

PAAS CLIENT JOURNEY = 5E's

Platforms as a Service – the path of Efficiency, Effectiveness,
Enablement, Engagement & Excellence

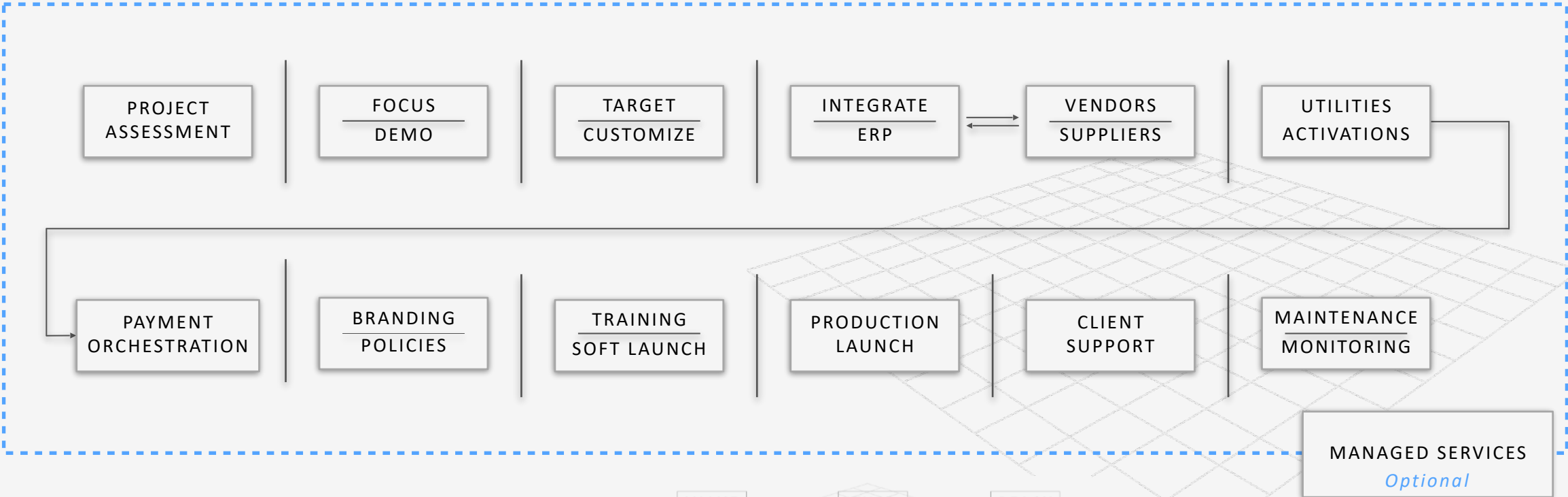
The path toward optimal service delivery and user satisfaction.

[SmartCard Marketing Systems Inc. \(OTC:SMKG\)](#)

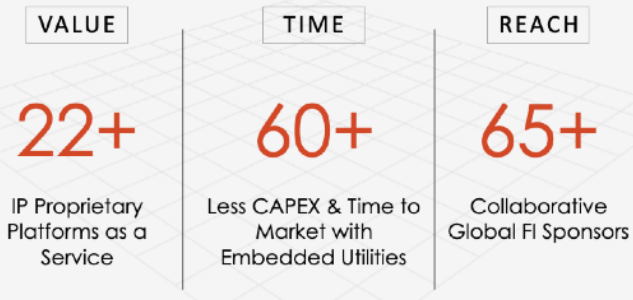
<https://www.smartcardmarketingsystems.com>

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PAAS JOURNEY

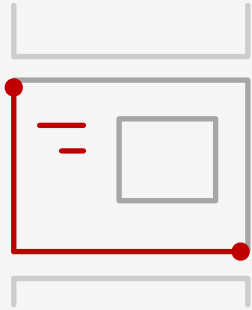


- Unlike traditional on-site solutions, PaaS eliminates the complexities and inflexibility associated with building and maintaining platforms.



