

Ingenico VS VeriFone

Understanding the Differentiators

CEO

Philippe Lazare



CEO

Paul Galant



Key Stats

Founded in 1980
.....in Paris, France

Employees: 4,660



Founded in 1981
.....in San Jose, CA

Employees: 5,000



2013 Revenue

\$1.89B

\$1.7B

Market Share

Globally: 30%
US: 17.4%



2013 shipments, Nilson Report estimates

Globally: 18.6%
US: 51.5%



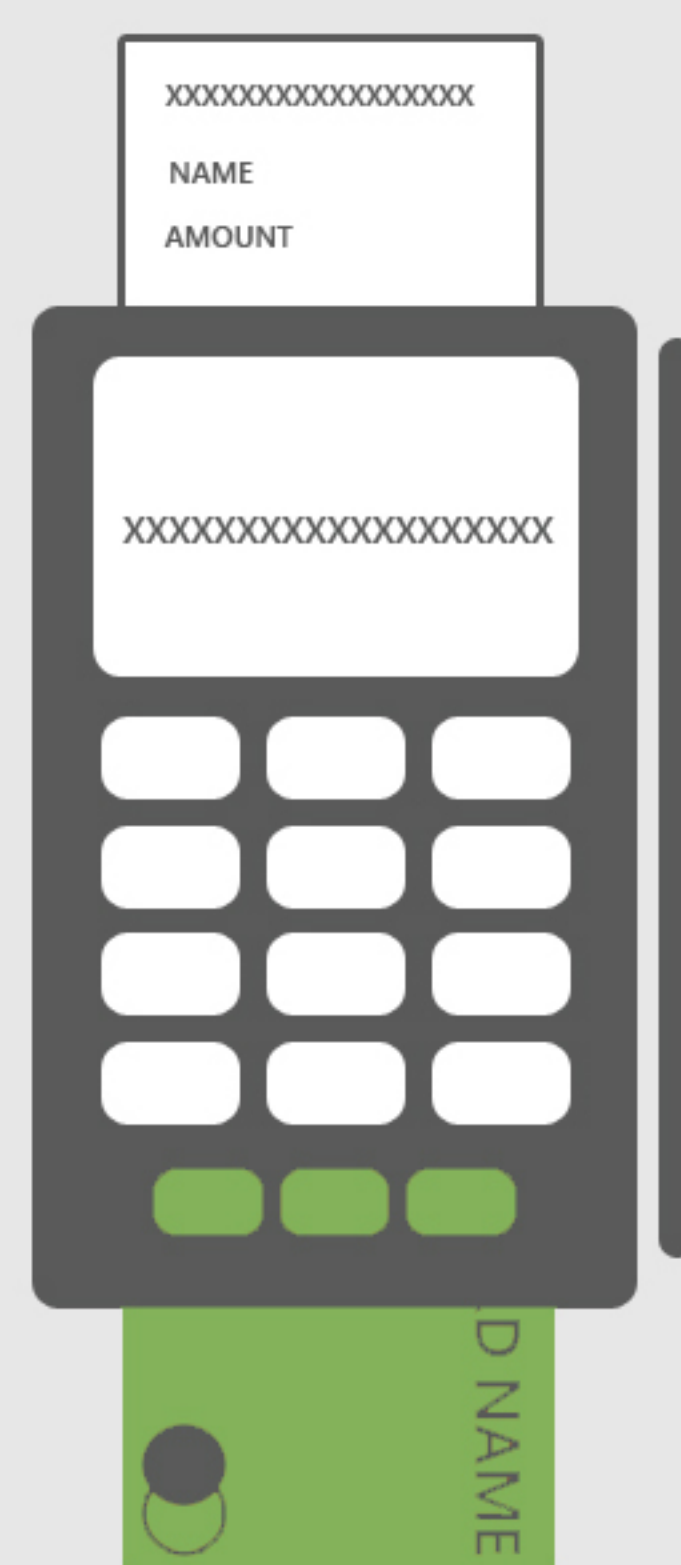
2013 shipments, Nilson Report estimates

Strategy

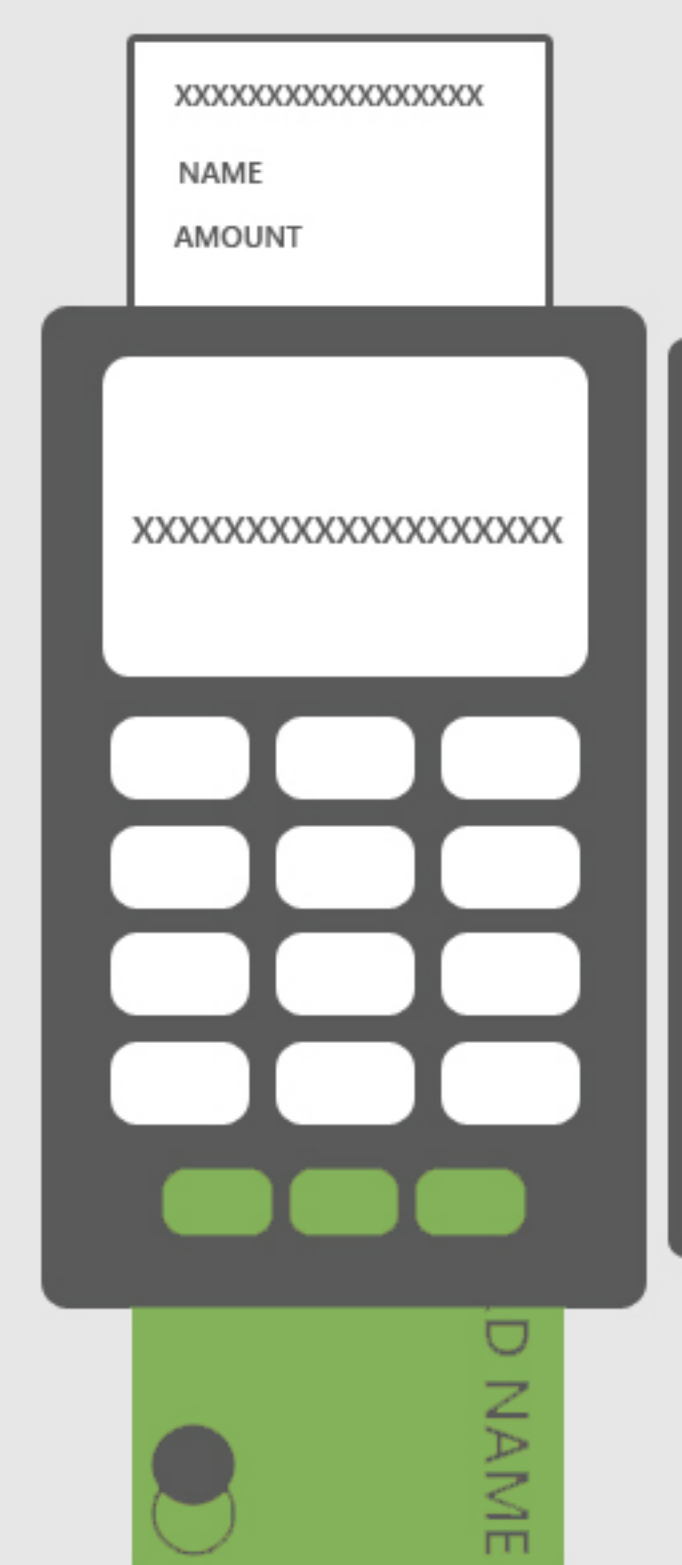
To leverage its solutions and 'multi-local' payment market expertise to accelerate the deployment of a differentiated service offer regardless of channel: in-store, on-line and mobile. Also, to continue to build technology partnerships with major participants in the payment ecosystem, from financial institutions to retailers and telecom operators.

To provide expertise, solutions and services that add value to the point of sale with merchant-operated, consumer-facing and self-service payment systems for the financial, retail, hospitality, petroleum, government and health care verticals. New CEO's goal: to "become our clients' most trusted, most secure and innovative partner by delivering terminals, payment as a service and commerce enablement solutions."

Core Product



POS Payment Terminals



POS Payment Terminals

Big Moves

- In June 2014, announced plans to change name to Ingenico Group, with activities structured around three major brands: Ingenico Smart Terminals, Ingenico Mobile Solutions and Ingenico Payment Services.
- Also agreed to acquire Global Collect in July, which follows the acquisition of Ogone in January 2013
- Now has a majority interest in ROAM, a mobile-commerce platform

- Named new CEO in 2013.
- New leadership has called for the execution of three primary restructuring objectives: redefine the company's global product-management processes and portfolio, reengineer its R&D function, and improve its cost structure.
- Acquired most of Hypercom in 2010
- Acquired Global Bay in 2011
- Acquired European payment provider Point in 2011
- Partnered with XPIENT in March 2014
- Partnered with Apple to provide mobile POS sleeves on iPhones
- Announced a mobile platform, Way2Ride, for taxi payments in New York

Lesson Learned

Different strategies, similar goals. How 2014 pans out for the two terminal makers could depend on the success of what they're doing now to address what they perceive as necessary fixes to push ahead.