

FEBRUARY 2025

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**LedgerLink**



## Letter from the Director

Greetings!

February isn't just about hearts and flowers, it's about solid partnerships and we've got some great ones!

Thank you to this month's newsletter sponsor, **Nitin Gaur**, CTO and founder of **LedgerLink**. In addition to his interview, Nitin explores the intersection of blockchain and traditional finance with the **Alpha Un#** Podcast host, **Sri Misra**. On the **Ultimate Guide to Partnering** podcast, **Jay McBain** of **Canalys** discusses opportunities for the Channel with host **Vince Menzione**.

I'm looking forward to seeing you at **NEAA** in a few short weeks. **Tedd Huff**, Voalyre CEO and host of Fintech Confidential, will be moderating our presentation, **New Offerings, New Opportunities for ISOs** (see details below). Join us with panelists **Michele Johnson**, Sandler Group, **Maureen McAneny O'Connell**, Comast Business, and **Chris Soucie**, NHC.

See you in Atlantic City!

**Marla Ellerman**

Executive Director

[MPC Money, Payments, Connections](#)

# MPC Interview



## **MPC Interviews Nitin Gaur of LedgerLink**

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

Nitin Gaur, Founder/CTO, LedgerLink.ai

For more information, prospective partners and customers are encouraged to reach out to [ngaur@ledgerlink.ai](mailto:ngaur@ledgerlink.ai).

***How are you different than other brands in your space?***

LedgerLink distinguishes itself by serving as a Web 2.5 platform that bridges the gap between traditional finance (Web 2.0) and digital assets (Web 3.0). It offers a secure, compliant, and scalable infrastructure, enabling financial institutions to seamlessly integrate digital assets into their existing operations. This approach combines the reliability of traditional financial systems with the innovative potential of digital assets. [ledgerlink.ai](https://ledgerlink.ai)

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

LedgerLink provides a comprehensive solution for integrating digital assets into traditional financial and back-office systems. The platform is designed with scalability, security, and compliance at its core, making it suitable for financial institutions, corporate treasuries, and private markets. Its key components include:

- **The Rails:** Secure, scalable infrastructure for managing and transacting tokenized assets.
- **The Link:** A back-office orchestration framework facilitating seamless integration with existing financial systems.

- **The Engine:** AI-powered tools for efficient asset management and transaction processing.

This integrated approach streamlines transactions, reduces operational costs, and enhances liquidity management.

[READ MORE](#)

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## FEATURED NEWS



LedgerLink.ai

LedgerLink is a Web2.5 technology platform designed to enable enterprises to adopt digital assets seamlessly. It ensures **smooth integration** with digital asset infrastructure, promotes **ledger coexistence**, and harmonizes operations, all while **minimizing project costs** and **reducing the technology debt** associated with digital asset systems.

### The complexities of integrating Traditional finance and digital assets systems



**Digital asset landscape: the burden  
of tech debt and costs**



**Lack of tech  
standards:  
multi-vendor  
system**



**The coexistence  
conundrum**



**Rapid innovation:  
magnifying challenges**

- ✓ Established in January 2024, LedgerLink leverages a team with over 120 years of combined industry experience, demonstrating a deep understanding of market structures and a robust technical foundation.
- ✓ With 5 patents filed and more than 20 strategic partnerships, LedgerLink stands as a leader in driving innovation and collaboration within the digital asset space.



[READ MORE](#)





## Nitin Gaur (LedgerLink) is building the TradFi to DeFi bridge

In this episode of the **Alpha Un#** Podcast, host **Sri Misra** explores the intersection of blockchain and traditional finance with **Nitin Gaur** of **LedgerLink**.

Don't miss out on the future of digital assets and their impact on banking!

### WATCH HERE

***Sri Misra**, founder of Aarna Protocol and Milk Mantra, is the host of the **alpha un#** podcast. His journey, marked by overcoming adversity and building successful ventures, fuels his passion for disrupting entrenched systems and championing a decentralized future.*

***Nitin Gaur** is Founder and CEO of LedgerLink, an AI driven Web2.5 Platform. Formerly, as Founder and Managing Director of IBM Digital Asset Labs, he devised industry standards and use cases, working towards making blockchain a reality. Recognized as an IBM Distinguished Engineer and Master Inventor, Nitin has a rich patent portfolio .*

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space

## JOIN MPC at NEAA | March 17-19



**Tuesday March 18 | 2:00pm – 2:45pm**

***New Offerings, New Opportunities for ISOs***

*How partners are co-creating products to deliver more value to merchants*

**Moderator:** Tedd Huff, Founder & CEO, Voalyre

**Panelists:**

- Marla Ellerman, Executive Director, MPC Money, Payments, Connections
- Michele Johnson | Channel Partner Director | Sandler Partners
- Maureen McAneny O'Connell | Sr. Director, National Partner Sales | Comcast Business
- Chris Soucie | Director of Brand Strategy and Partner Engagement | NHC

