

June 2023



Lights, Camera, Action!

Welcome to the set of MPC23, and what will soon be our 13th annual digital commerce event. Spring is in the air, and with it, the excitement of graduations, weddings, conferences and shows, including the Southeast Acquirers Association (SEAA), which held its 22nd annual convention this week in Hollywood, Florida, June 12-14, 2023.

Kudos to the event organizers and marketing teams who bring our visions to life, producing and directing the great content, exhibits and live networking that defines next-generation fintech, InfoSec, financial services, cryptocurrency, and payments.

This issue of The MPC Show Times is sponsored by **Payrix | Worldpay for Platforms**, a market leading merchant services provider owned by FIS and one of the largest payment processors in the United States. Join Worldpay leaders and innovators, app developers, and financial services leaders in Atlanta, August 23 to 25, at MPC: The Digital Commerce Event.

Register today with code MPC23EBG at checkout to receive \$50 off. Also be sure to check out our Special Room Rate!

I can't wait to welcome you in person to MPC23 in Atlanta!

Keep your stories and feedback coming - I always love hearing from you!

Drop me a note at marla@mpcevent.com.

A handwritten signature in black ink, appearing to read 'Marla', with a long, sweeping horizontal line extending to the right.

Marla Ellerman
Executive Director
MPC Digital Commerce Event



MPC
The Digital Commerce Event

THE MOVEMENT OF MONEY
WESTIN ATLANTA
PERIMETER NORTH
AUGUST 23 - 25, 2023



REGISTER NOW

BACKSTAGE *at* **MPC** THE DIGITAL COMMERCE EVENT



Backstage with Steve Wilson of Payrix | Worldpay for Platforms

Please state your name, title, company, and email address to provide to prospective partners and customers interested in receiving more information.

Steve Wilson, Head of Revenue, Worldpay for Platforms, steven.wilson@fisglobal.com or sales@payrix.com.

How are you different than other brands in your space?

As a part of Worldpay for Platforms, Payrix leverages the global scale and the breadth of expertise the Worldpay team gained in pioneering the PayFac® model. Payrix is different because we work closely with software partners to pair them with the best-fit technology that not only

works for them today but also in the future. We meet our customers where they are with a white-glove, collaborative service model from solutioning and implementation, through launch, go-to-market strategy, optimization and ongoing risk management.

How would you describe your value proposition to prospective customers and channel partners?

B2B software companies have realized they can generate additional revenue beyond subscriptions and provide a more comprehensive solution to their users by integrating or embedding payments with their platforms. With Payrix as a part of Worldpay for Platforms, we can deliver the exact payment solution a software company needs — no matter where they are in their business lifecycle.

[READ MORE](#)

FEATURED PODCAST



PayFAQ: The Embedded Payments Podcast

Episode 21 | How to pick an Embedded Payments model | Payrix



00:00 | 16:07

Episode 21 | How to pick an Embedded Payments model | Payrix

Without a doubt, embedded payments are an attractive proposition for SaaS companies looking to monetize and scale quickly. However, long-term success hinges largely on how you go about it. There's more than one way to integrate payments into your platform, and choosing the right one depends on where you are on your payments journey.

The integrated payments OG himself and Head of Revenue at Worldpay for Platforms, Steve Wilson, offers some valuable insights on the important topic in a recent episode of PayFAQ: The Embedded Payments Podcast with host Bob Butler.

Steve explains how the payments evolution has created three very different models for embedding payments into a software platform, each with different risks and rewards. You've got the original "feet on the street" model or the ISV (Independent Software Vendor) partnership. It enables you to offer payments as part your software sale and overall application process without fully committing to a merchant processing model. On the other end of the spectrum, you've got the full-blown payment facilitator model, where you're an independent payments company with sophisticated functionality and execution, including best-in-class regulatory risk and compliance. And in the middle, you've got the payfac-as-a-service model where you can enjoy the best of both worlds and enter the space much faster.

The genius of these three models is they provide companies with a crawl, walk, run scenario, so you can move from one to the other whenever you're ready. Tune in to learn more about the different models and how to choose the best one for you. As Steve says, there's good times ahead!

LISTEN HERE

Learn about the latest trends in embedded from industry experts, Payrix customers, and leaders on the Payrix team. They'll share their real-world insights on payment facilitation best practices, use cases, and more. The show is hosted by Bob Butler, Chief Commercial Officer at Payrix. Listen to all episodes in the player or check out individual episodes at [Payrix.com/podcast](https://payrix.com/podcast).



