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THE STRAWHECKER GROUP  
The Trusted Advisor To The Payments Industry



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## Trending This Week...

This week, in an interview, [Dorsey spoke on the competition with PayPal, Intuit, and others](#) while mentioning that Starbucks pursued them rather than Square looking for large national deals. Dorsey also made a statement that there are 26 million small businesses in the U.S. not using credit cards - leaving plenty of room for growth.

[Google Wallet took a step back from their NFC requirement](#), releasing their app for the iPhone opening up the potential of millions of new users. While this plays up capabilities such as loyalty programs and online/mobile commerce, it downplays NFC significantly. Is this the beginning of the end for NFC?

Other highlights include:

- [Card Issuance Rises](#) as Prime Customers Return
- [MCX and the Giant Payments Networks: A Payments Fairy Tale](#)
- [Standardizing PCI Compliance Assessments](#)
- [Global Non-Cash Payments Soar to 333B in 2012](#)

## The Strawhecker Group is Looking for ISOs Considering Selling Their Business

TSG is presently assisting buyers in connecting with ISO owners interested in selling their merchant portfolios, portions of their portfolios, or the entire business. Due to multiples recovering to pre-recession levels, The U.S. merchant acquiring transaction market has been extremely active.

[Transaction Advisory](#)

[Acquisition Multiples & Attrition Summary](#)

[Merchant Aggregation](#)

[Acquirer Strategic Assessment](#)

[TSG MPPS Benefits](#)

[MPPS Example Report](#)

[ETA/TSG Economic Indicators Report](#)

[Case Study: Driving Value Through Competitive Bidding](#)

[Should Traditional Merchant Acquirers "Beware of Square"](#)

[What Benefits Me By Paying a Credit Card Swipe Fee?](#)

[Use a Smart Phone to Buy Things!](#)

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## This Day in History: 1973

### King Triumphs in Battle of Sexes

On this day in 1973, in a highly publicized "Battle of the Sexes" tennis match, top women's player Billie Jean King, 29, beats Bobby Riggs, 55, a former No. 1 ranked men's player. Riggs (1918-1995), a self-proclaimed male chauvinist, had boasted that women were inferior, that they couldn't handle the pressure of the game and that even at his age he could beat any female player. The match was a huge media event, witnessed in person by over 30,000 spectators at the Houston Astrodome and by another 50 million

TSG has been engaged by several firms to identify ISO and merchant acquiring business acquisitions and capital partnerships. If you are interested in selling your portfolio (or a portion of your portfolio), or enterprise, please email TSG at [Acquisitions@TheStrawGroup.com](mailto:Acquisitions@TheStrawGroup.com) or call 402-964-2617 with high levels details of your business.

## Featured

### [Square's Jack Dorsey Goes Recruiting in NYC](#)

*9/18/13 USA Today*

Jack Dorsey invented Twitter, which last week filed paperwork to go public, and redefined mobile payments with Square, which is ready to move into sparkling new headquarters in San Francisco. Yet, he was simply Jack, Square recruiter, when he spoke to several hundred students at Columbia University here Monday night. While regaling them with stories about his youthful obsession with punk music, surrealism and St. Louis, he also made a full-throated appeal for entrepreneurial talent

### [MasterCard Moves Beyond Cards](#)

*9/18/13 ISO&Agent*

MasterCard is emphasizing airline boarding, wearable computing, and other goods and services to win consumers' business long before they pay. "We are investing in getting beyond payments to other services," Ajay Banga, MasterCard's CEO, said during an investor conference in New York. "The key is having the data and the technology."

### [Bluetooth-enabled Mobile Services Threaten NFC with Take-off](#)

*9/18/13 Mobile Marketer*

There is growing excitement around Bluetooth technology and how it can support mobile users' real-world activities. Apple's iBeacon and PayPal's Beacon are just the tip of the iceberg, with many more Bluetooth-enabled services expected over the coming year. iBeacon and Beacon both leverage Bluetooth Low Energy, which was introduced in 2010 and can be used to identify mobile users within a short range, similar to how near-field-communications works.

### [Google Wallet Expands to iPhone...Without NFC](#)

*9/19/13 VentureBeat*

Google Wallet is officially available for iPhone, iPad, and iPod Touch for the first time this morning. The search giant's mobile wallet will allow you to send money to friends, just with their email address, as well as store all your credit cards, debit cards, loyalty program cards, and coupon-style offers. To start, the service appears to be U.S.-only - you can only send money to American friends, and the app does not yet appear in other countries' app stores.

