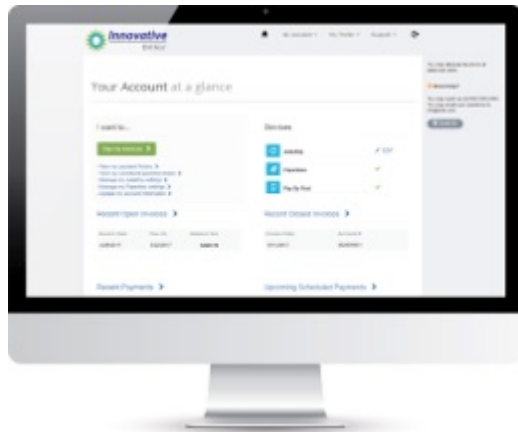


InvoiceCloud™

Delivering innovation and convenience to your organization and your customers.



Steven Mazur
Sam Evrard

Director Enterprise Accounts
SVP Sales



Confidential and Proprietary

InvoiceCloud™

Agenda

Payments, Wow a lot of new options!!

Security, Are we really safe?

Customer Engagement

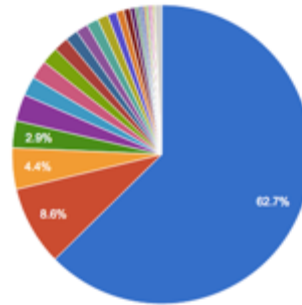
Future Proof your EBPP

Open Discussion & Q&A





Wow, a lot of new ways to pay!!



- Paypal
- Stripe
- CCBill
- BrainTree
- Authorize.NET
- Avangate
- Flattr
- Epoch
- Klarna
- FastSpring
- MasterPass
- Amazon Payments
- BillMeLater
- Recurly
- Square, Inc.
- Google Wallet
- Visa Checkout
- World Pay
- Freshbooks
- Quickbooks Online



Let's sort this out....

1) PayPal:

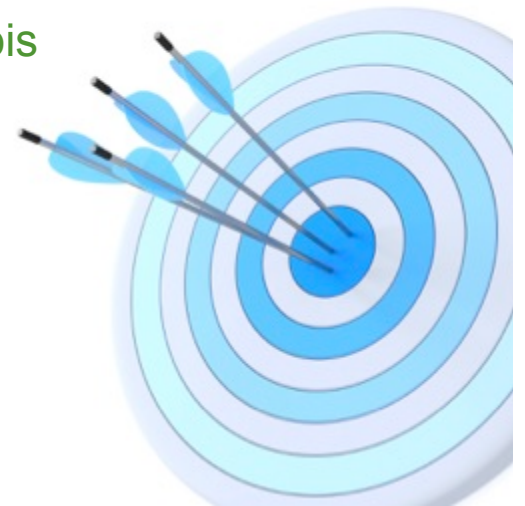
- Started as a way to pay on eBay
- Currently has over 100 million active users in the USA
- PayPal Credit offers 6 months same as cash
- Simplifies checkout on a mobile device with One Touch
- Offers Credit Cards, Visa Checkout, ACH and Balance
- Offers a rewards debit card that can access balance and be used at an ATM.
- Blended Rates



Let's sort this out....

1) Venmo:

- Millennial driven P2P Platform
- Currently has over 40 million active users in the USA
- Primarily a Social Network with a way to pay your network.
- Heavy use for Baby Sitters, Friends, Colleagues and Cannabis
- Just starting to be accepted at the merchant level
- Real time balance movements from P2P
- Offers Credit Cards, Visa Checkout, ACH and Balance
- Offers a debit card to access balance at POS and ATM.
- Blended Rates



Let's sort this out....

1) Zelle:

- Bank driven P2P Platform
- Growing active user base
- Primarily a banking application tied to your online banking
- Mimics a wire transfer
- Fraud levels are high
- Not currently accepted at the merchant level
- Real time money movement.
- Offers Bank Balance Transfers only.
- Payments cannot be reversed



Let's sort this out....

1) Apple Pay, Android Pay, Samsung Pay:

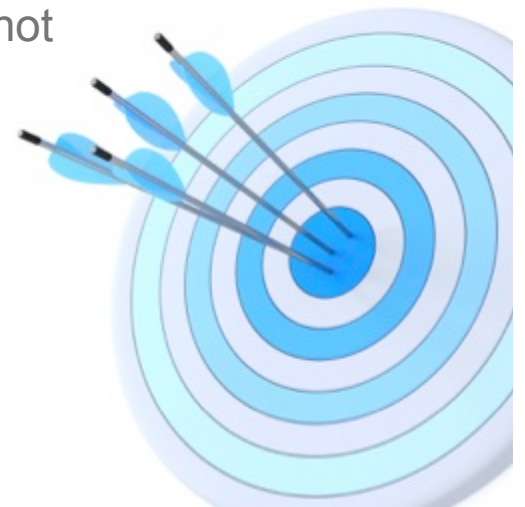
- Mobile based payment methods
- Growing active user base
- Tied to a mobile device in most cases
- Requires a credit card registration
- Fraud levels are high with the exception of Apple Pay
- While all are growing, none of them have captured significant market share.
- Apple is launching new type of credit offering in 2019
- Apple does have P2P functionality but low adoption.



Let's sort this out....

1) Visa Checkout, MasterPass

- Gaining Limited growth with consumer checkout.
- Multiple Security levels to protect both the merchant and customer
- A marketing driven product that drives people to their cards, not necessarily the wallet.
- Tied to credit card (s).



What's Next....

1) Revolut:

- #1 P2P payment type in the UK
- Just starting in the USA
- Digital Banking Product
- P2P Functionality
- Tied to Bank Account and a Credit product.
- One of several new initiatives to disintermediate the banks.



Things to think about....