David vs Goliath: Digital Assets vs The SEC #CryptoBattle

In this episode of Beyond Bitcoin, **Deryck Graham** and **Nitin Guar** delve into the ongoing battle between the traditional banking system and the world of digital assets and currencies. They examine how the SEC is suppressing the creativity of cryptocurrency and digital assets with an 89-year-old act, and discuss how embracing the realm of digital assets could empower the next generation of finance in the USA. They also explore the possibility that this battle could be about the US dollar's status as the reserve currency.

Join the conversation and learn more about the future of finance in this thought-provoking episode.

LISTEN HERE

Deryck Graham, CEO of Portal Asset Management has over 30 years' experience building and listing companies on the Australian Securities Exchange and 19 years' experience as a public company director. As an active investor in the blockchain space, Deryck has been an angel investor for many years, and continues to advise nationally and internationally.

Nitin Gaur is Managing Director of Digital Assets and Technology at State Street. As founder and director of IBM Digital Asset Labs – Nitin devised industry standards and use cases, working towards making blockchain a reality. As a recognized IBM Distinguished Engineer and Master Inventor, Nitin has a rich patent portfolio.

CRITIC'S CORNER



By Dale Laszig, DSL Direct

What defines a leader?

Like baseball trading cards, company names and titles are constantly reshuffled but trademark traits such as astute analysis, team-building and strategic planning, remain indelibly linked to a leader's identity and personal brand.

A company appoints a proven leader to drive growth, innovate product or help build a team. Sporting a new title on a tradeshow badge and LinkedIn profile, the newly minted executive shares a vision with members of the press and the industry leans in to watch the new show.

Historic pairings of leaders and brands have led to major breakthroughs in payments, many of which have been unveiled and celebrated at our conference. Like many leaders who have graced our stage, year after year, our show has changed its name and may do so again.

For years, we were known as The Mobile Payment Conference. Then mobile payments became deeply embedded in daily business and life, so we changed our name to MPC: The Digital Commerce Event, and updated our website to reflect the MPC family of brands.

This year, when we get back together in Atlanta, we'll have new innovations to celebrate and crisp new stories to tell. The challenge for me, as a writer who covers

technology innovations, is to keep finding language that's as fresh and compelling as the new technologies it describes. And this is why I'm thinking we may never be done with new name badges and show titles.

See you in Atlanta!

Dale S. Laszig, founder and CEO at DSL Direct LLC, covers emerging technology trends for payments industry clients and trade publications. Laszig, a payments industry veteran and member of the Electronic Transactions Association's Cybersecurity Committee, previously led sales teams for leading POS manufacturers and served on committees for ETA, U.S. Payments Forum, and the Northeast chapter of PayTech Women. She holds graduate and post-graduate degrees from The State University of New York and Argosy University.

COMMERCE CURTAIN CALL



The 9 surprising benefits around automating invoices, procurement, and Accounts Payable systems

By Angela Murphy, Ph.D., Vice President of Business Development, Photon Commerce

Historically, Accounts Payable has been regarded as a back end function to a business, primarily set in the ways of very manual methods of processing supplier invoices. Recent years have called for large changes in AP functions, and there have been some game-changing innovations leading the way for companies to completely overhaul the way they do business, particularly around intelligent automation.

Make manual processing a thing of the past

AP leaders must use the rise in AI tech to put in place a secure, transparent cloud based system that allows for digital transformation. Manual Accounts Payable processes are not only a huge roadblock to remote working, but they are expensive and inefficient. The hours wasted on chasing paper copies of invoices, unnecessary data entry and manual approval of transactions could be much better spent on value-adding tasks. The Accounts Payable office of the future is disciplined and focused on cash flow and payment terms. It is strategic when it

comes to spend management, and comes with far lower compliance risk.

READ MORE

Dr. Angela Murphy has experience in artificial intelligence, financial technology, and the global payments industry, building on her skills as a storyteller and rhetorician. She engages at the intersection of strategy and insight to drive results for her clients. In her current role as Vice President of Business Development at Photon Commerce, she helps run a team that uses artificial intelligence and machine learning to solve complex problems in the payments industry. Dr. Murphy received her Ph.D. from the University of Kansas and currently resides in Kansas City with her husband, Brock, and German Shepherd rescue, Roscoe.