**REGISTER TO ATTEND**

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**(re)CAST**





## Tech Trends, Ecosystems, and AI: Jay McBain on Partnering for

### 2025 Success

**Vince Menzione**, host of **Ultimate Guide to Partnering** invited **Jay McBain** back to the Boca Raton Studio to kick off the new year with the trends we can expect in 2025. Any episode with Jay is a must-listen. This is Jay's 6th Episode appearance on Ultimate Guide to Partnering, putting him in rarified air.

Don't miss this opportunity to gain insider knowledge from industry leaders shaping tomorrow's digital world. Tune in now for an inspiring conversation that could redefine your business strategy!

### [WATCH HERE](#)

### [LISTEN HERE](#)

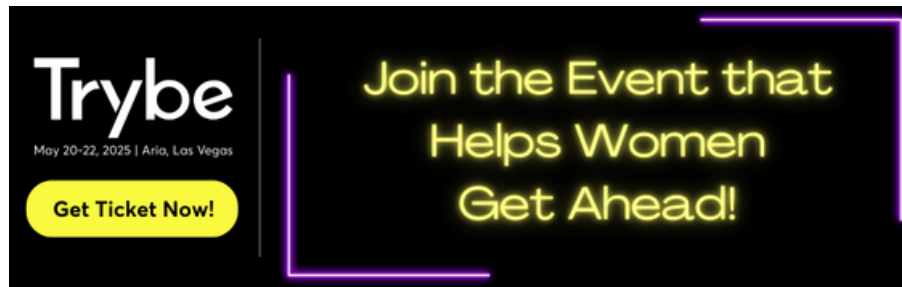
*Vince Menzione brings a unique voice to the top-rated partnership and ecosystem podcast, the Ultimate Guide to Partnering, applying deep B2B and partnership experience driving multi-billion dollar businesses to achieve optimal results with technology giants like Microsoft, Google, AWS, and Salesforce.*

*Jay McBain is a renowned thought leader in the global channel, recognized as Channel Influencer of the Year by Channel Partners Magazine and featured in Business Review's Top 40 Under Forty, along with numerous top influencer lists. With a 30-year career in executive roles at IBM, Lenovo, ChannelEyes, and Forrester, he is a sought-after expert on industry insights and future trends. Currently, Jay is the chief analyst at Canalys, a leading firm specializing in channels, partnerships, alliances, and ecosystems.*

# FINTECHMeetup

Venetian, Las Vegas, March 10-13, 2025

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MPC Media Partner Advertisement



## UPCOMING EVENTS

**Mar 3-4**

**Bank Automation Summit**

Hilton Nashville

Nashville TN



**Mar 10-13**

**Fintech Meetup**

The Venetian

Las Vegas NV



NORTHEAST ACQUIRERS  
A.S.S.O.C.I.A.T.I.O.N

**Mar 18-19**

**NEAA 2025 | Northeast Acquirers Association**

Harrah's Resort

Atlantic City NJ

**Mar 24-27**

**Channel Partners Conference & Expo**

**co-located with MSP Summit**

The Venetian

Las Vegas NV

TRANSACTION  
POWERED BY ETA

**Apr 2-4**

**Transact | ETA**

Mandalay Bay

Las Vegas, NV

**Apr 27-30 in-person (Jun 9-11 virtually)**

**Smarter Faster Payments | NACHA**

Ernest N. Morial Convention Center

New Orleans LA

Trybe  
May 20-22, 2025  
Aria, Las Vegas

**May 20-22**

**Trybe**

Aria Resort & Casino

Las Vegas NV

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BLOG



## **T-Mobile reshapes market perception for secondary connectivity with beta launch of T-Mobile Starlink, says GlobalData**



## **Capitalizing on the Generative AI Opportunity**



## **How Agentic AI Will Transform Banking (and Banks)**



## **Canalys Channel & Partnership Technology Stack 2025**

BLOG ARCHIVE

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# PRESS



## Paytronix Elevates Online Ordering Platform, Launches Catering Capabilities



## Conversica Announces Groundbreaking Car Buying Experience with New AI Agents For Automotive Dealerships

PRESS ARCHIVE

### CONTRIBUTORS

Marla Ellerman, [MPC](#)  
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Vince Menzione, [Ultimate Partner](#)  
Jay McBain, [Canalys](#)  
Cynthia Morgan, [Dexter Howard Events](#)



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