

Verifone Advisory Forum

February 27th, 2025



Housekeeping rules



All lines are on mute
for a better listening
experience.



This presentation
is being recorded for
later playback and
sharing.



Use the Questions Box
during the session.



Feedback forms are
provided at the end of
event



Your speakers today



Martin Gutekunst

Head of Nordics, Verifone



Lars Marlow Crosby

VP, Head of Nordics and Baltics Customer Success,
Verifone



Sani Paasonen

Senior Director Product Solutions, Verifone



Linn Karlsson

Global Product Director, Product Solutions, Verifone



Henrik Henriksson

Head of ISV Partnerships Nordics, Verifone



SivaKumar Subramanian

Technical Project Director Nordics, Verifone

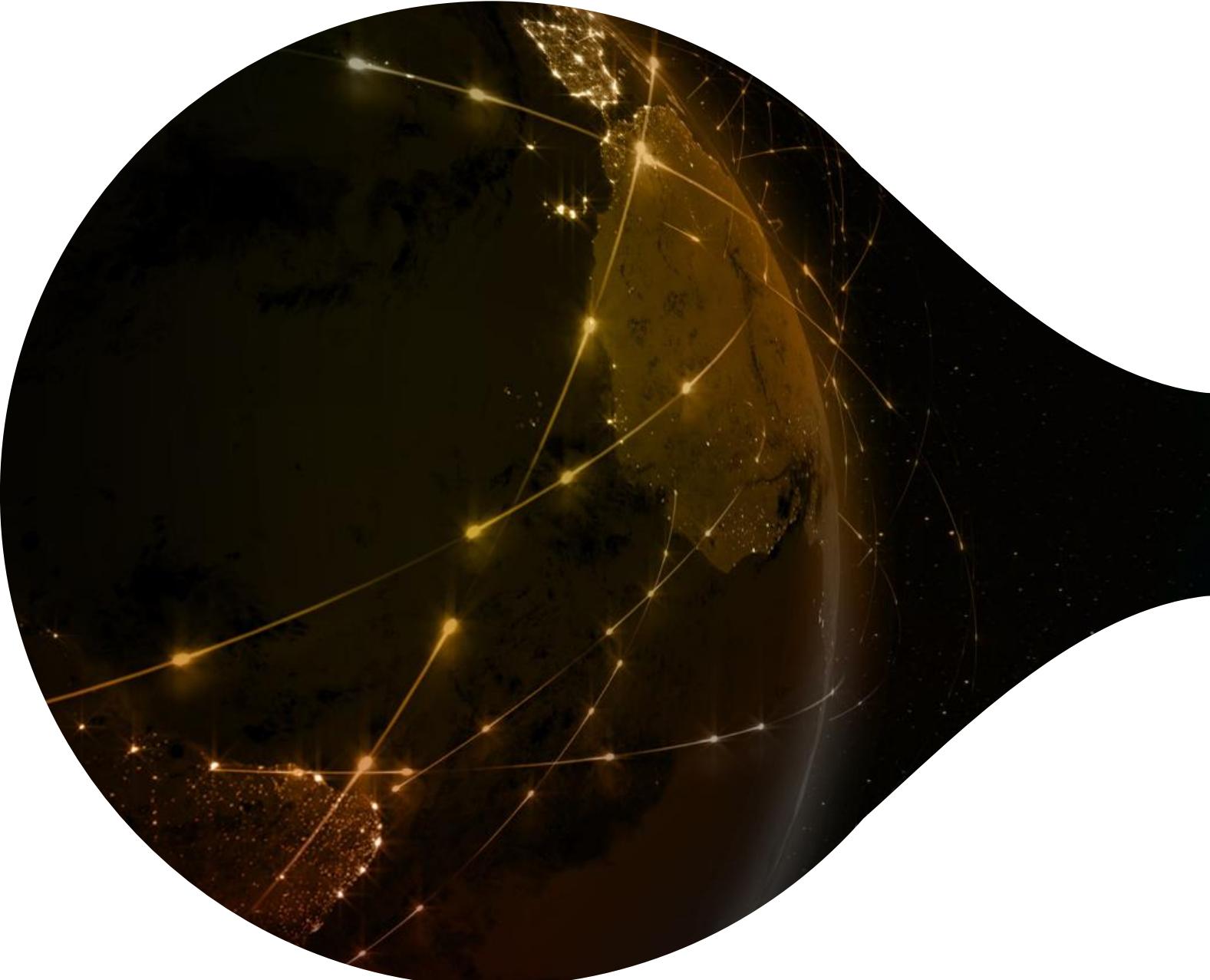


George Aydin

Systems Integration Lead Nordics & Baltics,
Verifone

Agenda

1. Summit wrap-up and Regional updates
2. Verifone Product updates
3. Customer Success updates
4. Upcoming Partner events



