



FOR IMMEDIATE RELEASE:

TSG COMMENTARY: Worldpay Enters Agreement to Acquire SecureNet; Further Boosts Omni-Channel Processing Strength

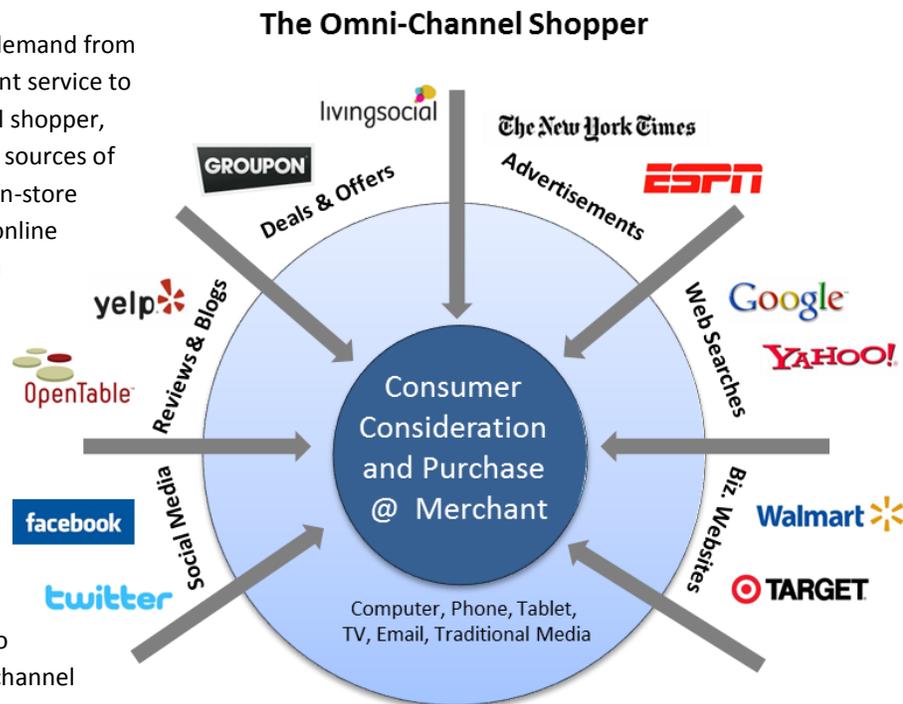
Guest Columnist [Jared Drieling](#)

OMAHA, Neb., November 14, 2014 - This week, Worldpay, a global payments technology company based in London, announced that it had entered into a definitive agreement to acquire Austin-based SecureNet, a market leader in multi-channel commerce technology. The acquisition price was undisclosed. The transaction is expected to close in December 2014, pending regulatory approval. SecureNet serves more than 17,000 merchants, with processing volumes exceeding \$19 billion annually and is principally owned by Chicago-based Sterling Partners. SecureNet’s merchant count and dollar volumes likely include clients served via card processing, ACH, and its virtual terminal services and products. Meanwhile, Worldpay is expected to process a total of nearly 10 billion transactions with a value of nearly half a trillion dollars in 2014. Worldpay is owned by private equity firms Advent International and Bain Capital. The acquisition of SecureNet by Worldpay was executed in order to leverage the company’s merchant cloud-based solutions which integrate point-of-sale (POS), mobile and eCommerce payment processing into Worldpay’s direct acquirer ecosystem, providing a distribution advantage. SecureNet’s multi-channel inventory management system will also enable Worldpay to offer the ability to provide actionable, SKU-level data insights to clients to help them grow their business.

The deal was likely in response to the growing demand from Worldpay’s client base for an integrated payment service to support the evolving needs of the omni-channel shopper, which describes consumers that utilize multiple sources of product information when shopping, including in-store displays, retailer websites, online review sites, online marketplaces, and social media. The acquisition is suspected to accelerate Worldpay’s ability to deliver a wider omni-channel processing strategy, fully exploit the evolving needs of omni-channel shoppers, and take yet another step closer to becoming a one-stop-shop for those wanting the ability to offer a secure, seamless customer payment via any channel.

Worldpay has recently invested heavily in opportunities that have allowed the company to increase its breadth and expertise in the omni-channel payments environment. In the past four years, Worldpay’s acquisitions have included companies such as Envoy, Yespay and Century Payments.

The majority of retailers see the omni-channel as essential to meeting the shopping habits and expectations of today’s consumers. Clearly, major payment providers are aggressively pursuing opportunities in order to





THE STRAWHECKER GROUP
The Trusted Advisor To The Payments Industry

effectively position themselves to provide next-generation innovation and best-in-class payments processing solutions to take advantage of the changing payments landscape. Catering to the consumers of today means helping them pay how they want to, when they want to, in an easy to execute fashion. Developing a wider omni-channel strategy can help retailers deliver on the overall shopping experience that the consumers of today and tomorrow expect. However, it is also vital for businesses of all sizes to ensure their investment in new technologies matches their consumers' demands for these payment types in order to secure an appropriate return.

About TSG

The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource of merchant acquiring industry research, benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.