### [Card Issuance Rises as Prime Customers Return](#)

*9/18/13 American Banker*

Bank card originations increased sharply last quarter, reaching their highest level since the financial crisis as more creditworthy customers took out new cards. Total bankcard origination volume rose 21% in the second quarter compared with the same period in 2012, according to an analysis released Wednesday by the credit bureau Experian.

TV viewers worldwide. King made a Cleopatra-style entrance on a gold litter carried by men dressed as ancient slaves, while Riggs arrived in a rickshaw pulled by female models. Legendary sportscaster Howard Cosell called the match, in which King beat Riggs 6-4, 6-3, 6-3. King's achievement not only helped legitimize women's professional tennis and female athletes, but it was seen as a victory for women's rights in general.

King was born Billie Jean Moffitt on November 22, 1943, in Long Beach, California. Growing up, she was a star softball player before her parents encouraged her to try tennis, which was considered more ladylike. She excelled at the sport and in 1961, at age 17, during her first outing to Wimbledon, she won the women's doubles title. King would rack up a total of 20 Wimbledon victories, in singles, doubles and mixed doubles, over the course of her trailblazing career. In 1971, she became the first female athlete to earn more than \$100,000 in prize money in a single season.

[Click here to read more.](#)

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### Mobile Payments

#### MCX and the Giant Payments Networks: A Payments Fairy Tale

9/17/13 PYMNTS

Once upon a time, there were four payments networks that ruled the land called Payments in the United States. They created rules and regulations that every merchant in the land had to abide by - and even imposed fees that those merchants had to pay if they wanted to accept cards bearing the network's logo. These fees, so say these big networks, are necessary to operate the very complex payments ecosystem that supports nearly \$4 trillion in consumer spending each and every year in the U.S. - and to enable the safe and efficient transacting of merchants and consumers.

#### Apple's iBeacons Aren't A Magic Bullet, But They Have Cheap Possibilities

9/16/13 StorefrontBacktalk

Is iBeacons really the killer new iOS feature that some Apple watchers think it is? According to various claims, iBeacons is Apple's (NASDAQ:AAPL) solution for payments, for "indoor GPS," for replacing RFID tags, for tracking customers everywhere and for in-store mobile marketing. Most of that is the usual technology-just silliness. But iBeacons really do have some interesting in-store possibilities for retailers. And the technology is cheap enough and low-risk enough that, for once, chains really can have some fun experimenting with technology

#### Loophole in iBeacon Could Let iPhones Guard Your Likes Instead of Bombard You with Coupons

9/17/13 GigaOM

The iBeacon technology that Apple has implemented in iOS7 has retailers and others pumped about the internet of things pretty excited. The technology lets stores or people set up "beacons" that can talk to the iPhone, letting it know that you are standing next to a pair of shoes that you might like or that Starbucks wants to offer you \$1 off your latte. But ReelyActive, a company that's building out physical infrastructure to let devices communicate with their surroundings, has discovered a nifty trick in the iOS 7 code that lets its engineers flip the iBeacon model.

#### Capital One Exits Isis Pilot

9/16/13 NFC World

Capital One, one of Isis' three founder card issuers, is pulling out of the NFC venture's pilot tests. Notification has been sent to cardholders who have been participating in the pilots and, Capital One has told NFC World, "our pilot test with Isis will be coming to an end soon."

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## Regulation & Security

### Standardizing PCI Compliance Assessments

*9/20/13 Bank Info Security*

Version 3.0 of the Payment Card Industry Data Security Standard, slated for release later this year, will focus on the standardization of PCI compliance assessments, says Bob Russo, general manager of the PCI Security Standards Council. In August, the council issued a set of guidelines highlighting updates the industry can expect to see when Version 3.0 is released, he explains during an interview with Information Security Media Group.

### World's Largest Bitcoin Exchange Out \$10 Million

*9/16/13 Wired*

If you think that keeping the world's most popular Bitcoin exchange up and running is easy, think again. Mt. Gox, the Japanese-run online trading floor that had \$5 million seized by federal agents earlier this year, says that it's out another \$5.3 million, fallout from the company's legal dispute with its former U.S. partner CoinLab. At the end of February, Mt. Gox chose CoinLab as its North American agent. The idea was that customers in the U.S. and Canada would be able to use CoinLab as a gateway to the Mt. Gox exchange.