SOUND CHECK WITH B2B VAULT THE PAYMENT TECHNOLOGY PODCAST



Uncle Sam Wants Your Crypto

By Allen Kopelman, CEO, Nationwide Payment Systems

What a difference a year makes in the crypto world. Bitcoin 2022 was packed with attendees, exhibitors and big name sponsors. The park across the street had food trucks and an outdoor stage with live music. There were parties and afterparties thrown by sponsors and newly minted millionaires. It was a celebration - business owners were accepting Bitcoin and tokens as payment for goods and services. People were making money.

Fast forward a year. Bitcoin 2023 was the hangover after the party. The mood was less celebratory and people were talking about all the changes that had taken place since the last convention. In a keynote address, Robert Kennedy Jr. told the audience that free money is just as important as free speech. Governments that control currencies can turn countries into surveillance states, he said, adding that it's already happening in other parts of the world.

Easy Street

Before our government decided to tax cryptocurrency out of existence, people were buying homes, condos, cars, boats, yachts and jewelry with crypto. And shoppers all over the world were paying crypto online for luxury goods

READ MORE

Allen Kopelman co-founded Nationwide Payment Systems Inc. in 2001, providing concierge-style credit card processing and equipment to merchants. The company quickly grew nationally, adding products and banking partnerships and becoming laser-focused on technology. As a serial entrepreneur from a family of business owners, Allen first learned about business by working behind the cash registers at his father's Miami clothing stores. In 2021, he launched the B2B Vault: The Payment Technology Podcast, where he educates merchants, drawing from his experiences as a payments industry consultant, master chef at hotels and country clubs, and former owner of a restaurant and catering company.

For more details, email me at allen@npsbank.com or visit <https://nationwidepaymentsystems.com/>.

UPCOMING ATTRACTIONS

JUN 20

Fintech Talents North America 2023

Tuesday

Convvene, 237 Park Ave

New York, NY

JUN 20-21

Payment Leaders' Summit USA | Pay Expo

Capital Hilton, 1001 16th St NW

Washington, DC

JUN 20 - 22

ShopTalk MeetUp for Women | Retail Meetup, LLC

Online

JUN 22

Investment + Growth in the Cryptoverse | After the Bell Events

Thu, 5:30 – 8:30 PM

Davis Wright Tremaine LLP, 300 N La Salle St # 2200

Chicago, IL

JUN 26-27

Open Finance, APIs and Partnerships Forum

Boston, MA

JUN 26-27

MoneyLIVE North America

Renaissance Chicago Downtown Hotel, 1 W Wacker Dr
Chicago, IL

JUN 27

Fintech Connect North America 2023

Tue, 8:00 AM – 6:40 PM

Quorum by Convene, 1221 6th Ave
New York, NY

BLOG



**New Web Addresses
Pave the Way for
LGBTQ+ Businesses to
Thrive and Connect**

BLOG ARCHIVE

PRESS



**How Regulators Could
Strengthen the Banking**

System Without Sacrificing the Economy



Conversica Integrates Its Generative AI Conversational Platform With Salesforce Marketing Cloud in a Transformative Go-to-Market Initiative



Bank of America and Apple Executives Join Chargebacks911 to Drive Rapid Expansion

PRESS ARCHIVE

MPC23 The Digital Commerce Event
Westin Atlanta Perimeter North | August 23-25, 2023

Bringing together leading experts in the
Fintech, Mobile Payments, & Digital
Technology Industries

Three days of immersive learning and networking in "Transaction Alley" | Atlanta GA

To receive \$50 off use coupon code MPC23EBG when you check out.

See you in Atlanta!

REGISTER NOW!

OUR SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



OUR PARTNERS



FEATURED MEDIA



CONTRIBUTORS

Marla Ellerman, [MPC](#)

Angela Murphy, Ph.D., [Photon Commerce](#)

Nitin Gaur, [State Street](#)

Deryck Graham, [Portal Asset Management](#)

Allen Kopelman, [Nationwide Payment Systems](#)

Dale Laszig, [DSL Direct/The Green Sheet](#)

Christina Dumlao, [MPC](#)

Cynthia Morgan, [Dexter Howard Events](#)

11/10/14

[View this email in your browser](#)

You are receiving this email because of your relationship with MPC. Please [reconfirm](#) your interest in receiving emails from us. If you do not wish to receive any more emails, you can [unsubscribe here](#).

This message was sent to karin.eggert@cybera.net by info@mpcdigitalevents.com
Scottsdale, AZ, 85254

 [Unsubscribe](#) | [Manage Subscription](#) | [Forward Email](#) | [Report Abuse](#)

★ **This is a Test Email only.**

This message was sent for the sole purpose of testing a draft message.