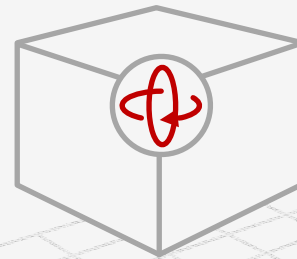
WHY PAAS?

BUDGET



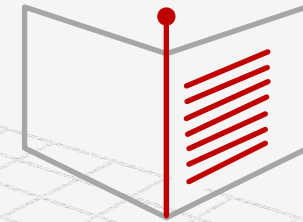
We possess a readily deployable agnostic solution suitable for implementation across diverse industries, significantly reducing the company's expenses to one-third of the original cost.

TIME



With our ready-to-implement, customizable white-label agnostic solutions, we address the unique digital transformation objectives of our clients. The development of a platform, integrations, testing, payment partner integration, and compliance typically spans 2 to 3 years for a project to go live. However, utilizing SmartCard, this entire process can be completed in less than 90 days, including all necessary customizations.

STRATEGY



Utilizing the embedded utilities, methodical processes, and the expansive range of available technology. Leveraging expertise to enter the market

OUR PORTFOLIO OF INDUSTRY AGNOSTIC PLATFORMS

**SELECTING THE BEST OF
READILY AVAILABLE PLATFORMS**

**ACCELERATING YOUR
DIGITAL STRATEGY**



HOW THE JOURNEY BEGINS?

1 Project Initiation:

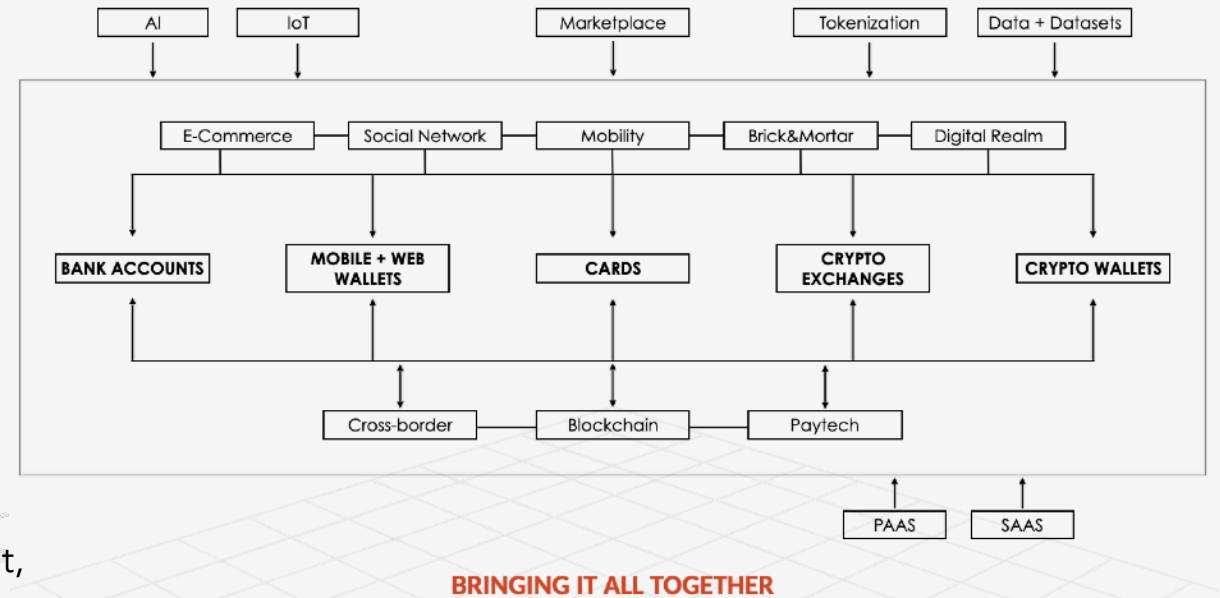
The journey begins with a thorough project initiation phase, involving the identification of objectives, requirements, and key stakeholders. This initial stage lays the groundwork for the project's scope, goals, and overall strategy.

