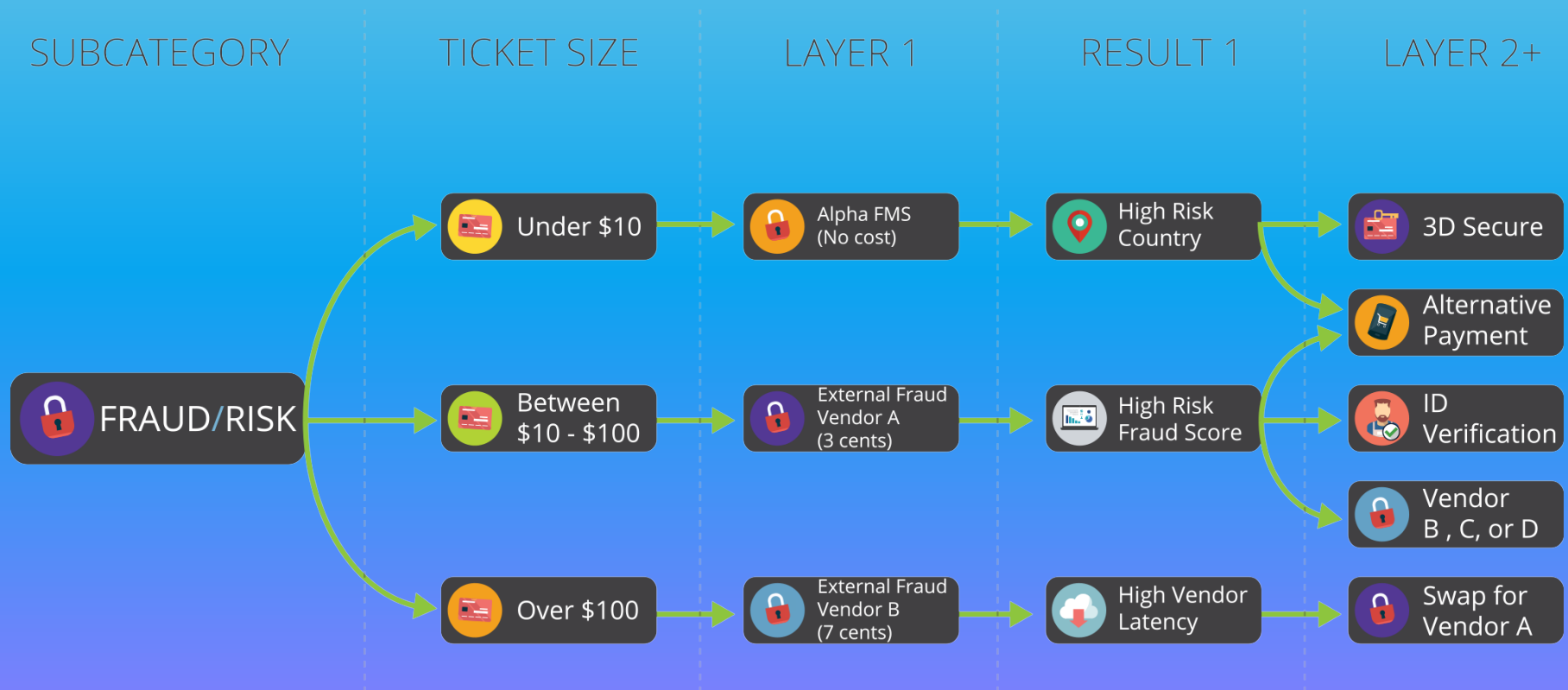
FX

Giftcard

Actionable Intelligence

SMART ROUTING: ACROSS ALL VENDORS

Alpha's Smart Routing = Lowers Cost & Increases Functionality vs. Single Vendor Dependence



ENABLE UNIQUE VALUE-ADD LAYERS

Alpha collaborates with the users API roadmap and adds unique productivity layers



Alpha Vendor Managed Serviced

Yes

Yes

Yes

Yes

Yes

Yes

Yes

Yes



Internal API Development

Little to none

No

No

Single-Vendor Dependent

No

Only What is Connected

Requires Separate Solution

Multiple Individual API's
To Maintain

Smart routing across Vendors

Vendor Interface Standardized

Billing + Reports Standardized

Functionality Enhancements

Hierarchy Layers+Audit Logs

100+ Vendors Available

Online Developer Center

Single Dynamic API



What Alpha's Multi-Vendor Hub does for you



Adds Revenue while saving costs

- Up-sell new products instantly
- Maintain 1 API vs 100's
- Lower OpEx via smart routing



Frees Resources from undifferentiated heavy lifting

Vendor sourcing, integration, reconciliation & maintenance



Enables Personalization

Smart route across several vendors versus being limited to one or a few



Simplifies Cross-Selling

Every sale is an entry point. Once integrated, new product enablement is seamless via Alpha



Introduces Actionable Intelligence

More Data attained, consolidated, reconciled & standardized = Increased insight that can be converted to Actionable Intelligence