### Social Engineering and Phishing Attacks are Getting Smarter, But are Employers?

*9/16/13 CSO Online*

A new study on user risk shows that employers are willingly conducting user awareness training, but only half of them follow-up with additional tests to gauge such training's effectiveness. As network defenses grow stronger, and the gaps within those various layers of protection shrink, criminals are looking towards the soft targets, including employees, contractors, and customers, in order to launch an attack.

## Economy

### In Surprise, Fed Decides to Maintain Pace of Stimulus

*9/18/13 The New York Times*

It turns out that the Federal Reserve is not quite ready to let go of its extra efforts to help the economy grow. All summer, Federal Reserve officials said flattering things about the economy's performance: how strong it looked, how well it was recovering, how eager they were to step back and watch it walk on its own. But, in a reversal that stunned economists and investors on Wall Street, the Fed said on Wednesday that it would postpone any retreat from its monetary stimulus campaign for at least another month and quite possibly until next year.

### Global Non-Cash Payments Soar to 333B in 2012

*9/17/13 Finextra*

Global non-cash payment volumes continue to surge, with more than 333 billion transactions in 2012 as cards and mobile services grow in popularity, research from Capgemini and RBS suggests. Overall, non-cash transactions around the world grew by 8.8% in 2011. Debit cards accounted for 124 billion transactions, up by 15.8% on 2010, with credit cards used 57 billion times, up 12.3%.



## Payments Press

### More than Half of Consumers Pay Bills on Mobile Devices: Survey

9/18/13 *BTN*

Mobile banking is about more than just checking account balances. More than half of consumers worldwide use their mobile devices to pay a bill, according to SAP's survey of more than 12,000 adults who own a basic mobile device or smartphone. SAP, a financial technology vendor, published the survey Wednesday. The survey, which drew data from 17 countries including the U.S., also found that 52 percent of consumers make a bank transfer and 48 percent set up new accounts on mobile devices.

### Retailers Go Omni-commerce with Heartland Payment Systems and Bigcommerce Partnership

9/19/13 *Heartland Payment Systems*

Heartland Payment Systems, one of the nation's largest and fastest-growing payment processors, and Bigcommerce, the leading e-commerce platform for innovative businesses, today announced the launch of Heartland's Online Storefront. The industry's most comprehensive integrated e-commerce platform, Heartland's Online Storefront enables merchants to launch their online stores in less than one hour or upgrade their existing e-commerce sites with advanced shopping cart functionality and a host of other features to effectively compete with larger players and ultimately grow sales.

### Daniela Mielke Joins Vantiv as Chief Strategy Officer

9/17/13 *Vantiv*

Vantiv, Inc. announced that former PayPal and Visa executive Daniela Mielke will join the company as Chief Strategy Officer. Mielke will report directly to the Chief Executive Officer and will be responsible for leading the development and oversight of company strategy in support of Vantiv's growth objectives and to help drive product innovation, profitability, revenue and scale throughout the organization.

### Merchant Warehouse Honored as a Stevie Award Winner in 2013 American Business Awards

9/18/13 *Merchant Warehouse*

Merchant Warehouse®, a leading innovator of payment technologies and merchant account services, today announced the company was honored with two Stevie® Awards during the 11th Annual American Business Awards ceremony. Merchant Warehouse received Bronze for the Genius™ Customer Engagement Platform™ in the "Tech Innovation of the Year (at organizations with up to 1,000 employees)" category, and Bronze for Genius ITX in the "New Product or Service of the Year - Business-to-Business Products" category.

### Presefy Selects BlueSnap Payment Platform to Extend Interactive Presentation Offering Worldwide

9/18/13 *BlueSnap*

Presefy, a cloud service for interactive and engaging mobile presentations, has chosen BlueSnap, a global payment gateway

specializing in increasing recurring revenue opportunities for companies worldwide. Presefy's PRO offering will be launched by the end of the year, and will feature BlueSnap's Smart Subscription technology which allows customers to easily purchase ongoing services on their terms.

### **PayPros Business Application Branding and Integration Solutions Now Available for Software Developers**

*9/18/13 WATE*

PayPros, the industry leader for integrated payment processing, announces its PayPros® Business Application Branding and Integration Solutions, a suite of branded payment applications to add key functionality to software developers' integrated payment offerings.

