

VERTICAL SAAS PARTNER PROGRAM

Payments Built for Vertical SaaS.

Embed. Earn. Grow. - A turnkey PayFac-as-a-Service program purpose-built for the platforms powering North America's small businesses.

4.9★

Merchant Rating

25K+

Merchants Served

300+

Sales Partners

9 Yrs

In Business

The Proven Small Business Champion



4.9★

Merchant Rating
Across 25,000+ Merchants



U.S. + CA

Coverage
Through 300+ Partners



9 Yrs

Bootstrapped
Founder-Led · Zero VC



SMB

Native Economics
Main Street to Multi-Location



Founder-Led. Merchant-First.

No VC or PE pressure means every decision protects your merchants and your partnership — not a corporate boardroom's quarterly targets.



The Best of Both Worlds.

Intuitive enough for a family shop in rural Iowa, robust enough for sophisticated multi-location operators in any metro.



Small Business Is Our Bread and Butter.

We've built 9 years serving operators that big processors ignore. Your small business customers trust a partner who actually shows up.



SMB-Native Economics.

Our merchant-first engine and turnkey playbook allow vertical SaaS platforms and the small businesses they serve to grow revenue together.

Payments Is a Revenue Stream You Already Own

**Your merchants
are already
processing
payments.
You just aren't
earning from it.**

Every swipe, tap, and bank transfer your merchants process today is revenue that flows past your platform.

Instant ARR Addition



Embedding payments adds a brand new revenue line to your P&L from day one. No new product. No new sales motion. Your existing merchants are the market.

Residual Revenue, Forever



Every transaction processed through your platform earns you a residual. It compounds as your merchant base grows and their volumes increase year over year.

Enterprise Value Multiplier



Payment revenue is high-margin and recurring. It re-rates your EBITDA multiple and directly increases your enterprise valuation at exit or raise.

It Does Not Even Look Like VizyPay Exists

Your brand. Your portal. Your merchants. VizyPay operates entirely in the background.

Branded Merchant Portal



Every dashboard, statement, and notification your merchants see carries your logo and colors. VizyPay is invisible. Your brand owns the entire payment experience.

Reporting API to Your Platform



Payment data flows directly into your existing platform via API. Your merchants never leave your product to view transaction history, payouts, or reconciliation reports.

Support Under Your Brand



When merchants call with a payment question, they reach a VizyPay team operating under your brand name. Seamless, white-glove support without VizyPay ever being mentioned.

Distribution Under Your Flag



Our sales team actively prospects and onboards merchants under your brand. New merchants acquired and existing merchants migrated with your name front and center.

The result: your merchants get a world-class payment experience. You get the revenue. VizyPay handles everything behind the scenes.

Board. Transact. Settle. Manage.



Board

- ✓ White-label merchant application
- ✓ Partner-specific underwriting controls
- ✓ AI-leveraged risk engine
- ✓ Dynamic application requirements
- ✓ Sandbox environment, day one access



Transact

- ✓ In-depth card & ACH acceptance
- ✓ Elements SDK (one integration)
- ✓ Industry-best card-present terminals
- ✓ Token conversion tools
- ✓ Seamless payment flows, all channels



Settle

- ✓ Flat rate & Interchange Plus options
- ✓ Flexible settlement windows
- ✓ Custom batching configurations
- ✓ Instructional funding capability
- ✓ Expedited merchant funding available



Manage

- ✓ SSO to white-label merchant portal
- ✓ Comprehensive partner admin portal
- ✓ API data ingest capability
- ✓ Customer reconciliation tools
- ✓ Full dispute management suite

Omnichannel Payment Acceptance

Online / Card-Not-Present

Elements SDK

One SDK for card & ACH. PCI scope reduction: card data flows directly. Fully customizable white-label checkout experience.

Hosted Payment Page

Pay-by-link capability built in. No hardware required. Eliminate friction for any invoice or service-based scenario.

Tokenization & Portability

Fully portable tokens, legal and technical. Supports recurring billing, subscriptions, and merchant-initiated transactions.

ACH / Bank Transfer

Card and ACH in one SDK. Single integration covers both payment types. ACH enabled on request, no additional development work.

In-Person / Card-Present

Native Hardware

'Write once' API: one integration unlocks Clover and Ingenico terminals. EMV, contactless, Apple Pay, Google Pay. No separate logins.

3rd Party Gateway Support

Auth-agnostic: keep existing devices, avoid rip-and-replace. Quick activation, meets merchants where they are.

Instant Platform Sync

Transactions appear in your dashboard immediately. No manual reconciliation. White-glove terminal provisioning by VizyPay.

Roadmap: Mobile-First

Tap-to-pay rails coming soon. Cost-effective Venmo and PayPal acceptance on the horizon, same integration.

White Glove Integration: We Build This With You

Fastest go-live: one weekend. Typical timeline: 2 to 8 weeks. Your dev team is never alone.

- 1 Kickoff & Sandbox Access**
Day one: sandbox credentials plus a dedicated VizyPay Solutions Engineer. No waiting, no tickets.
- 2 Guided API Integration**
We walk your team through every endpoint. We have done this dozens of times and know every edge case.
- 3 Test & Certify Together**
Full end-to-end testing in our production replica. We co-certify before a single live merchant is touched.
- 4 Go Live & Stay Engaged**
We flip the switch together. VizyPay stays hands-on for 90 days post-launch as volume scales.

