



## CASE STUDY:

# Platinum Payment Systems

## Challenges

- Platinum had an exclusive partnership with a company providing integrated ecommerce and point-of-sale (POS) payment processing solutions. When the other partner was acquired at the end of 2013, dissolving their exclusive engagement, Platinum looked for alternative options.
- Platinum had an opportunity to diversify its solutions by offering to deepen existing merchant relationships and reach a broader customer base. As a result, Platinum chose to expand its partner program and began to evaluate small and big vendors to add to its portfolio of payment processing services.

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## Solution

Platinum had a clear business plan in place that outlined revenue goals, target vertical markets and how to deepen relationships with existing merchants. As a regional ISO, Platinum evaluated solution providers based on the split on a deal, turnaround time for deals and lastly, the technology. In the fall of 2015, an industry consultant introduced Platinum to Qualpay.

From the start, the engagement was an immediate success. Platinum migrated its larger relationships over to Qualpay in October 2015, and as a result, hit revenue goals by the end of 2015. "Our relationship was very transparent. Anytime we had a question or issue with an integration, we could call up Qualpay to resolve it quickly. This accessibility really helped contribute to our success."

"Qualpay was eager to learn about our company. They invested the time to understand the underwriting, processing and support requirements of the verticals we serve." From the end of 2016 into 2017, Platinum watched its processed volume per month at Qualpay grow from the 10 million threshold to 22 million. "We send the majority of our business to the best companies. As a result of our engagement, we now almost always send our new business relationships to Qualpay first. Qualpay encompasses qualities that are very rare in the payments industry: integrity, honesty and accessibility."

## Benefits

- Convenient and interactive on-line application
- Fast boarding and fulfilment
- Transparent residual reporting and portfolio management tools
- User-friendly and easy to use Partner Portal
- Partner Portal Dashboards that provide real-time intelligence and reporting on merchants, volumes and chargebacks
- Accessible staff promotes a transparent and collaborative relationship



Processed volume  
per month grew by

**\$12M**

from end of 2016 into 2017.



**PLATINUM**  
PAYMENT SYSTEMS

Platinum Payment Systems is a Utah-based independent sales organization (ISO) specializing in unique verticals such as web design and development, hosting, online CRM, business consultants and online marketers. Platinum works with regional groups who run reputable businesses that prioritize quality in its services to customers. With over 15 years of experience, Platinum partners with integrated payment providers to deliver merchants with state-of-the-art payment processing services.



Go to [www.qualpay.com](http://www.qualpay.com) for more information.

Or call 1-844-282-0888 to speak with one of our helpful sales associates.