Summit wrap-up and Regional updates



ISV Summit Wrap up



220+

attendees

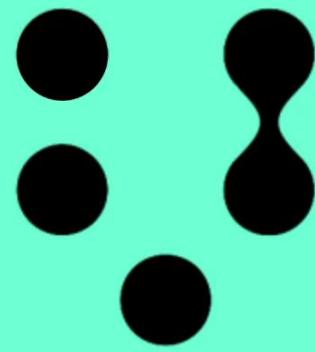
5

Star event

10

engaging
sessions

ISV Summit Aftermovie



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Verifone Strategy for the Nordics & Baltics



Martin Gutekunst (FIN)

Head of Nordics

Merchant Sales

Sami Kankkunen (FIN)
Head of Sweden
Head of SMB

Partner Sales

Henrik Henriksson (FIN)
Head of Finland
Head of ISV Partnerships

Country & Multi Level Sales

Aron Kjartansson (DK)
Head of Denmark
Head of Finance

PAN Nordic Services

Miryam Mussie (SWE)
Head of Client Experience

Rene Svendsen (DK)
Head of Enterprise Sales

Edward Ingman (FIN)
Head of eCom & Strategic Partners

Lars Marlow Crosby (NO)
Head of Norway
Head of Customer Success

EijaTerhen Saarinen (FIN)
Head of Risk & Compliance

- Rori Ölander – HR
- Sidse Segall – Marketing
- Sani Paasonen – Nordic Gateway
- Jani Partanen – VCS
- Erkki Alvenmod - Managed Services

Tryggvi Karl Valdimarsson (ICE)
Head of Iceland

Kari Kaiju (FIN)
Product and Pre-sales

Agris Stikans (LAT)
Head of Baltics

New local websites

- Comprehensive product information
- Local contact options
- News & announcements



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Produkter ▾ Lösningar ▾ Kontakta oss & Hjälp ▾ Om ▾ [Kontakta oss](#)

VERIFONE BETALNINGSTERMINALER

Ta dina betalningar till nästa nivå

Letar du efter den perfekta betalterminalen för din verksamhet? Vare sig du behöver ett avancerat omnibaserat ekosystem, en kassadisklösning för din kvarterskrog eller en mobil enhet för ditt gatuhörnsföretag har vi terminalen som uppfyller alla dina behov.

[Kontakta försäljningsavdelningen](#)

Verifone product updates



New Verifone updates

Delivering on our promises

Major investment on Verifone solutions in Nordics

- Robust, compliant and stable Nordic gateway solution
- Launching new products – P630 Engage now available for piloting
- Android based devices connected to Nordic gateway – launch for piloting early Q2 – take advantage of the possibility to re-use existing integrations (for VIM, Finnish ECR protocol, PSDK)

P630

Pharmacy, Grocery, Petro, Convenience

PIN Pad
Small Compact Form Factor
Water Ingress Protection

- 3.5" Touch Display
- Mechanical Keypad + Privacy Shield
- QR Code Scanning with optional camera

Engage or Android



V660p

Pay @ TT, Hospitality, Taxi, Delivery, Retail

Standalone Portable Receipt Printing
Wireless Comms
Support for POS App Integration

- 5.5" Touch Display
- Navigator Accessibility Features
- 4G LTE, Geolocation with GPS
- QR Code Scanning with Rear Camera

Engage or Android



UX700

Vending, Ticketing, Petro, Parking

Unattended
Designed for Outdoor
Water Ingress Protection
High Impact Resistance

- 5" Touch Display
- Navigator Accessibility Features
- Geolocation with GPS
- Anti-Skimming Support
- QR Code Scanning with Front Camera

