

July 2023



Lights, Camera, Action!

Dear Friends,

With our show only weeks away, I'm looking forward to meeting old and new friends at MPC23. This year's show will also be a mix of old and new, as we celebrate more than a decade of meetings and networking. As part of our continuing commitment to your education, prosperity and growth, I'll be introducing my technology channel partners who are excited to meet, network and learn with you.

The tech channel, like payments, is a highly dynamic space on track to exceed \$70 trillion by 2030. Like payments, channel partners have been dealing with commoditization and consolidation, and have met these challenges with resilience, innovation and grit.

Our backstage interview with Advantix CEO Natasha Royer Coons will give you a taste of all the new tech, solutions, strategies and trends we have in store at MPC23. In Atlanta on August 23-25, 2023, you'll meet innovators and payments and fintech leaders who are moving the needle, delivering best-in-class products and services and introducing new revenue streams. In addition to Natasha Royer Coons, CEO of Advantix, you'll meet Jay Bradley, former president of Intelisys, now Chief Success Officer at Capteon Holdings, and Kelli McMillan, Director of Global Partners who will explore channel and fintech partner opportunities in an exclusive panel discussion.

This issue, sponsored by my Channel Partners, is dedicated to MPC sponsors, media partners, exhibitors, speakers and attendees. The next newsletter you will see will be your very own MPC23 Show Guide.

See you in Atlanta!

Marla

Marla Ellerman
Executive Director
MPC Digital Commerce Event

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



Backstage with Natasha Royer Coons, CEO of Advantix Solutions

How would you describe your channel to someone who is not familiar with it?

We operate in the information and communication technology (ICT) channel. This channel is comprised of technology distributors, telecom agents, value-added resellers and other advisors that help businesses source, implement, manage and support technologies enabling their operations and customer experiences.

What role or roles do you play within the channel partner ecosystem?

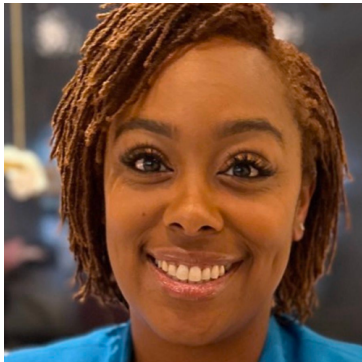
We are a supplier/service provider. Channel partners market and sell our solutions to their end-user clients (SMBs and enterprises).

How do your products or services complement retail and payment solutions?

We blend multi-carrier SmartSIM connectivity with SaaS tools to provide retailers with “always on” primary or back-up connectivity for POS systems and other equipment such as routers, tablets, hotspots and handheld devices. Our SaaS tools simplify SIM management, enable proactive optimization of usage, provide expense management reporting and cost allocation, and analyze real-time data on carrier switching and other network events.

READ MORE

For more information on channel partner opportunities with Advantix, contact our team here: channelmanagers@advantixsolutions.com



Change is happening all around us and at the rate the TSB/TSD community growing, now is the perfect time to add new partners to the ecosystem. FinTech assists customers with functionality that enhances the internal and external CX. Within the Five9 ecosystem, we are leveraging these integrations to create CX platform connections. I'm excited to attend the MPC event where these communities will converge and highlight the impact of partners on this growing ecosystem!

Kelli McMillan, Director, Global Partners, Five9

FEATURED PODCAST



Partner Relationship Management (PRM): The Ultimate Channel Sales Podcast

18 - Partner Ecosystems: Trends, Predictions & 2023 Forecast



00:00 | 36:26



Partner Ecosystems: Trends, Predictions & 2023 Forecast, Jay McBain - E18

Jay McBain, Chief analyst of “channels, partnerships & ecosystem” at Canalys – a market analyst firm with a distinct channel focus, joins host Paul Bird for *Partner Relationship Management: The Ultimate Channel Sales Podcast* with Host Paul Bird, produced by Magentrix.

[LISTEN HERE](#)

[WATCH HERE](#)

Jay McBain, an accomplished speaker, author and innovator in the IT industry is chief analyst for global channels at Canalys - the world's leading analyst firm with a distinct focus on channels, partnerships, alliances, and ecosystems. In the past, Jay has led several communities at CompTIA including Vendor Advisory Council, Managed Services Community, Advancing Women in Tech and Emerging Tech. He was named 2021 Channel Influencer of the Year by Channel Partners Magazine. As a futurist, and long standing member of the World Future Society, Jay is a recognized expert in the future of channels, alliances, partnering ecosystems and the study of emerging go-to-market models.

COMMERCE CURTAIN CALL



Interpretive AI Use Cases for Payments: Revolutionizing the Financial Landscape

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

The world of payments is evolving rapidly, driven by advancements in technology and the growing demand for faster, more secure, and convenient transactions. One of the most transformative technologies in this space is Artificial Intelligence (AI). While AI has already made significant inroads in various industries, its potential in payments is particularly intriguing. Among the different branches of AI, interpretive AI holds immense promise for revolutionizing the financial landscape.