1) Taxes & Fees vs. Impulse Purchasing

- Reducing friction in checkout increases conversion
- Offering a “wallet or stored payment method” reduces data entry by the customer
- Most payment methods in wallets can be used outside the wallet
- What does P2P mean going forward.
- SaaS technology can future proof your business.
- Engagement is key to reducing friction and simplifying your checkout.





Security

Is your data safe?

Worried About the Equifax Breach? Why Yahoo's Was More Alarming

January 3, 2018

Dozens of Municipalities Exposed in Click2Gov Software Compromise

December 18, 2018

Dozens of Municipalities Exposed in Click2Gov Software Compromise

December 18, 2018

We noticed an out-of-pattern concentration of victims located in small-to-medium US cities. Further analysis of the card data linked to these locations revealed that records likely been stolen from local municipal services that license Click2Gov software

EQUIFAX DATA BREACH

148 million

What was stolen?

- 148.6 million
- 145.5 million
- 99 million
- 27.3 million

Equifax data breach

A massive data breach at Equifax, one of the nation's largest credit reporting companies, could raise the risk of identity theft for 145.5 million U.S. consumers. Editor's note: Equifax recently extended its offer for freezing your credit report for free to June 30, 2018.

Payment Cards in the Dark Web

November 5, 2018

Card Fraud on the Rise, Despite National EMV Adoption

HARD FACTS: DATA BREACHES

63,000 SECURITY INCIDENTS LAST YEAR

71% OF BREACHES TARGET SMALL BUSINESS

Which breached data breach?

- 92% unpatched software
- 17% unpatched hardware
- 9% unpatched applications

Heartland breach

I write about hackers, breaches and enterprise security. Heartland Payment Systems suffered a data breach on May 8th that affected their payroll customers. ... The warranty program will reimburse merchants for costs incurred from a data breach that involves the Heartland Secure credit card payment processing system.

Heartland Payment Systems Suffers Data Breach - Forbes

Forbes

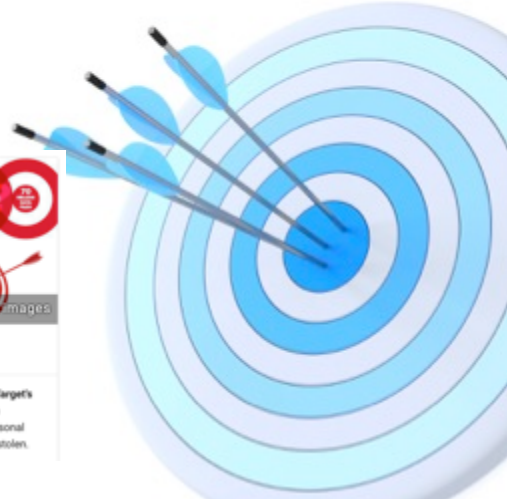
Target data breach

Target Data Breach Victims Could Get Up to \$10,000 ... During Target's breach in December 2013, thieves hacked as many as 40 million customer credit card accounts, and up to 110 million sets of personal information such as email addresses and phone numbers were stolen.

Heartland Payment Systems Suffers Data Breach

Dave Lewis Contributor @
I write about hackers, breaches and enterprise security.

Heartland Payment Systems suffered a data breach on May 8th that affected their payroll customers. This is unfortunate news when you take into account that they analysts were of a mind that the company would be posting a \$0.64 earnings per share. The payroll processing company also has product offerings in loyalty cards, mobile payments and payment processing.



Neiman Marcus confirms data breach

Target: Stolen information involved at least 70 million people



Target data breach

Target Data Breach Victims Could Get Up to \$10,000. ... During Target's breach in December 2013, thieves hacked as many as 40 million customer credit card accounts, and up to 110 million sets of personal information such as email addresses and phone numbers were stolen.

Target, Changed Everything?

Equifax, is anywhere safe?



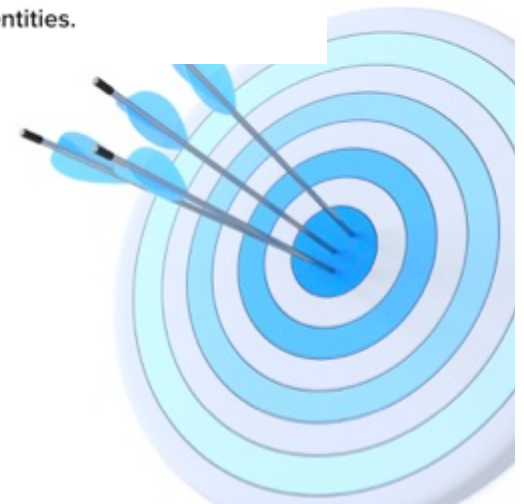
KEY POINTS

- Equifax’s data breach on Sept. 7, 2017, stunned markets and American consumers, but where the data of those 143 million people disappeared to has remained a mystery.
- CNBC talked to experts, intelligence officials, dark web data “hunters” and Equifax to discover where they expect the data has gone, and what it is being used for.
- The prevailing theory today is that the data was stolen by a nation-state for spying purposes, not by criminals looking to cash in on stolen identities.

Equifax data breach

A massive **data breach** at **Equifax**, one of the nation’s largest credit reporting companies, could raise the risk of identity theft for 145.5 million U.S. consumers. Editor’s note: **Equifax** recently extended its offer for freezing your credit report for free to June 30, 2018.

The great Equifax mystery: 17 months later, the stolen data has never been found, and experts are starting to suspect a spy scheme



How to limit exposure to a breach

- Tokenization will help mitigate PCI Risk
- Fully Hosted SaaS Platforms collect the PCI Data and assume the liability.
- SaaS Platforms keep all PCI data from ever touching your systems via Re-Direct, SSO, I-Frames and more.
- Double Data Encryption, the provider tokenizes the tokens that it uses with the acquirer.
- Separates the solution provider from the acquiring bank, this offers 2 levels of distance from any data breach.
- Choose a trusted provider that is PCI Level 1 Compliant.