2 Planning and Strategy:

Following initiation, the project moves into a planning and strategy phase. This involves detailed planning, resource allocation, timeline development, and the formulation of a comprehensive strategy to guide the project's execution.

3 Execution and Implementation:

With a solid plan in place, the journey transitions to the execution and implementation phase. This is where development, integration, testing, and deployment activities take center stage, bringing the project to life and setting the foundation for its successful realization.



PROJECT ASSESSMENT

Our process of Project Requirements includes a detailed evaluation and discussion with the key stakeholders to gain a comprehensive understanding of the project and addressable targets.

This include aspects like:

- Understanding the existing Technology, resources and infrastructure available.
- Project Timeline: from initial planning to final implementation.
- New & existing Partners collaboration.
- Targeted & focused transactions - B2B, B2C, P2P (Domestic / International).
- Regulatory and Compliance Considerations.
- Assess Technological Requirements: Identify the technologies and tools required for development, ensuring compatibility and scalability.
- Identifying ways to integrate the APIs with the current system or developing a standalone system for the business use case.



Understanding the project scope & requirement, we prepare a methodical plan & process flow to outline the project to present it to the Key stake holders along with the project roadmap before presenting a demo to the identified requirements.



PLATFORM DEMO

CUSTOMIZATION

1 Tailored Platform Demonstration:

The platform demonstration is aligned with the specific needs and requirements identified during assessment is showcased to the stakeholders. Highlighting features and functionalities that directly address the pain points and objectives and that resonates with the unique aspects of the project.

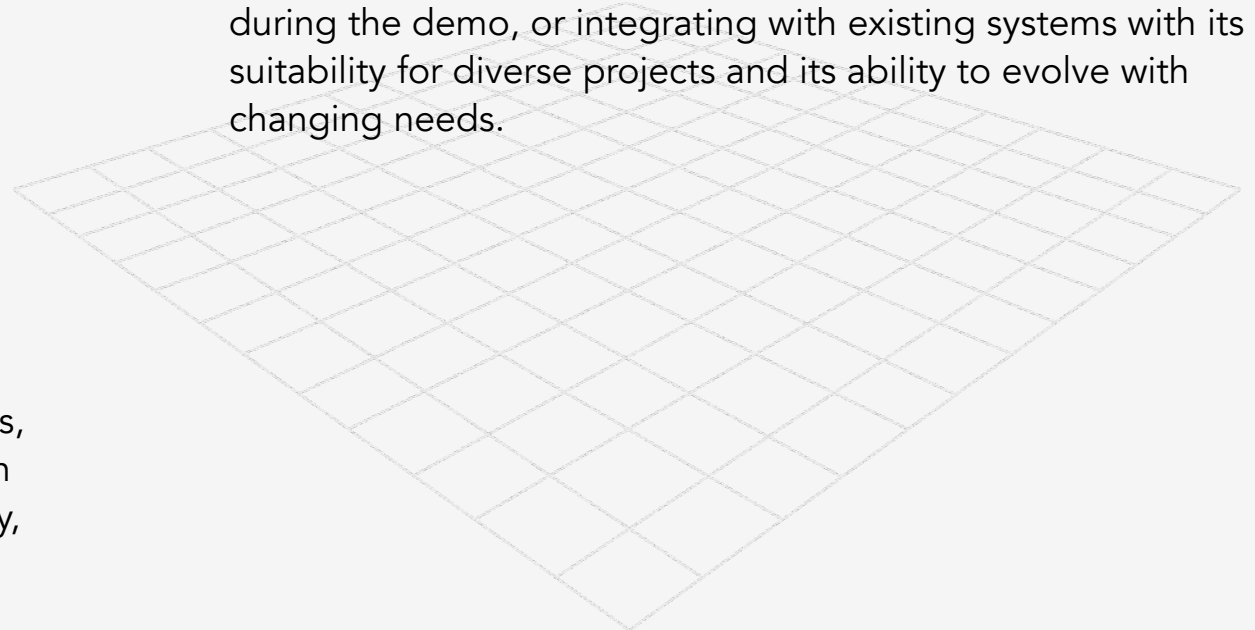
💡 **Inputs are gathered during the demo.**

