



Beyond finance

Driving the adoption of digital payments for SMEs





**Established
2010**



**1.4 Million users
worldwide**



**Offices in Seattle
And Tel Aviv**



**Experts in creating
successful
partnerships**

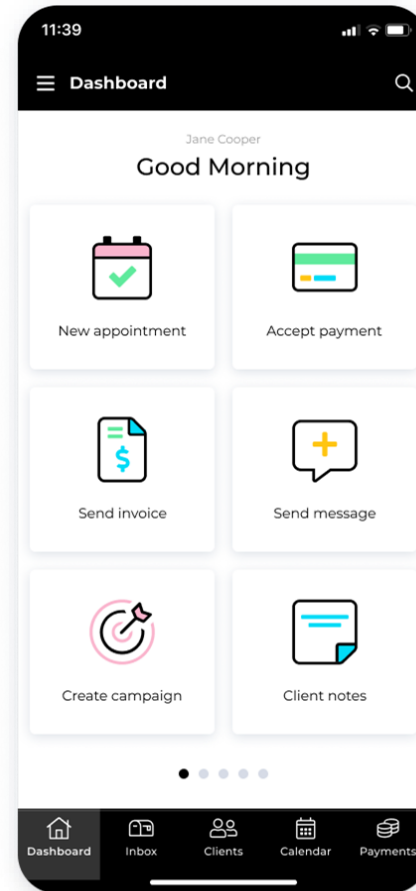


**Open & modular
platform**



Facilitating SMEs' day-to-day: Clients, time, and money

- ✓ Payment collection and tracking
- ✓ Client relationships & communication
- ✓ Appointment and event management
- ✓ Loyalty & retention
- ✓ Reports & dashboards
- ✓ Serving clients online





Delivering payment solutions within the SMEs' business framework





Streamlining payments beyond transactions

- **Orchestrating payments** via one central hub that reflects the bottom line and enables better control.
- **Automating or semi-automating** the billing cycle helps SMEs focus their efforts on *doing business* as supposed to running a business.
- **Managing payments in context** with clients and time invested.





A seamless billing cycle for SME owners & clients

- Clients can pay upon booking a service, or get an invoice and payment link via email or text message.
- Payment fragmentation reduced by enabling one aggregative payment environment.
- Clients responded well to being able to pay online in context.



Ashley Perkins

Accountant



Growing revenue potential

- Streamlined her billing cycle from end to end: estimate to invoice to payment.
- Finances are easier to keep track of via a real time dashboard and reports that analyze business performance.
- Less time spent on chasing payments, more time spent with clients.



Jessica Campos
Digital Marketing Consultant



Building an infrastructure for retention

- Committed to building long lasting relationships, built her practice on a recurring revenue model.
- Payments are collected for pre-paid treatment series and service bundles.
- Clients discover, purchase and pay for service bundles online. Credits are managed and redeemed automatically.
- Relationships and payments are managed in one place.



Dr. Angela Santavicca
Therapist & practice owner



A complete payment management platform



Quotes & invoices



Automated payment



Contactless credit
card processing



Payment tracking
dashboard



Bill upon scheduling



Subscriptions and
packages



Tracking & Business Analytics



What we've learned

- **Simplifying payments:**
SMEs and their clients appreciate payment platforms that reduce friction and offer intuitive & contextual digital payments.
- **Supporting a wide range of workflows:**
SMEs appreciate the freedom to build their own flexible billing flow, optimized to their business needs.
- **Building trust:**
SMEs rely on peers and relatable brands when seeking advice on payments.



Let's partner!

- **Retention & stickiness:** Our partners become immersed in their SMEs' day to day, becoming part of the operational core.
- **Increase transactions:** When a payment solution is delivered in context, online payment adoptions increases.
- **Beyond transactions:** Our partners differentiate themselves from their competitions by offering a complete business solution.
- **Modular platform:** Seamlessly integrate your services to create SuperApp experience and deliver a wide range of services through one digital front door.





Thank you

Let's talk!

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