PCI Level 1 Security

Double Data Encryption — the highest level of security





Change is Inevitable!!



In the beginning.....

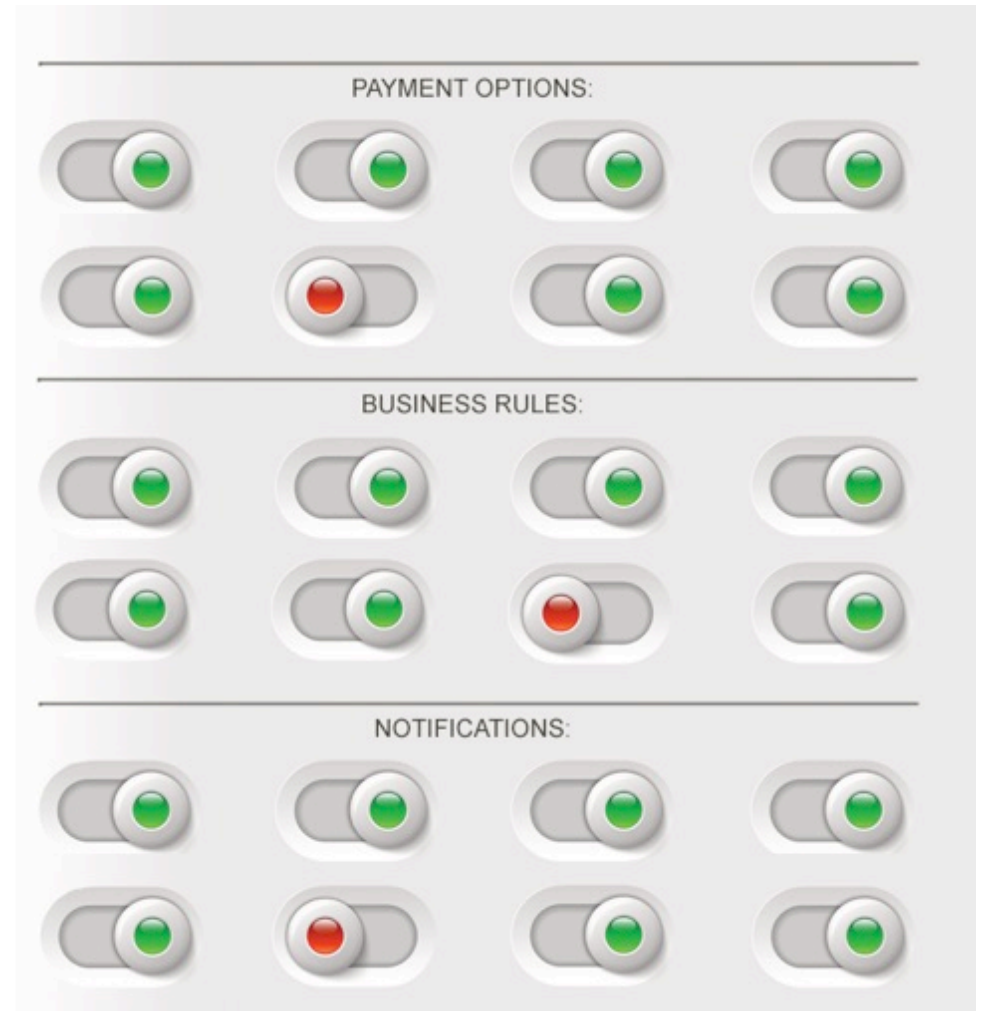
Today, More to Consider.....



SaaS

Software as a Service and the *Single Instance Multi-tenant Platform* allows Invoice Cloud to be a leader in delivering features

SaaS Platforms keep you current without having to upgrade or implement a new platform



Simplify

The screenshot shows a user interface for the CTA County Treasurers Association of Ohio. At the top left is the CTA logo with the text 'COUNTY TREASURERS ASSOCIATION OF OHIO'. The top right navigation bar includes a home icon, 'My Account', 'My Profile', 'Support', and a refresh icon. The main content area is titled 'Your Account at a glance' and is divided into several sections:



- I want to...**: A section with a primary button 'Pay my invoices' and a list of links: 'View my payment history', 'View my scheduled payment history', 'Manage my AutoPay settings', 'Manage my Paperless settings', and 'Update my account information'.
- Services**: A list of three services: 'AutoPay', 'Paperless', and 'Pay By Text', each with an 'EDIT' link.
- Recent Open Invoices**: A table with columns for 'Invoice Date', 'Due On', and 'Balance Due'. It shows one invoice from 1/30/2019 due on 3/31/2019 for \$353.15.
- Recent Closed Invoices**: A section with the text 'No history available'.


Payment without registration


- Most tax entities offer tax lookup without registration.
- Offer payments without registering
- Move data from bill to payment page
- Capture email information & Cell #
- Store payment method for the future
- Paperless is the future.
- Enroll in reminders

Payment Options Payment Information **Review Payment**

Review your Information

Your Credit Card  Edit	Billing Address
Smith, Steven XXXXXXXXXXXX1111 10 / 2018 	PO Box 30189 Walnut Creek, CA 94598 caltheide@invoicecloud.com

 Send me Pay by Text messages for future invoices

 I would like to sign up for Paperless

Yes, I want to reduce clutter and save paper. I understand that at any time, I can print out my bill and/or decide to receive paper bills by editing my online profile. Please select the Invoice Types you wish to go Paperless for.

Account	Email Address	Go Paperless?
Smith, Steven	<input type="text" value="caltheide@invoicecloud.com"/>	<input checked="" type="checkbox"/> Water

In order to complete your enrollment, you must verify receipt of the Paperless Registration Information email which will be sent to your email address on record for each Invoice Type selected.