2 Interactive User Experience:

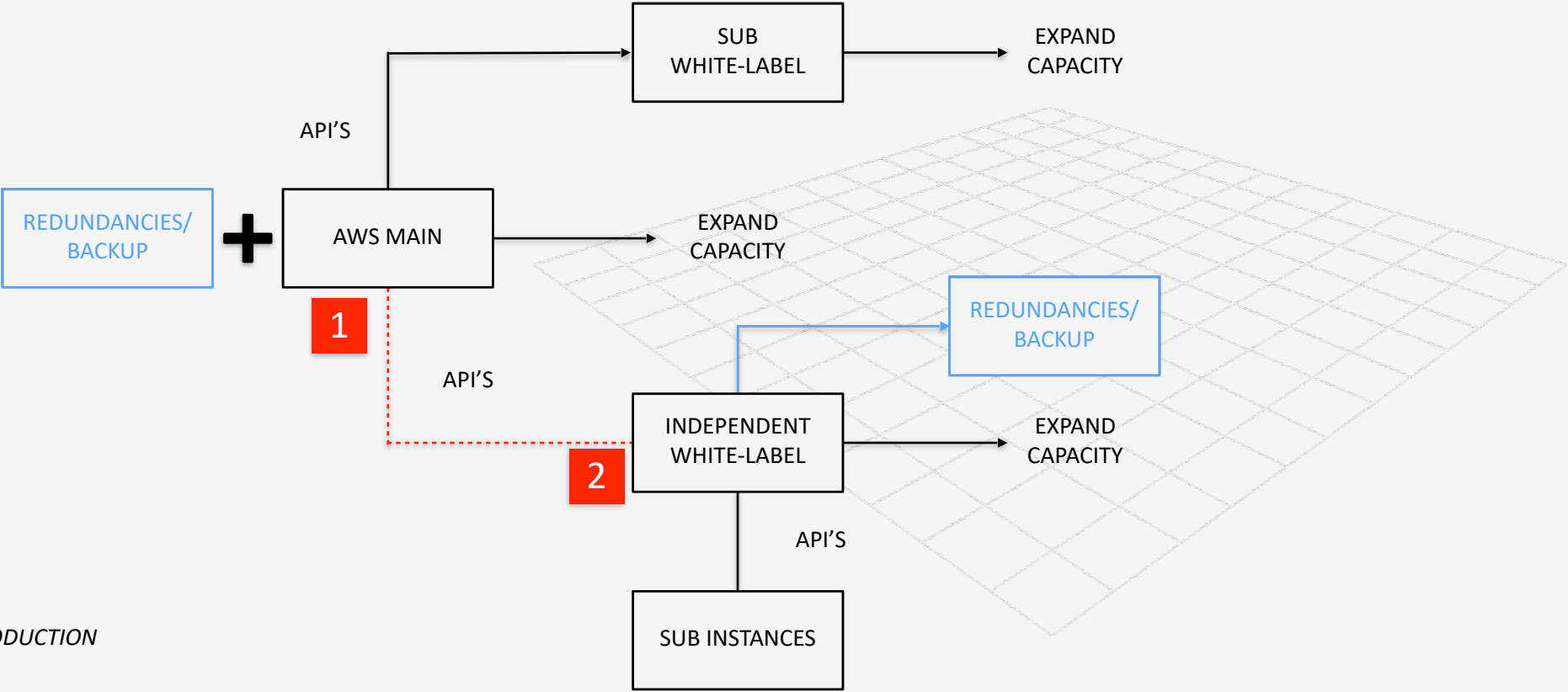
The demo offers an interactive and hands-on user experience of the platform. This allows to explore key features, navigate through the interface, and interact with the system in real-time, showcasing the platform's usability and functionality, giving a firsthand feel of how the solution will work for them.

