



MARKETPLACES

“KEY FACTORS FOR SUCCESS WITH SCALABLE PAYMENTS”

” Is this the future of E-Commerce?

Marketplaces – single platforms where a wide range of products from different categories are on offer – are rapidly gaining relevance in the digital world. But this is not a new concept: The first physical marketplaces to rise to prominence were department stores such as Whiteleys in London (1911), Le Bon Marché in Paris (1838), and Stewarts in New York (1846). Now history is repeating itself, and the factors that have always been essential for their success are still critical in the digital world today. The payment process must be seamless and secure for the customer, and scalable for the operator.



Thomas Tittelbach
Payment Expert

STATUS QUO

Marketplaces provide a place for transactions between a large number of sellers and buyers. While the business model saves time and money usually required for extensive research on suppliers, it does entail a higher level of complexity in comparison to other online retail models.

CHALLENGES

The marketplace owner must ensure that the payment process between the buyer and seller runs smoothly. To do so, they must provide complex financial services, in essence, acting in the role of a bank along with all of the obligations that come with it. There are a lot of PSPs offering one-stop solutions for this, but there are numerous challenges and risks nonetheless. Of course, success and expansion into new markets only lead to hurdles growing even higher.



PRIORITIES FOR SCALABLE MARKETPLACE PAYMENTS

1 FINANCIAL REGULATION

- Decide if you would like to start your own bank, fully outsource or define phase approaches
- Flexibility does also exist with Financial Partners

2 THINK DIGITAL

- Focus exclusively on digital processes and don't hesitate - others are a step ahead
- Assess all workflows from both seller and buyer perspective to cater everyone

3 SECOND SOURCE

- Mistakes happen. Invest time to setup backups.
- Working with several suppliers reduces the risk and gives you peace of mind

4 STRONG NETWORK

- Create a network of sustainable partners and don't rely on just one
- Choose partners with similar ambitions and mindset

5 OPTIMIZE STRATEGY

- Continuously question and test your strategy and solutions
- Respond to new market trends, products, processes, and regulatory changes

THE BENEFITS

Since its foundation, FINDOSO has been helping Clients to enter new markets, develop new products, and optimize their processes. Our work is based on mutually beneficial partnerships centered on transparency and independent views. FINDOSO's services are bespoke, focusing on the needs and requirements of each individual partner. With a clear focus on payments and financial services, at FINDOSO we provide hands-on solutions and consultation right up to the point of implementation. We work together with a broad network of international partners and experts to provide you with up-to-the-minute insights into developments and trends.

It is our mission to add more value to payment processes, and we look forward to starting a collaboration with you soon.

ABOUT FINDOSO

FINDOSO is an international payments boutique specializing in services for the payment and e-commerce industry. Our core services focus on digital payments, platform economics and big data.

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