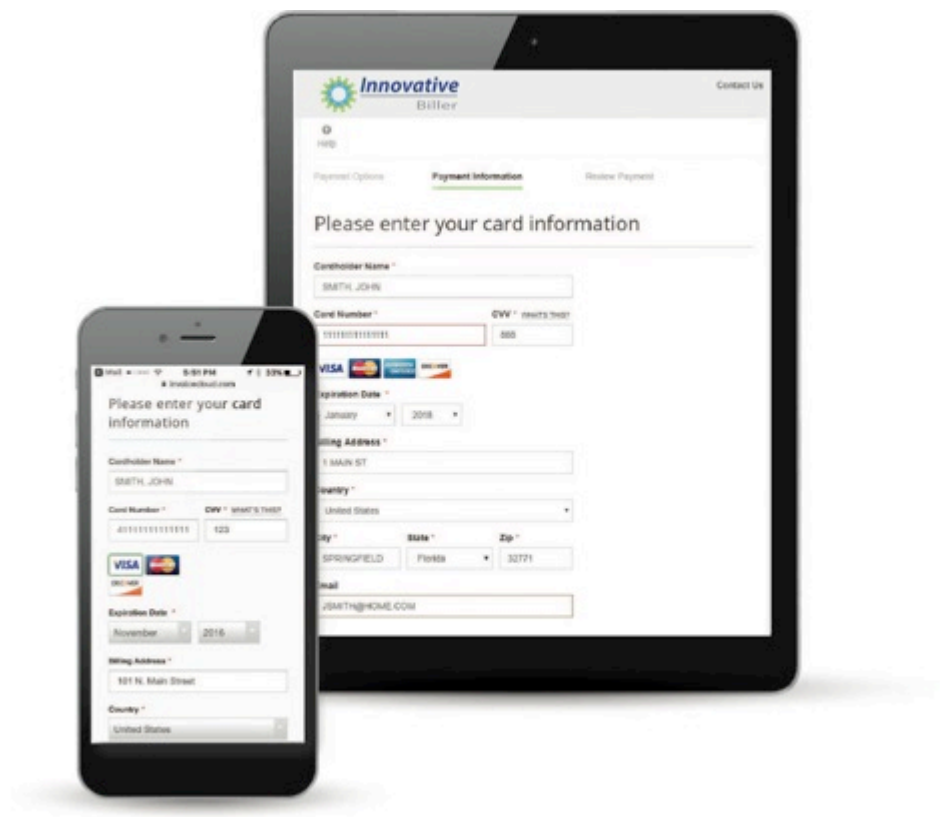
Responsive Design, a requirement to be current



InvoiceCloud™

Mobile Traffic

48%
MOBILE
TRAFFIC
THROUGH
Invoice Cloud



Technology is continuing to evolve!

Why choose a “Current” Provider?

Single Sign-on

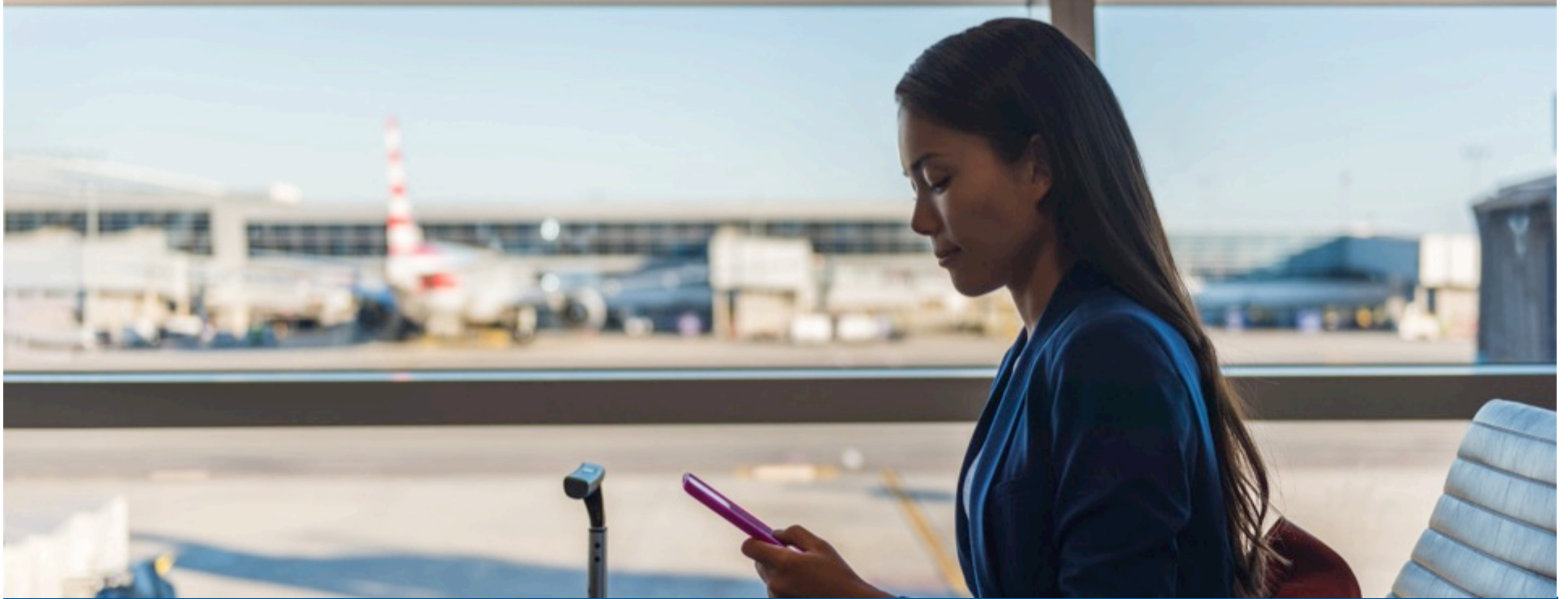
Single Sign-ON Technology designed for clients and partners to use move from your environment to your vendor’s, as the authentication provider to create a seamless experience for your Customer between your portal and EBPP systems