Interpretive AI, also known as Natural Language Processing (NLP), is a branch of AI that focuses on understanding and interpreting human language. By analyzing text, voice, and other forms of communication, interpretive AI algorithms can extract meaningful insights and respond in a human-like manner. When applied to the world of payments, interpretive AI brings forth numerous exciting use cases.

Chatbots for Customer Support:

One of the most common applications of interpretive AI in payments is the use of chatbots for customer support. These AI-powered virtual assistants can understand and respond to customer queries in real-time, providing round-the-clock support. They can assist customers with transaction-related questions, resolve disputes, and even offer personalized recommendations based on user data.

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.

CRITIC'S CORNER



Capitol Hill leaders take aim at P2P fraud

By Dale Laszig, CEO, DSL Direct

June 2023 letters to Dan Schulman, president and CEO of PayPal, and Brian Grassadonia, the CEO of Cash App, from U.S. Senator Sherrod Brown (D-OH), Chairman of the Senate Banking, Housing, and Urban Affairs Committee, and Senators Jack Reed (D-RI), Bob Menendez (D-NJ), and Elizabeth Warren (D-MA) urged the leading peer-to-peer (P2P) payment platforms to rein in fraud and scams on Venmo, a PayPal brand and the Cash App.

“Americans deserve a payments system that provides them with speed and convenience, but above all, that keeps their money safe. In light of these concerns, we would like to understand the specific steps you are taking to detect and prevent fraudulent transactions, including fraudulently induced transactions, on Venmo,” they wrote, issuing a June 30, 2023 for both companies to provide transaction data and plans for addressing these issues.

P2P's dark side

A March 31, 2023, blog post by First Mid Bank and Trust, “Fraud Education – Peer-to-Peer (P2P) Payment Fraud & Scams” noted P2P fraud typically occurs when

READ MORE

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.

**FINTECH
CONFIDENTIAL**

produced and hosted by TEDD HUFF



Millennial women's money habits - prepare to be amazed by Robin Hauser, director of \$avvy!

Robin Hauser is the director and producer of the documentary "\$avvy." She shares the film's exploration of the history and perception of women and money and its focus on empowering women to take control of their finances.

Robin emphasizes the role of fintech in closing the gender gap in finance but highlights the need for financial education. She also discusses the challenges of creating and funding a documentary and shares how people can learn more about "\$avvy" and arrange private screenings.



LISTEN HERE

WATCH HERE

Tedd Huff, a recognized thought leader in the Fintech industry, is the founder of Diamond D3, a company that produces the widely acclaimed show, Fintech Confidential. This show, hosted and produced by Tedd,

engages over 1.5 million people monthly, making it a key resource for insights in the Fintech sector.

Sign up to follow Fintech Confidential to receive \$50 off registration to MPC23: [llinks.co/fintechconfidential](https://links.co/fintechconfidential)

(re)view(s)



Channel-Relevant Digital Commerce & Payments Conversation from the MPC Archive

Karin Fields, MicroCorp – Interview MPC18

MPC's Marla Ellerman talks with Karin Fields, MicroCorp

[WATCH HERE](#)

Khali Henderson, Buzz Theory Strategies – Interview MPC18

MPC's Marla Ellerman talks with Khali Henderson about Channel Opportunities

[WATCH HERE](#)

Panel: Meet the Masters: Driving New Revenue with Strategic Channel Partnerships – MPC18

Khali Henderson moderates a conversation with Carolyn April, CompTIA, and Karin Fields, MicroCorp

[WATCH HERE](#)

Panel Khali Henderson Channel Sales Opportunities for Payment Solutions

Khali Henderson, Buzz Theory

[WATCH HERE](#)

UPCOMING ATTRACTIONS

AUG 14-15

VenCent Fintech Summit

Statehouse Convention Center
101 E Markham St, Little Rock, AR
Little Rock, AR

AUG 15-17, 2023

Five9 CX Summit 2023

Aria Resort & Casino
Las Vegas, NV

AUG 23-25

MPC: The Digital Commerce Event 2023

Westin Atlanta Perimeter North
Atlanta, GA

BLOG



**Developing ATM Markets
See Strong Growth as
Post-COVID Recovery
Continues**

BLOG ARCHIVE

PRESS



**MPC23 to Unveil Fresh
Channel Partner
Opportunities, Aug. 23-
25 in Atlanta**



**MPC: The Digital
Commerce Event
Unveils BalancedTrust
Workshop Agenda**

ThriveDX and CyberProof Team Up to Quickly Fill Cybersecurity Positions

PRESS ARCHIVE



MPC
The Digital Commerce Event

THE MOVEMENT OF MONEY

WESTIN ATLANTA
PERIMETER NORTH

AUGUST 23 - 25, 2023



REGISTER
NOW

To receive \$50 off use coupon code MPC23EBH when you check out. See you in Atlanta!

OUR SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



OUR PARTNERS



FEATURED MEDIA



MEDIA



CONTRIBUTORS

Marla Ellerman, [MPC](#)

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

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

Tedd Huff, [Fintech Confidential](#)

Christina Dumlao, [MPC](#)

Cynthia Morgan, [Dexter Howard Events](#)