### **CSR Expands Reno Office to Support Business Growth**

*9/17/13 The Green Sheet*

CSR™, the leading provider of data privacy compliance solutions and expert services, announced today a major expansion of its western regional office in Reno, Nevada, to support growth in its customer base and to provide an expanded facility in support of further creation of products and services for portfolio focused value-added resellers.

### **Revel Extends Tablet POS Into Stadium Concession Segment**

*9/16/13 ZDNet*

The showcase installation for Revel Systems' latest vertical market segment, sports concessions, is for a big company, but it represents yet another way that the company's tablet-based solution is rewriting the rules for small-business point-of-sale systems. Revel's technology has been deployed at Alabama State University's new Hornets football stadium, which opened on August 31 for the first game of the season.

### **Detroit-based Rockbridge Growth Equity Acquires RapidAdvance**

*9/16/13 PR Newswire*

Detroit-based Rockbridge Growth Equity, LLC, has acquired Rapid Financial Services, LLC (doing business as RapidAdvance). Based in Bethesda, Maryland, RapidAdvance is a leading provider of capital for small businesses.

RapidAdvance has created a technology-powered platform that underwrites small business loans and advances, providing its customers with capital quickly and efficiently. The company has opened up the market for capital to small businesses through its unique web-enabled system that is a dramatic improvement from the typical process a small business experiences with big banks.

### **Chirpify Lets Consumers Make Purchases With Hashtags**

*9/20/13 Mashable*

Chirpify, the startup that lets you buy and sell products via tweets and posts is announcing a new type of hashtag Thursday, allowing consumers to make purchases just by clicking what it's dubbing "action tags." The Portland, Ore., company wants to turn hashtags like #buy or #donate into URLs, and reprogram the second screen audience to use their social accounts to acquire the products they see on television. "We wanted a way to enable advertisers and their consumers to convert in the moment on their mobile device, no matter what they were doing."

### **FTS and Visa(R) Team on Cashless Solution for Community-Wide Events**

*9/16/13 MarketWatch*

Festival Transaction Services, Inc. (FTS) based in Seattle, WA has teamed with Visa, a leader in global payments technology, to launch a cashless financial services solution for fairs, festivals and other community-wide events. The new service will use prepaid Cards-as-Tickets(SM) for entry and for making purchases at the events. The service cuts ticketing costs, reduces cash handling risks and offers event organizers new opportunities for revenue and sponsorship.

### **Payment Leader to Launch Vantiv Gaming Solutions at G2E**

*9/19/13 Stockhouse*

Vantiv, Inc. announced the official launch of Vantiv Gaming Solutions at the Global Gaming Expo (G2E) in Las Vegas on Sep. 23, 2013. "Payments are the lifeblood of gaming," said Joe Pappano, SVP and general manager Vantiv Gaming Solutions. "We've worked for nearly five years to prepare for the significant expansion of payments requirements in the gaming industry.

### **New Credit Screening and Risk Evaluation Tools Help Issuers Unlock Capital for SMBs**

*9/16/13 MasterCard*

MasterCard and the Entrepreneurial Finance Lab (EFL) today announced a global partnership to promote small business (SMB) growth in developing countries. The partnership, signed during a ceremony at the SIBOS Conference in Dubai, provides international issuers in developing markets with new tools to help improve credit underwriting for unbanked small businesses. The cost-effective approach to screening and risk evaluation increases SMBs' access to capital, unlocking entrepreneurial potential and driving economic growth around the globe.

### **AOC Solutions Partners with HP**

*9/19/13 AOC Solutions*

AOC Solutions, Inc. (AOC), a leading commercial payments technology and services provider to corporate and federal clients, announced it has entered into a strategic partnership with Hewlett Packard (HP) Commercial Card Services. Under the terms of the agreement, HP's financial institution clients may offer AOC's commercial payments solution, EnCompass, to their customers so they can easily yet securely manage and process their commercial card and accounts payable (A/P) payments from a single, full-service secure platform - even on mobile devices.

### **SafetyPay Adds United States and the Caribbean to Regions Where Global Merchants Can Sell Online and Accept Cash Payments**

*9/18/13 PRWeb*

SafetyPay™, the real time online payment solution that enables consumers to shop from merchants worldwide and pay in their local currency directly from their bank account or with cash, today announced the addition of the United States and Caribbean as regions where global merchants can accept cash payments for purchases made online.



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