Engage or Android

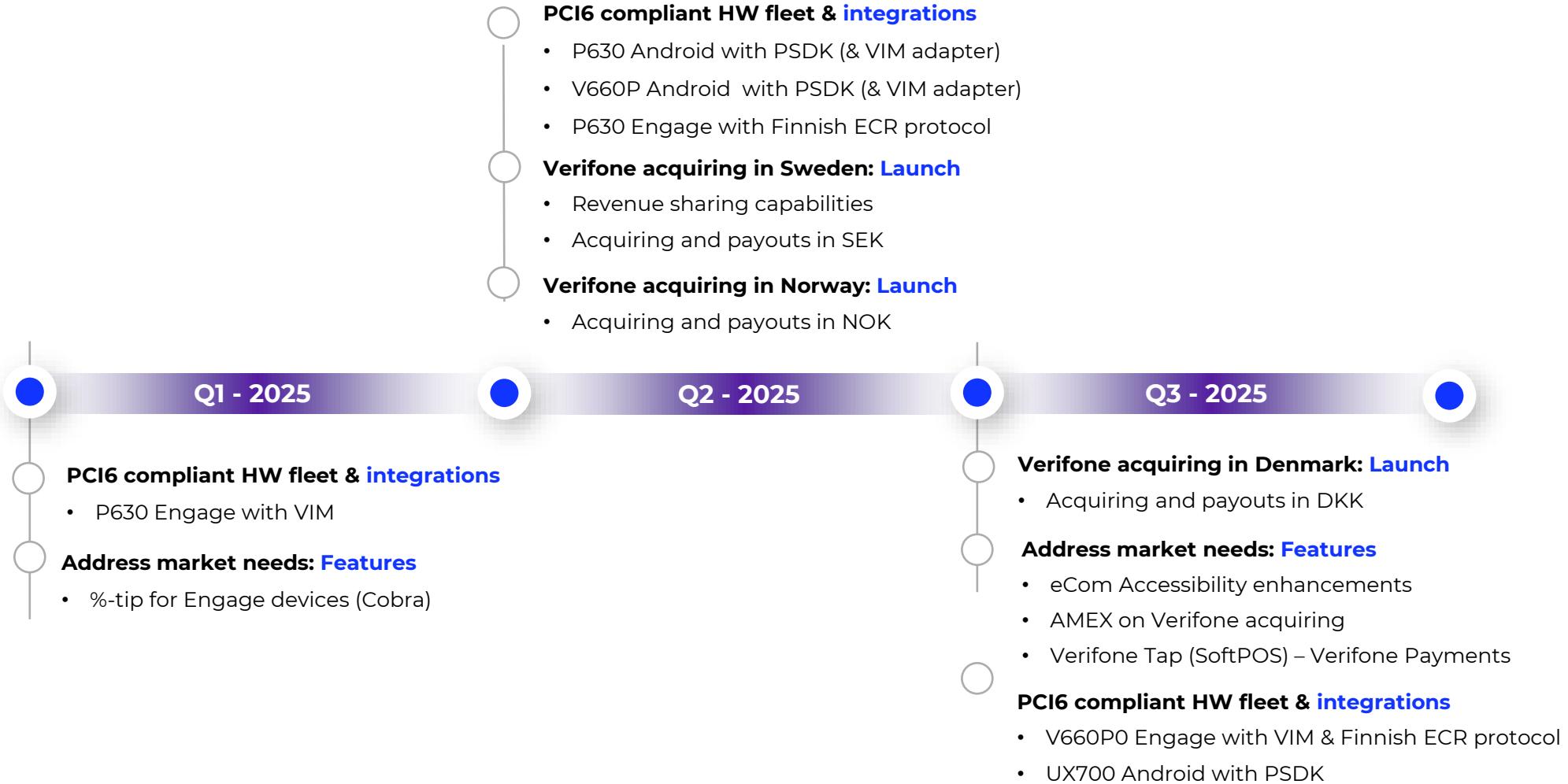


Launching Verifone Acquiring in Sweden

- Latest devices, Nordic gateway and established reporting and settlement capabilities
- Acquiring revenue sharing capabilities – reach out to your partner manager to discuss opportunities!
- *Coming also to Norway (Q2) and Denmark (Q3)*