Methods

- Original – Multi-tab Browser
- Dialog Window
- IFrame
- Custom - API

Additional Options

- Custom Styling
- Control via CSS
- Full access to underlying web services



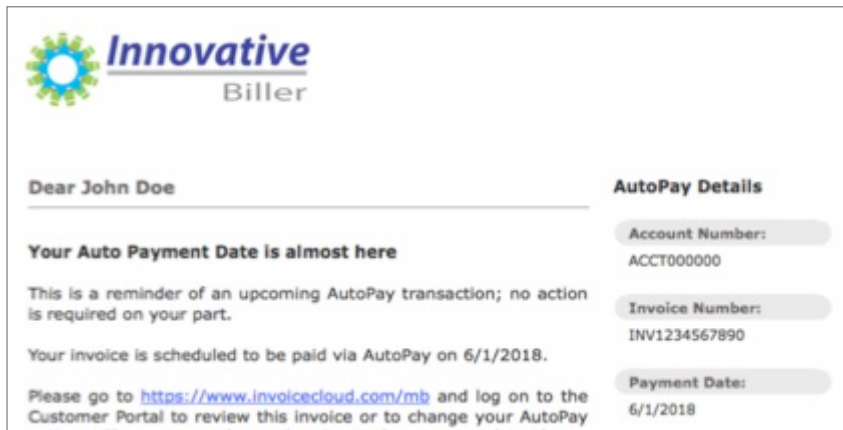
Engage with your users

They come to your site to pay

Use Intelligent Communication

E-mail Reminders

- Move Customers to email or text from paper



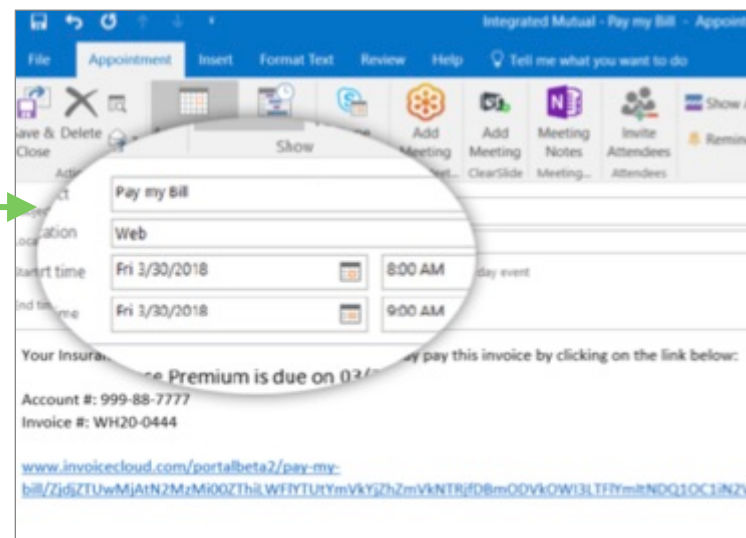
Engage them While Paying

Calendar Reminders

Meet the customer where they prefer.

- Apple Calendar
- Google
- Outlook
- Outlook.com
- Yahoo
- Text Reminder

Select	Bill #	Account #	Owner	Due Date	Bill Total	Balance Due	
<input type="checkbox"/>	566	WTR-566	BRIGHAM, JOHN C.	7/27/2017	\$1,547.71	\$1,547.71	View Invoice Remind Me
<input type="checkbox"/>	2873	WTR-2873	CAMPBELL JOHN	7/27/2017	\$55.92	\$55.92	View Invoice Related Invoices Remind Me
<input type="checkbox"/>	519	WTR-519	CANTLIN JOHN & SAMANTHA	7/27/2017	\$73.75	\$73.75	View Invoice Related Invoices Remind Me
<input type="checkbox"/>	1553	WTR-1553	CLARK III JOHN	7/27/2017	\$124.92	\$124.92	View Invoice Related Invoices Remind Me



Greet them with their preferences:

Did I just text my spouse on the couch next to me?

Scheduled Text Reminders

Schedule a text message reminder for a future date

Released May 2018

Select	Bill #	Account #	Owner	Due Date	Bill Total	Balance Due	
<input type="checkbox"/>	566	WTR-566	BRIGHAM, JOHN C.	7/27/2017	\$1,547.71	\$1,547.71	View Invoice Remind Me
<input type="checkbox"/>	2873	WTR-2873	CAMPBELL JOHN	7/27/2017	\$55.92	\$55.92	View Invoice Related Invoices Remind Me
<input type="checkbox"/>	519	WTR-519	CANTLIN JOHN & SAMANTHA	7/27/2017	\$73.75	\$73.75	View Invoice Related Invoices Remind Me
<input type="checkbox"/>	1553	WTR-1553	CLARK III JOHN	7/27/2017	\$124.92	\$124.92	View Invoice Related Invoices Remind Me

- Apple Calendar
- Google
- Outlook
- Outlook.com
- Yahoo
- Text Reminder

Return to previous page

Send me a Text Reminder

Please select a date and time for when you would like us to send you a text message reminder for your selected account. For more information on how to pay your invoice.

Reminder Date *
03/30/2018

Phone Number *
X'XX - XXX - XXXX

Reminder Time *
Please Select A Time Range
Please Select A Time Range
8am-12pm EST
12pm-5pm EST
5pm-10pm EST

Standard data fees and text messaging rates may apply based on your plan with your mobile phone carrier.

Remind Me!

Bill Presentment

Make it easy to view and pay bills.