What We Bring to Your Dev Team



Dedicated Solutions Engineer

A named VizyPay contact assigned from kickoff through go-live. One person, full accountability.



Code-Level Assistance

We review your implementation and provide working code samples for every integration scenario.

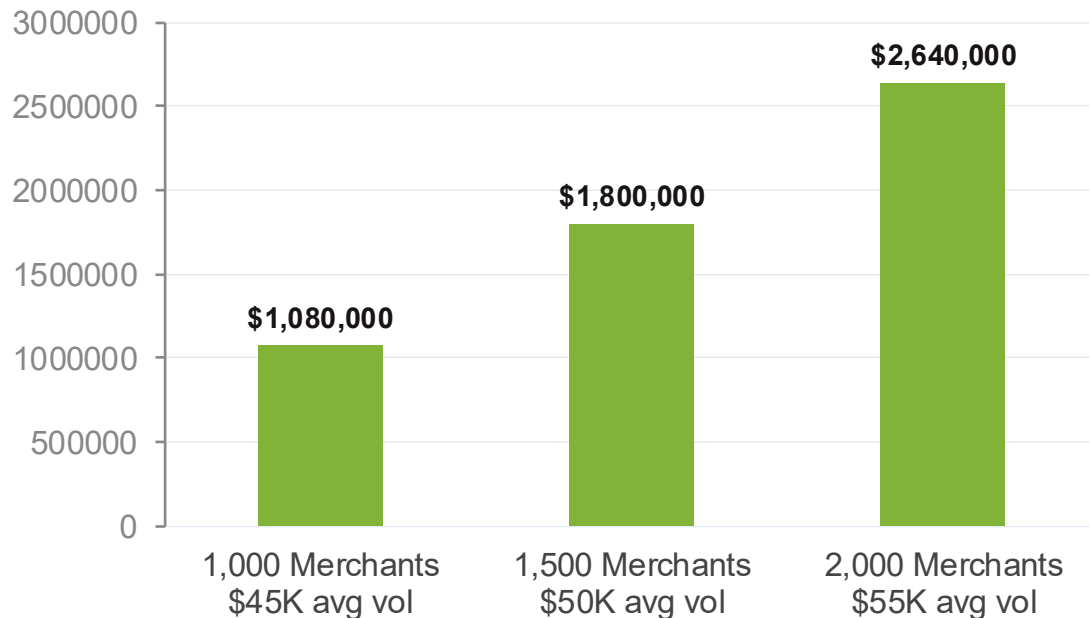


PCI Compliance Guidance

We handle scope reduction. Your team stays at SAQ-A, the simplest certification level.

What Embedded Payments Adds to Your ARR

Three Vertical SaaS Platform profiles, conservative 40% merchant activation, based on monthly avg volume, annualized.



Scenario A

1,000 Merchants

\$45K/mo avg · \$540M annual vol

\$1,080,000/yr

Scenario B

1,500 Merchants

\$50K/mo avg · \$900M annual vol

\$1,800,000/yr

Scenario C

2,000 Merchants

\$55K/mo avg · \$1.32B annual vol

\$2,640,000/yr

* Revenue model based on 50bps net residual on annualized volume (monthly avg × 12). Scales with activation.

The Compounding Effect: Year 1 → Year 3

Scenario B baseline · 1,500 merchants · \$50K/mo avg · annualized volume · 50bps residual · +300 merchants/year



3-Year Totals

10% Activation

\$1.62M

25% Activation

\$4.05M

50% Activation

\$8.1M

Every merchant your Vertical SaaS Platform adds grows this number automatically. Based on 50bps net residual on annualized volume (monthly avg × 12).

U.S. & Canada: Distribution & Individualized Care

**Every merchant.
Every state.
U.S. & Canada.
Actually cared
for.**

Precision Underwriting · Speed to Lead
<30-Second Hold Times · Dedicated Relationship Managers
95% One-Touch Ticket Resolution



Precision Underwriting

Individual underwriting per merchant, no industry-standard buckets. Unique risk and volume baseline for every sub-merchant on your platform.



Speed to Lead / Back-Book Migration

Our inside sales and data teams run your back-book conversion. Zero momentum loss, merchants migrated with concierge-level handling.



Human-to-Human Support

Dedicated support for Vertical SaaS partners. Ticket-based for sub-merchants. Real person under 30 seconds, 95% one-touch resolution.



U.S. & Canada Coverage

Full merchant coverage across all 50 U.S. states and Canada through a network of 300+ sales partners and a dedicated inside sales team.

Why VizyPay for Your Vertical SaaS Platform

Overnight ARR Growth



Embedding payment revenue increases ARR instantly, directly boosting your EBITDA and enterprise valuation. No new product. No new headcount.

ARR↑

Day One

9 Years of Profitability Science



We've spent 9 years maximizing merchant profitability, creating a WIN-WIN for merchants and partners. We know exactly what moves the needle for SMB operators.

9yr

Proven

White-Label Sales Power



Our team handles outreach, migration, and support. You take the credit and the revenue. A silent engine behind your brand, growing your business.

0 Lift

Required

Let's Build Together.

The natural evolution for Vertical SaaS Platforms ready to own their payments revenue.

- ✓ Schedule a discovery call this week
- ✓ Get a custom revenue model for your portfolio
- ✓ Walk through the integration timeline with your dev team
- ✓ Start your back-book migration planning

Ready to Embed?

25K+

Merchants Served

9yr

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Sales Partners