

# Мировые тренды развития цифровых платежей

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АССОЦИАЦИЯ  
БАНКОВ  
РОССИИ

# Кратко о Gartner

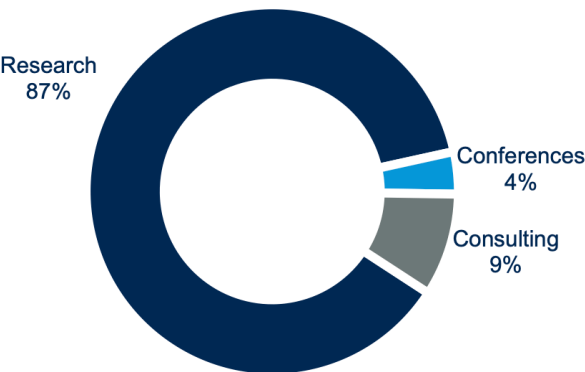
## Бизнес

- Ведущая независимая исследовательская компания
- **Более 16 тысяч сотрудников** в 90+ странах
- **\$4.1B прибыли** в 2020
- Участник **S&P 500**
- Глубокое понимание **бизнеса и технологий**

## Клиенты

- **Более 14 тысяч компаний** в 100+ странах
- **Топ руководители и их команды** в каждой отрасли по всему миру
- Коммерческие и государственные организации, в том числе 76% Global 500

2021 Revenue Guidance by Segment



## Проверенные Методы



Магический квадрат



Цикл Хайпа



IT Score



Клиентский сервис



Финансы



HR



ИТ



Комплаенс



Маркетинг и Коммуникации



Управление продуктами



R&D



Продажи



Стратегия



Управление цепочками поставок

RESTRICTED DISTRIBUTION

# Будущее платежей в цифровом обществе



**Mobile Payments  
and Digital Wallets**



**Open Banking and  
Interoperability**



**Real-Time  
Payments (RTP)**



**Cryptocurrencies**

# Сейчас главный фокус на ускоренном развитии электронной коммерции

## Digital Commerce Technologies



B2B sales and commerce platform evolution



More online revenue from services attached to products



Increased diversity for digital commerce go-to-market



More success with third-party marketplace models



Global digitization efforts to reduce cash

# Улучшение опыта клиента в платежах



**Personalize**



**Reduce Effort**



**Measure and Adapt**



**Control Costs**

# Персонализация наиболее важна



Consumer

**“Know Me”**

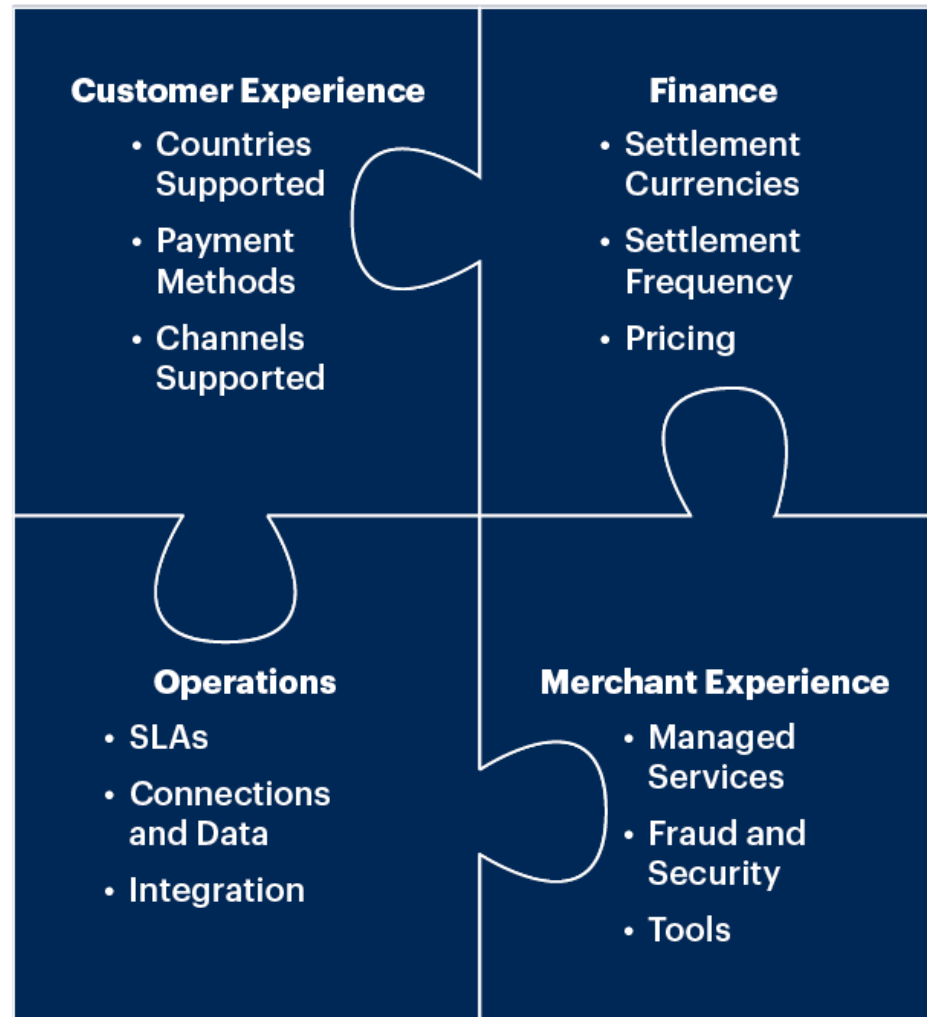
**“Prove You Know Me”**

- Who I Am
- What I've Done
- What's Important to Me
- Tailored to Me

**“Help Me”**

- Make It Easy
- Reassure Me
- Teach Me Something New
- Direct Me
- Reward Me

# 12 вопросов для выбора поставщика платежного сервиса



Gartner for Application Leaders Tool

## RFP Questionnaire for Digital Commerce Payment Solutions

This file contains six sheets. Sheet 1 gives the terms of usage. Sheets 2 to 5 should accompany your RFP. Prospective vendors should be asked to complete Sheets 2 to 6 to help you to assess their viability and product functionality, and compare their pricing.

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**GARTNER LEADER'S TOOL** #2 Instructions #3 Vendor Profile #4 Vendor Product Questionnaire

**Gartner** Gartner for Application Leaders Tool

## Gartner for Application Leaders Tool RFP for Digital Commerce Payment Solutions

July 2020

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# В рейтинге Gartner поставщиков платежных сервисов для цифровой коммерции 1 банк



<a href="#">2Checkout</a>
<a href="#">ACI Worldwide</a>
<a href="#">Adyen</a>
<a href="#">BlueSnap</a>
<a href="#">Checkout.com</a>
<a href="#">Computop</a>
<a href="#">Cybersource</a>
<a href="#">Digital River</a>
<a href="#">Fiserv</a>

<a href="#">Global Payments</a>
<a href="#">Ingenico Group</a>
<a href="#">J.P. Morgan Merchant Services</a>
<a href="#">Payoneer</a>
<a href="#">PayPal</a>
<a href="#">Rapyd</a>
<a href="#">Spreedly</a>
<a href="#">Stripe</a>
<a href="#">Worldpay from FIS</a>



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