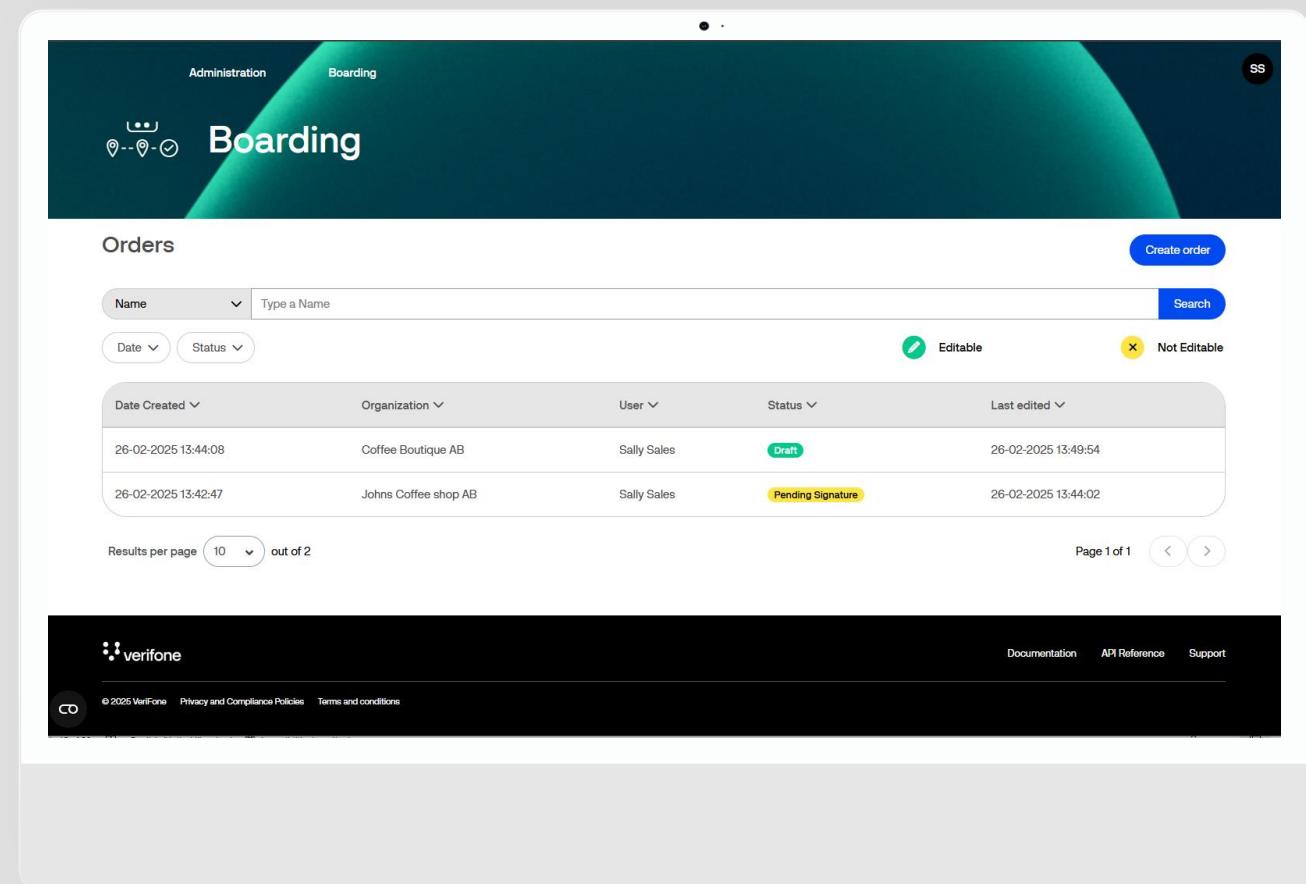
PRODUCT ROADMAP N&B

2025



Get started with Verifone's Merchant Onboarding Platform!

- Simplify order management
- Easy Self-registration through Verifone Central Portal or integrate through Order Service API
- Upcoming! - Nordic Gateway, first out is Sweden with Verifone acquiring



The screenshot shows the 'Boarding' section of the Verifone Merchant Onboarding Platform. The top navigation bar includes 'Administration' and 'Boarding' tabs, along with a user icon labeled 'ss'. The main header 'Boarding' is displayed with a location pin icon. Below the header, the word 'Orders' is centered. On the right side of the header, there are 'Create order' and 'Search' buttons, along with 'Editable' and 'Not Editable' status filters. The main content area is a table titled 'Orders' with columns: Date Created, Organization, User, Status, and Last edited. Two rows of data are visible: one for '26-02-2025 13:44:08' at 'Coffee Boutique AB' by 'Sally Sales' (Status: Draft) and another for '26-02-2025 13:42:47' at 'Johns Coffee shop AB' by 'Sally Sales' (Status: Pending Signature). At the bottom of the table, there are 'Results per page' (set to 10) and 'out of 2' pages, along with navigation arrows. The footer of the page includes the Verifone logo, copyright information (© 2025 VeriFone), and links to 'Documentation', 'API Reference', and 'Support'.



Welcome, Sally Sales!



Account Information

Email	technical_advisory_forum_2025@yopmail.com
Organization	Verifone Sweden Salesconnector
Roles	RESELLER_REPRESENTATIVE

Activity since:

Last 24 hours

Last 7 days

Last 30 days



Commerce

1

Active Sites

0 Total Sale Trans.

0 Total Authorized Trans.

0 Total Failed Trans.

0 Total Refund Trans.



Boarding

Boarding services to place hardware and service orders and create new contracts. Track the order progress through a Dashboard overview

Launch

New innovative partnerships



- Verifone and PopID have partnered to create biometric modules comprised of biometric sensors and software to payment terminals to accept face and palm authentication.
- Verifone will also embed biometric modules in Verifone Victa, its newest portfolio of payment terminals.



