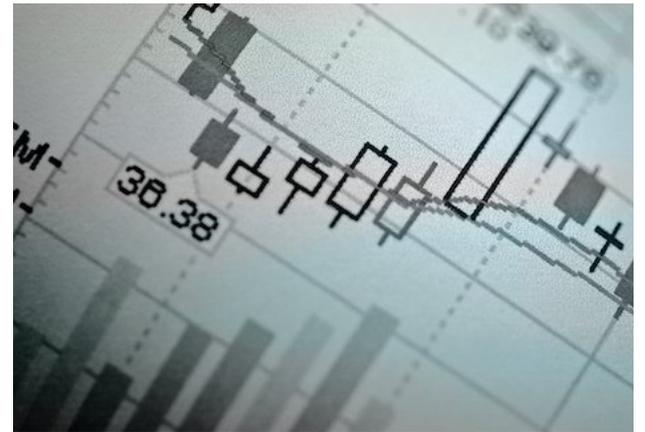


# VeriProcess

Brand Identification Overview



# Introduction

:: VERIPROCESS HAS SEVERAL INTERESTING MARKETPLACE AND TARGET MARKET CHALLENGES TO ADDRESS AND/OR OVERCOME ::

- 1. Merchants are in the dark about their statements.** Most have no clue that they're wasting business dollars paying unnecessary fees each month. They may not understand that there are cost containing/saving measures they can take.
- 2. Merchant statements are purposefully confusing.** Processors aren't interested in saving merchants money. Processors are banking on the fact that merchants hate the idea of picking up and moving their account – way too much trouble. Hence, processors rarely present merchants with their true cost of processing – the effective rate of processing – leaving merchants to believe (hope?) they're already paying the best rate. No transparency whatsoever.
- 3. Merchants don't know there are statement audit experts out there** like VeriProcess out there who can identify unnecessary fee assessments, ways to achieve higher PLQ's and ways to avoid downgrades.
- 4. Merchants don't easily trust outsiders with financial information.** They may not readily seek help because of this.

:: WHAT MUST VERIPROCESS STAND FOR IN LIGHT OF THESE CHALLENGES? ::

**VeriProcess will be known to merchants as the auditing service experts** with the knowledge to decipher statements, achieve transparency, identify the behaviors that create unnecessary expenses and achieve cost efficiencies through ongoing auditing and analysis.

**VeriProcess must be THE trusted source that merchants turn to for education & enlightenment** about how the CC industry works; i.e. the loopholes, traps, trends that work against merchants and create spending waste.

**VeriProcess must build and reinforce a strong, consistent brand presence** throughout every line of internal and merchant customer-facing communication.

# The Competition

(who are they and  
what do they stand for?)

VeriProcess will not be alone in this marketplace. Online service companies like BusinessLendingSolutions.net and WinShareServices.com perform similar type of services as VeriProcess plans to do. Currently, competitor sites present what can be perceived as a bit too slick of a pitch in both content and look & feel (too much sell, not enough substance) to promote the service.

:: WHAT WILL SET VERIPROCESS APART? ::

VeriProcess must offer a sophisticated brand presence, and consistent brand voice that, together, will impart a sense of trust, expertise and authority that simply isn't seen, felt or implied by the others.



## The Opportunity

(what spot can we claim for ourselves in the market?)

# The VeriProcess Brand Opportunity

VeriProcess will become THE MOST most trusted ally of merchants; experts in identifying wasteful behaviors and cost efficiencies by using their knowledge and proprietary software to bring maximum transparency and cost savings with regard to how/what merchants are actually spending for processing services.

## :: OUR BRANDING APPROACH WILL ::

- Open merchants' eyes to the fact that their behaviors are likely resulting in downgrades that are costing them unnecessary penalties each month.
- Educate merchants so they better understand current processing methods and know how to achieve best practices when it comes to efficient transactions (and how to avoid downgrades)
- ...and then firmly seat the VeriProcess name as THE BEST resource for on-going, long-term guidance and savings when it comes to merchant processor statement auditing services.

## **Our Customer**

**(who are they and what  
are they seeking?)**

## Jim

### CFO



#### Who is he?

He's in charge of the bottom line at his company and always looking for ways to improve it. His job is to look at the big picture.

#### What is he seeking?

He may not even know the answer to that question. He will likely need to be educated about the whole concept of downgrades and PLQs. He needs to better understand interchange pricing and what his company can do to achieve the lowest possible rates from his processor.

*“Our company couldn’t live without credit card purchases. I just wish I felt our processor had our best interests at heart.”*

## Alison

### *Office Manager*



#### **Who is she?**

She reviews and approves every invoice paid by the accounting department. She's not afraid to call the processor and ask questions, but the answers she gets rarely help clarify the issues she senses. She's frustrated, not to mention nervous about her reputation as a good manager.