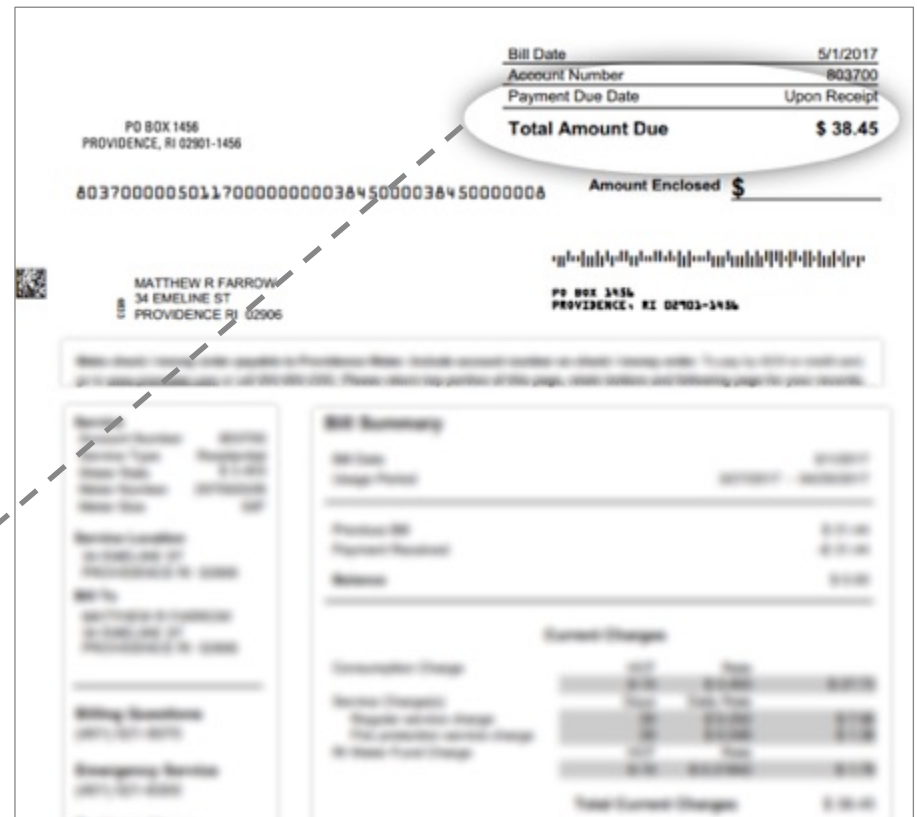
Filter by Account: #803700 - MATTHEW R FARROW

Filter by Invoice Type: Biller Name

Filter by Date: All Dates

Filter by Amount: All Amounts

Date/Time Paid (CST)	Summary	Amount	Fee	Total	
5/3/2017 7:55 AM	ending in 2323 Approved PAYMENT PROCESSED 505315 Account #803700 Invoice #2017UB21705011237341	\$38.45	\$0.00	\$38.45	View Invoice
5/3/2017 7:55 AM	ending in 2323 Approved PAYMENT PROCESSED 348763 Account #803700 Invoice #2017UB21705011237341	\$0.00	\$0.40	\$0.40	View Invoice
5/1/2017 8:40 PM	New Invoice - Balance Forward Account #803700 Invoice #2017UB21705011237341	\$38.45	\$0.00	\$38.45	View Invoice



Customize Your Marketing to Drive Customer Enrollment

Onsite Collateral – Posters and takeaway cards

Web Content – Visible payment button on home page, FAQs, e-mail blasts and more

Print Material – Graphics files supplied for use on envelope teasers, bill inserts, bill messages, newsletters and more





Innovation

Choose a vendor that is constantly innovating!!

One Click Pay – make a payment from your email with two easy clicks.

Released November 2018

The collage consists of three main screenshots:

- Website Screenshot:** Shows the InvoiceCloud homepage with a search bar and navigation menu. A red callout box highlights a notification titled "Cool New Stuff - OneClickPay".
- Email Notification Screenshot:** Shows an email from InvoiceCloud dated November 27, 2018. The subject is "Cool New Stuff - OneClickPay". The body text explains the feature and lists conditions for its use. A green button labeled "OneClickPay using 'XX1111'" is highlighted with a green arrow pointing to the payment review screen.
- Payment Review Screenshot:** Shows the "Review Payment" screen in the InvoiceCloud system. It displays payment options, credit card information, and a payment summary table.

Invoice #	Amount
15488-21548 - View	\$79.25
SUBTOTAL	\$79.25
SERVICE FEE *	+ \$2.00
GRAND TOTAL	\$72.25

Consider Advanced Features

Maybe you don't need them today, but, "things change"



Payment Options

FLEXIBLE

- One-time "Quick Pay"
- Scheduled Payments
- AutoPay/Recurring Pay
- Convenience Fees
- Stored Payment Methods
- Pay Multiple Bills
- Pay by Text



Bill Presentment

GREEN

- Exact Copy of Bill
- PDF Format
- Template Generated
- 24 Months History



Communication Engine

SMART

- 27 Email Templates
- Text Notifications
- Remind Me
- Outbound IVR



Integration

CLEAN

- Single Sign On
- Near Real Time
- Batch
- \$0 Cost

Advanced Features



Reconciliation

ACCURACY

- To the Penny
- Batch Reporting
- ACH Returns
- Balance Updates
- Offline Posting
- Offline Adjustments



Linking

EASE

- Auto Linking of Accounts
- Pay Multiple Accounts
- Conveyance



Omni Channel

CONVENIENCE

- Web
- IVR
- Mobile
- Text
- Kiosk
- Bank
- Pay Near Me



Secure

CLEAN

- PCI Level 1
- Double Data Encryption
- Trustwave annual audit

Convenience Fees

- Do Interchange Convenience fees impact conversion?
 - Example: \$300 charge @ 2.35% = \$7.05
 - Example \$300 Charge @ 2.75% = \$8.25
 - ACH fees \$500 Charge @ \$0.50 = \$0.50



Our accounts show that if engaged properly, customers will use a card if:

1. They are looking for reward points
2. They cannot current afford to pay cash
3. They are looking for a 30 day extension with no interest

The customer who pays with a card will not be deterred by a fee,
Conversely, the fee averse customer will choose ACH.



