

June 2021

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Welcome back, Everyone!

I'm counting the days and minutes to The MPC Digital Commerce Event, to be held August 17-19, 2021. We will once again be virtual, for safety reasons, with plans to reprise our live, onsite show in Chicago next summer. Special thanks to early registrants and our exhibitors and sponsors for their generous support. We can't wait to see you all!

In this issue, I'm pleased to introduce MPC21 platinum sponsor, Heartland, a leading financial technology company that helps businesses prosper through innovative solutions and unmatched service. Heartland thought leaders will share insights on digital commerce optimization in the ever-changing payments sphere.

Growing adoption of digital and mobile commerce reflects expanding consumer choice and service provider opportunities to enhance the customer experience with touchless, contactless and embedded payment technologies.

Join us in the digital world for a closer look at digital transformation.

We welcome your insights, blog posts and comments! Email me directly at [marla@mpcevent.com](mailto:marla@mpcevent.com) and let's connect on [LinkedIn](#) and [Twitter](#).

We're happy to have you with us on this journey!

**Marla Ellerman**

Executive Director

[MPC Digital Commerce](#)

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## Contactless Solutions to Elevate Your Business in 2021

In a recent study conducted by [Forrester and the National Retail Federation](#), 94% of retailers expect the use of contactless payments to grow over the next 18 months. While not surprising, it is a reason to invest in the most up-to-date contactless payment technology for your customers and industry.

Let's take a look at a few contactless payment solutions that are more relevant than ever and how they can help you evolve your business in 2021.

[READ MORE](#)



## Backstage with Heartland

Heartland was founded in 1997, and has since been building its business solutions portfolio, service centers and sales team to support a long and growing list of clients. In 2016, Heartland was acquired by Global Payments, and Global Payments merged with TSYS in late 2019, making the group one of the biggest business solutions companies in the world.

Heartland provides service-driven commerce and state-of-the-art financial technology products and services to businesses. The company's credo, "Entrepreneurs Respectfully Serving Entrepreneurs," reflects its customer-centric approach to product development, sales and service.

Following are excerpts from our interview with Ammar Ahmed, Senior Director, Billing Solutions, Heartland.

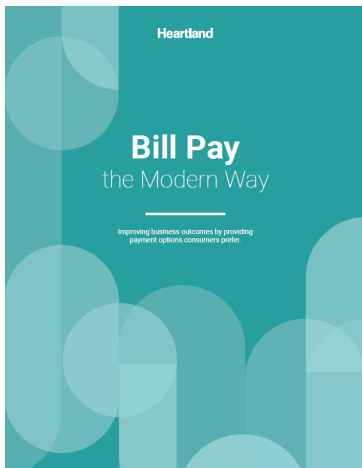
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## What's Your Global Expansion Strategy?

Global expansion is the ultimate objective for most fintechs. And if you really want to do it effectively, it's best to consider your global expansion strategy in your early days. Based on our observations from consulting with FinTechs around the world over the past few years, there are a few highlights from the ones who did it right and successfully.

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## Improving Business Outcomes by Providing Payment Options Consumers Prefer

If a person has to write out a check, stuff an envelope, find a stamp, mail the letter — or worse, load up the car, drive to a brick-and-mortar location, get out, go in, make a payment, return to the vehicle and finally drive back — what are the chances of that bill getting paid on time?

After all this, the business may have to wait three days or more to receive the payments in the mail before employees can manually process them — one by one.

How does this setup benefit anyone involved?

Simply put: **It doesn't.**

To this end, the decline of paper checks and cash to pay bills is not surprising, nor is it breaking

news. For years, the once prominent payment forms have taken a back seat to newer, more convenient ways to pay.

For a closer look at driving success with modern bill pay solutions, download Heartland's white paper [HERE](#).



## NETWORKING OPPORTUNITIES

### INTERACTIVE EXHIBITS

Tuesday, August 17 @  
12:30-12:45pm, 2:40-3pm

Wednesday, August 18 @  
10:05-10:35am, 12:50-1:05pm, 2:50-3:30pm

Thursday, August 19 @  
10:20-10:35am, 12:20-1:05pm, 2:50-3:30pm

### NETWORKING TABLES

Tuesday, August 17 @ Noon-12:30pm  
Wednesday, August 18 @ 12:20-12:50pm

## SPOTLIGHTS

### U.S. Bank

Tuesday, August 17 @ 11:55am-Noon

### Arkose Labs

Tuesday, August 17 @ 2:35-2:40pm

### Intel

Wednesday, August 18 @ 10-10:05am

### Heartland

Wednesday, August 18 @ 12:15-12:20pm

[VIEW AGENDA](#)

## REGISTRATION IS OPEN!

Registration is now open for the MPC21 Digital Commerce Event. Use code **HEART2021** to receive a FREE registration, compliments of our generous sponsors.

[REGISTER NOW!](#)



**MPC**  
The Digital Commerce Event  
**WHERE DIGITAL COMMERCE & TECHNOLOGY MEET**  
AUGUST 17-19, 2021

### NETWORKING TABLES



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**MPC** The Digital Commerce Event  
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AUGUST 17-19, 2021

### HOW ACH IS DISRUPTING CARD PAYMENTS

KEYNOTE SPEAKER

## AMMAR AHMED

Senior Director, Billing Solutions



**Heartland**  
A Global Payments Company

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# BLOG



## Commercial Real Estate Fintech Finds Success by "Owning" Digital Real Estate on the Web



## Best Practices for Top-Notch Takeout, Curbside and Delivery

[READ MORE BLOGS](#)

# PRESS

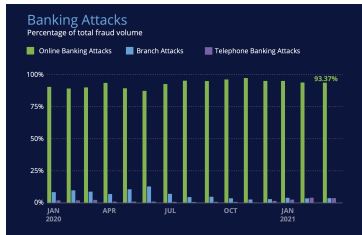


## CellPoint Digital to disrupt payments in new sectors following outstanding success with Airlines





## Worldline and Toshiba expand partnership to deliver sophisticated shopping experience



## Report Finds 93 Percent of Fraud Attacks Occur Online

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