#### **What is she seeking?**

She's heard about companies that help work through statements and find savings, but she's been unimpressed with the websites and people she's talked to. She's heard the sales pitch from multiple companies that promise the lowest processing rates. Is there anyone she can trust?

*“We can’t just keep changing processing companies to try and save money. There’s got to be a better solution.”*

## Brand Manifesto

Credit cards are a crucial piece of the purchase process, both in-store or online. They represent a convenience for the customer and a secure method of payment for customer and merchant. Currently, processors regularly add fees and initiate downgrades with confusing or, more often, no explanation.

VeriProcess is a group of experts whose mission is bring support, transparency and cost savings to the merchant/processor relationship and help merchants gain control and cost efficiencies when it comes to their processing services.

By analyzing your processing methods, we'll identify areas of inefficiency when it comes to those methods. The result will be cost savings on each and every transaction at the lowest possible rate or tier.

Our proprietary statement analysis software has already proven itself in other industries. On a more global level, our goal is to press the Merchant Processing industry toward complete service cost transparency. After all, hardworking merchants deserve control... not confusion...when it comes to paying for processing.

Our sole interest is in saving merchants from excessive fees and to be a trusted expert and champion for the merchant. And we're so certain we can regularly save our clients money that we're paid only on savings realized.



## WHO are we?

(what position do we own?)

VeriProcess is an expert with a **PROVEN TRACK RECORD** of saving businesses money by helping make sense of confusing merchant processing statements and fees, demanding complete transparency from processors, and identifying cost saving processing methods for the merchant.

We've done it successfully in the shipping industry, and now we're bringing this invaluable knowledge and superior service to merchants who depend on credit card transactions in their business.



## WHAT do we do? (what need do we fill?)

Educating clients, identifying ways to **SAVE** them from unnecessary fees, transaction downgrades and expenses, **REMOVING THE BURDEN** of solving the problem from their shoulders and freeing them to concentrate on their core business and **TAKE CONTROL**...these are our passions.



Our proprietary software is the catalyst, but it's our **PEOPLE**, and the **TRUST** relationships we create with our clients, that set VeriProcess apart from the competition.

## HOW do we do it? (our brand differentiation)

We will be the leading experts in technology, processing platforms, interchange rates, dues and assessments, PCI compliance, and every aspect of business that impacts the merchants costs associated with processing credit cards. We will be our clients' eyes and ears with regard to emerging payment technologies and industry trends like mobile transactions and ecommerce.

We will be the champion for **TRANSPARENCY**, not just between merchants and processors...but also between merchants (our valued clients) and ourselves.



## WHY do we do it?

(our core purpose)

The confusion, the vagueness, the acronyms...it has to end. Merchants work too hard at their core business to be saddled with the task of wading through long, complex statements. We see ourselves as change agents, champions for businesses of all sizes.

Our goal? Create maximum transparency and awareness surrounding the complicated fees and downgrades so NO business ever pays more than they need to for credit card processing services.

# Anatomy of a Positioning Statement

## :: THERE ARE FOUR ELEMENTS OR COMPONENTS OF A POSITIONING STATEMENT ::

**Target Audience** - the attitudinal and demographic description of the core prospect to whom the brand is intended to appeal; the group of customers that most closely represents the brand's most fervent users.

**Frame of Reference** - the category in which the brand competes; the context that gives the brand relevance to the customer.

**Benefit/Point of Difference** - the most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience relative to the competition.

**Reason to Believe** - the most convincing proof that the brand delivers what it promises.

## :: TEMPLATE FOR A POSITIONING STATEMENT ::

For (target audience), (brand name) is the (frame of reference) that delivers (benefit/point of difference) because only (brand name) is (reason to believe).

## :: CRITERIA FOR EVALUATING A POSITIONING STATEMENT ::

- Is it memorable, motivating and focused to the core prospect?
- Does it provide a clear, distinctive and meaningful picture of the brand that differentiates it from the competition?
- Can the brand own it?
- Is it credible and believable?
- Does it enable growth?
- Does it serve as a filter for brand decisionmaking?



## Our Brand Positioning

(who are we and  
what do we stand for?)

- To CFOs and managers looking for ways to control the cost of their credit card processing...
- Veriprocess is the merchant statement auditing company...
- That is a merchant's best partner in achieving maximum statement transparency and optimum cost efficiencies on an ongoing basis...
- Thanks to their expertise in statement auditing and analysis, and their use of proprietary analytics software with a proven track record of success in identifying ways to save clients money.



COLLABORATIVE PARTNER. EXPERT ADVISOR. TECHNOLOGY-DRIVEN.

## **Brand Personality & Tone**

**Graphic Standards  
(to come)**