Summary

- Think through the options for now and in the future.
- Choose a vendor that will stay current for what is coming “next”.
- Ask your experts and trusted vendors for help
- Simplify the payment process
- Engage with your customers through Email, IVR, Mail and Text.
- Reduce the # of clicks to pay
- Offer to store payment methods
- Enroll payers in Paperless
- Stay current, [change is inevitable](#)





Case Studies

Case Studies

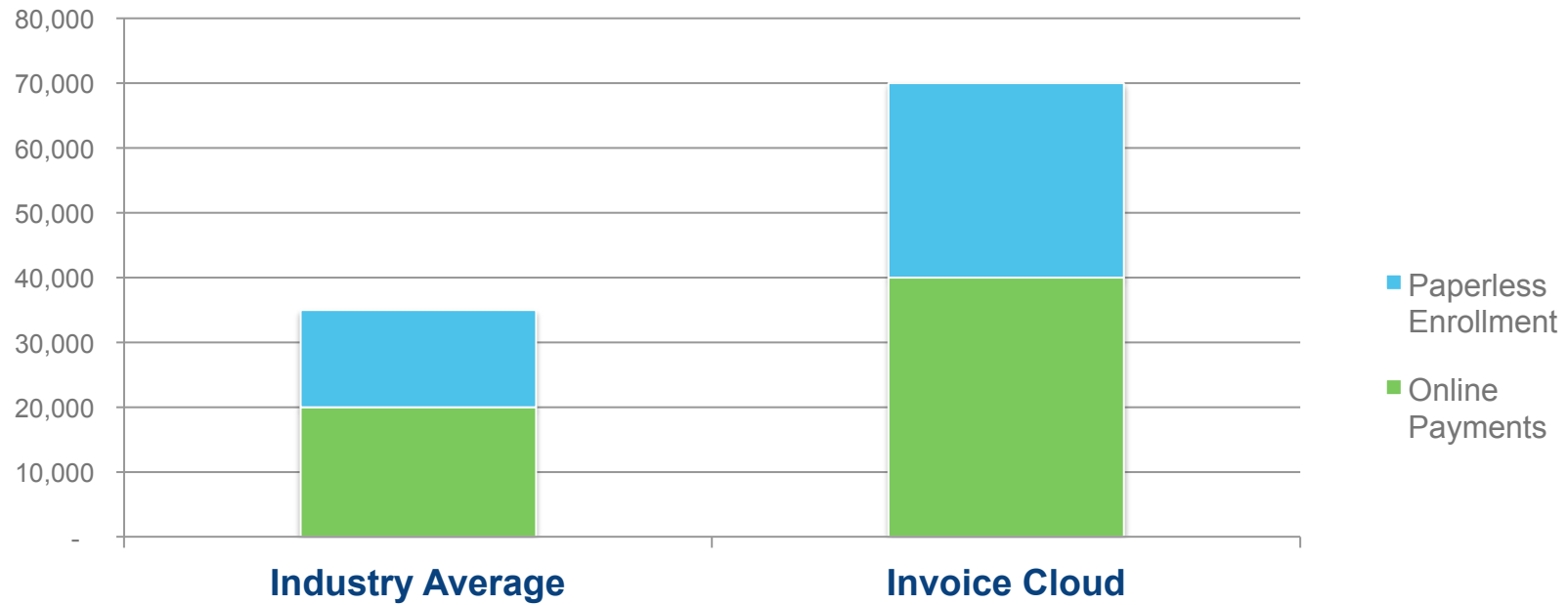
Business objectives of switching to Invoice Cloud

1. Improve collections efficiency
2. Decrease print/mail costs
3. Enhance customer experience
4. Gain new functionality without needing upgrades