Customer success updates



Customer Success – Updates last 3 months

• **Dedicated Escalation Point for customers and Partners is established**

• **Dedicated Nordics Project Management and Integration Teams is established**

• **Localized Country Helpdesk Teams is in place in the region**



eMail process moved to JSD for better two-way interaction, faster response, tracking of progress and measure SLAs



Improve the Self assessment and onboarding process to get partner integrations to pilot faster



Fully automated devkit loading and delivering process greatly improves the speed of delivering devkits for integration



Self Assessment process with transactions testing towards real test host to avoid gaps

Started

Review and Improve Documentation on Verifone.Cloud (VIM and PSDK)

Started

Set up Technical Advisory Forums with Partners as a regular meeting

Improve internal Verifone process to reduce turnaround time when changes are needed

Customer Success Updates

Simplified Self Assessment process

- Introduction of "family assessment" to reduce number of assessments by 80%.
 - Family = Same Platform + Same Integration protocol
 - Examples where new Self Assessment is NOT needed:
 - Engage + VIM: Existing VIM integration with P400 Cobra (VEPP NB) Engage → HW switch to P630 Engage
 - Android + PSDK: Existing PSDK integration with T650p Maverick GreenBox AGPA → HW switch to V660p and solution switch to AGPA Sales Connector
 - Incremental versions of POS applications with no changes to the payment integration

* Partners are advised to do their own comfort testing.

- Reduction of assessment timeline for the remaining 20% of the assessments.

Assessment Type	Old process	New process	Goal w/automation
New assessment	5 days	2-3 days	Next day
Incremental assessment	3 days	Next day	4 hours

Customer Success Updates

Other Integration Improvements

- Introduction of "online assessment tool" - <https://verifone.cloud/psdk-assessment>
 - Partners can submit assessment logs online and get results immediately, eliminating the need for Verifone in the log analysis process, reducing the effort both for Partner and Verifone
- Process improvement - POS signing requests handling moved to integration support team
 - Last 3 months data shows that 70% of self assessment requests are for incremental POS update, these can be handled within 1 business day
- Reduction of installation time/size:

	Previously	Now	Goal
Reference Set Content	Full Android OS + Payment App	Incremental OS + Payment App	Payment App
Size	~850 MB	~290 MB	~120 MB
Size Reduction	NA	~66%	~86%
Installation time*	~20 mins	~7 mins	~3 mins

* results from 530 Mbps private network



Demo: Online Assessment Tool

Customer Success Updates

POS Cloud integration improvements

- POS Cloud connectivity fixes.

- Backend updates – delivered in Dec 2024 (2.1.3)
 - Improved performance of the cloud solution
 - Improved load balancing to ensure proper scaling of the solution
 - Improved connectivity which has reduced the disconnection problems
 - Terminal software updates – delivered in Nov 2024 (5.340.37)
 - Improves connectivity, reduces the disconnection problems

- Latest production version is 5.340.42.

- If you have older version you need to update the software in the field to ensure you get the latest fixes !!!
 - Contact us via JSD to arrange for SW updates.

- We are further improving the test and validation process to identify and fix issues earlier in the development lifecycle.

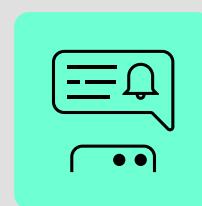
Upcoming partner events



Engage with Verifone teams at these events

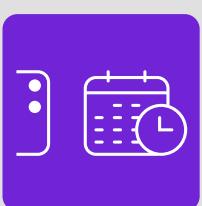


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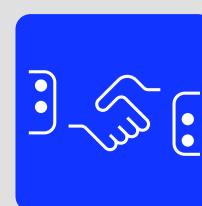
Technical Advisory Forum

- Stay tuned for our series of Technical Advisory Forums – new sessions to come in **June** & **September**.
- Give feedback & raise topics at:
nordics.marketing@verifone.com



Industry Events

- Meet us at these industry events
 - FFCR Event – March, Finland
 - EV Summit – April, Norway
 - UMAMI – March, Norway
 - Au2Messe – April, Denmark
 - Strongpoint Conference – April, Lithuania
 - Payment Market Conference – April, Latvia
 - RetailTech – May, Sweden



Partner Events

- Local micro partner events in May & June warming up to...
- ISV Summit 2025 in Stockholm (more to come...)

Q&A

Thank you!

Get more details at www.verifone.com

Get in touch with us at:
Nordics.marketing@verifone.com