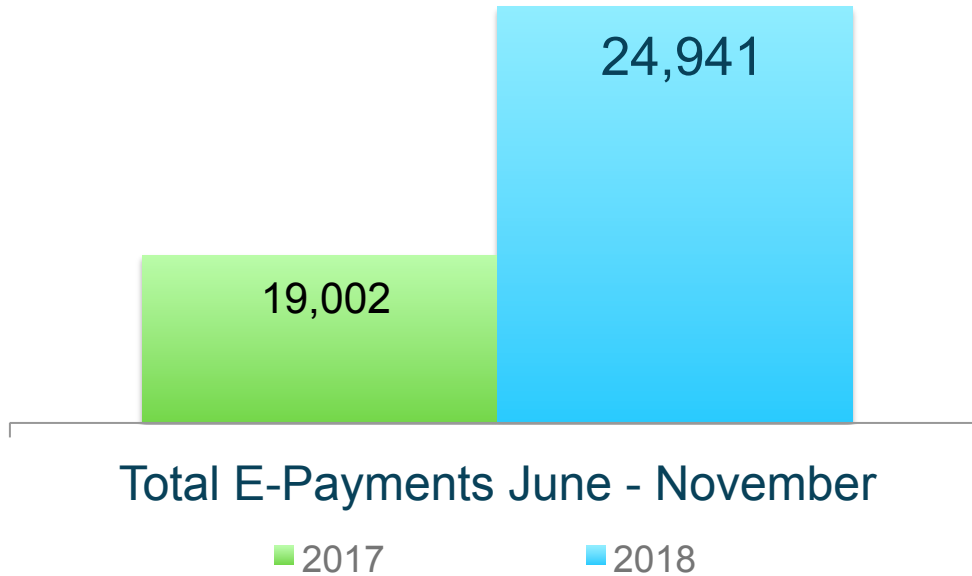


Objective

Drive customer self-service conversion

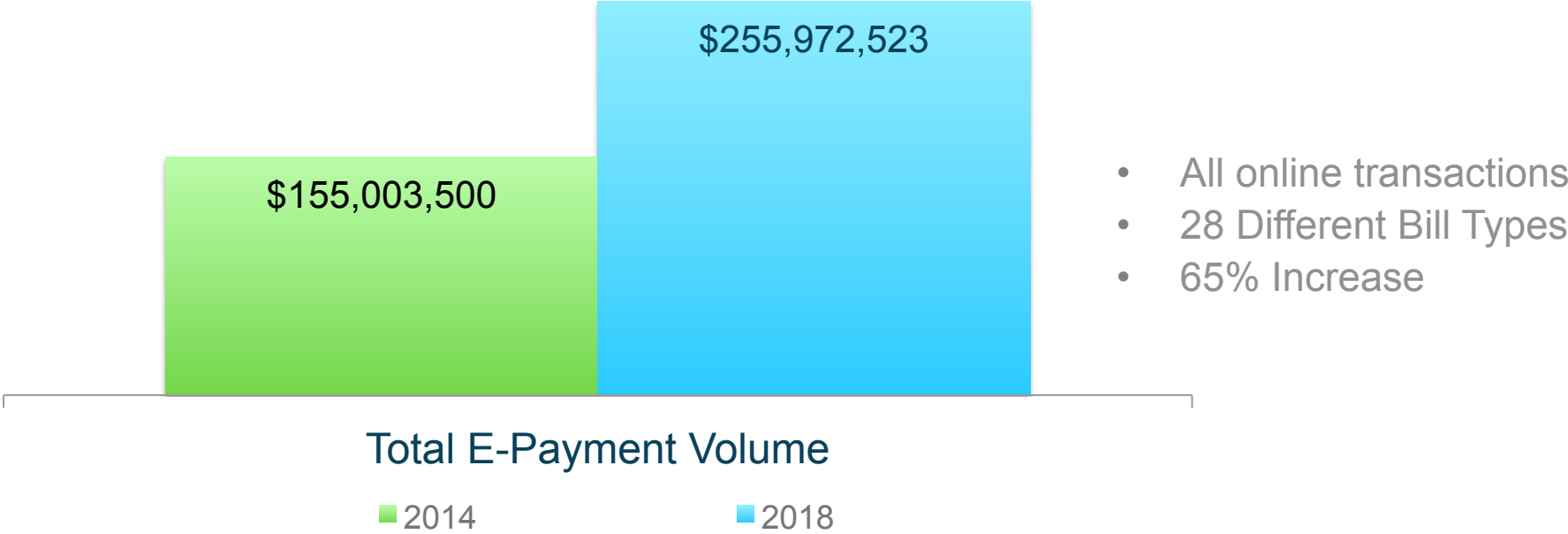


City of Stamford, CT

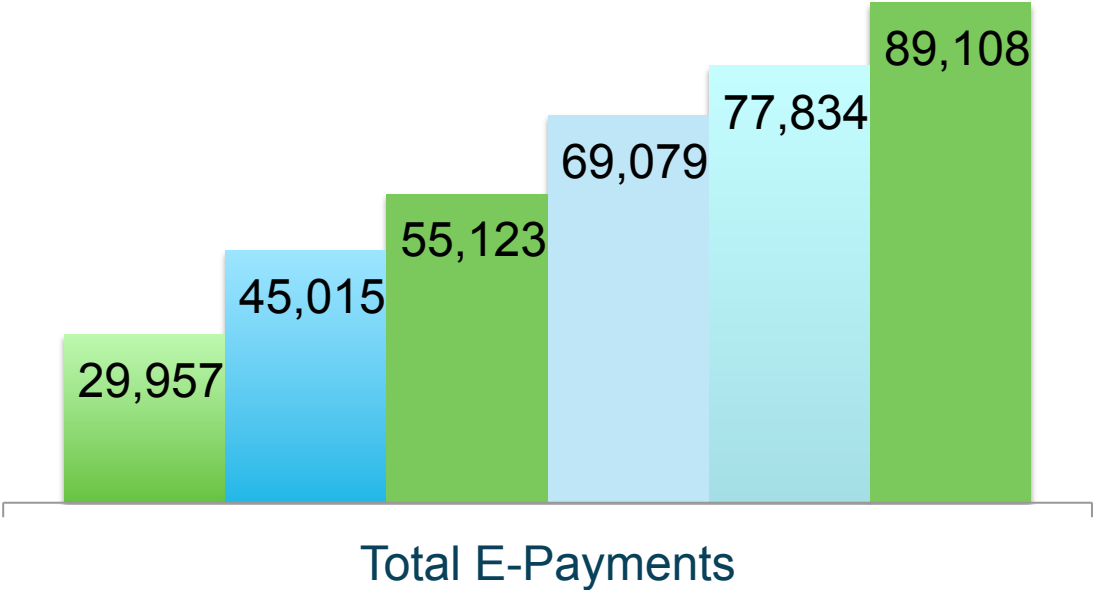


- 3,503 Paperless Invoices added
- \$359K Collected by Text and IVR
- 31% Increase Year over Year

City of Boston, MA



Marion County by Year



Years 1-6

Growth Year 1-2 50%
Growth Year 1-6 197%

One More Thing...

- With convenience fees the standard in tax collection:
 - A. All costs are passed to the tax payer in most cases
 - B. Current service providers offer no cost integration in most cases
 - C. Is anyone still carrying a flip phone? Is your operating system older than Window's 7? Do you still watch TV from airwaves?





Open Discussion