1 Flexible Scalable Customization:

The platform's flexibility, Scalability and customization capabilities demonstrates the adaptability to tailor it to meet specific requirements . We incorporate branding elements during the demo, or integrating with existing systems with its suitability for diverse projects and its ability to evolve with changing needs.



IDENTIFYING & SELECTING THE CONFIGURATION



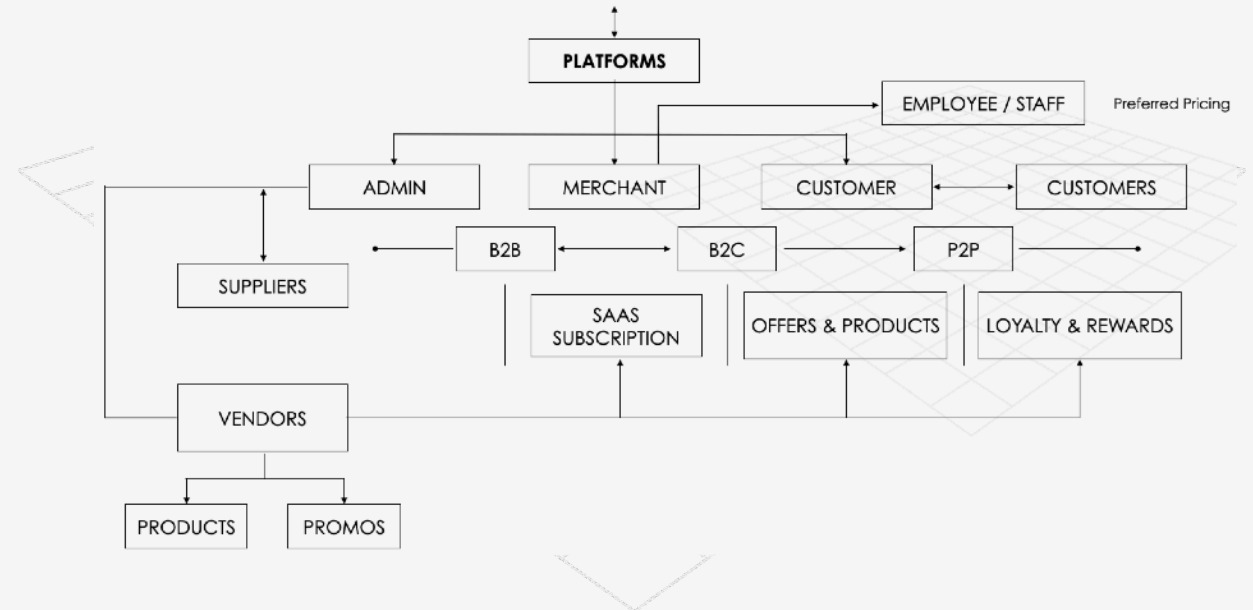
1 SMKG MAIN HOST PRODUCTION

2 SMKG INDEPENDENT WHITE-LABEL STRUCTURE

INDUSTRY MODEL TYPE

When discussing technology models with clients, we consider whether they are selling to other businesses (B2B), directly to consumers (B2C), or enabling peer-to-peer interactions (P2P). Each model has its unique implications, challenges, and opportunities. Understanding these distinctions helps tailor technology solutions effectively. These models are not mutually exclusive, and some businesses operate across multiple models simultaneously.

INTERNAL INFRASTRUCTURE FOR WIREFRAME TYPE



MODELLING PAYMENT

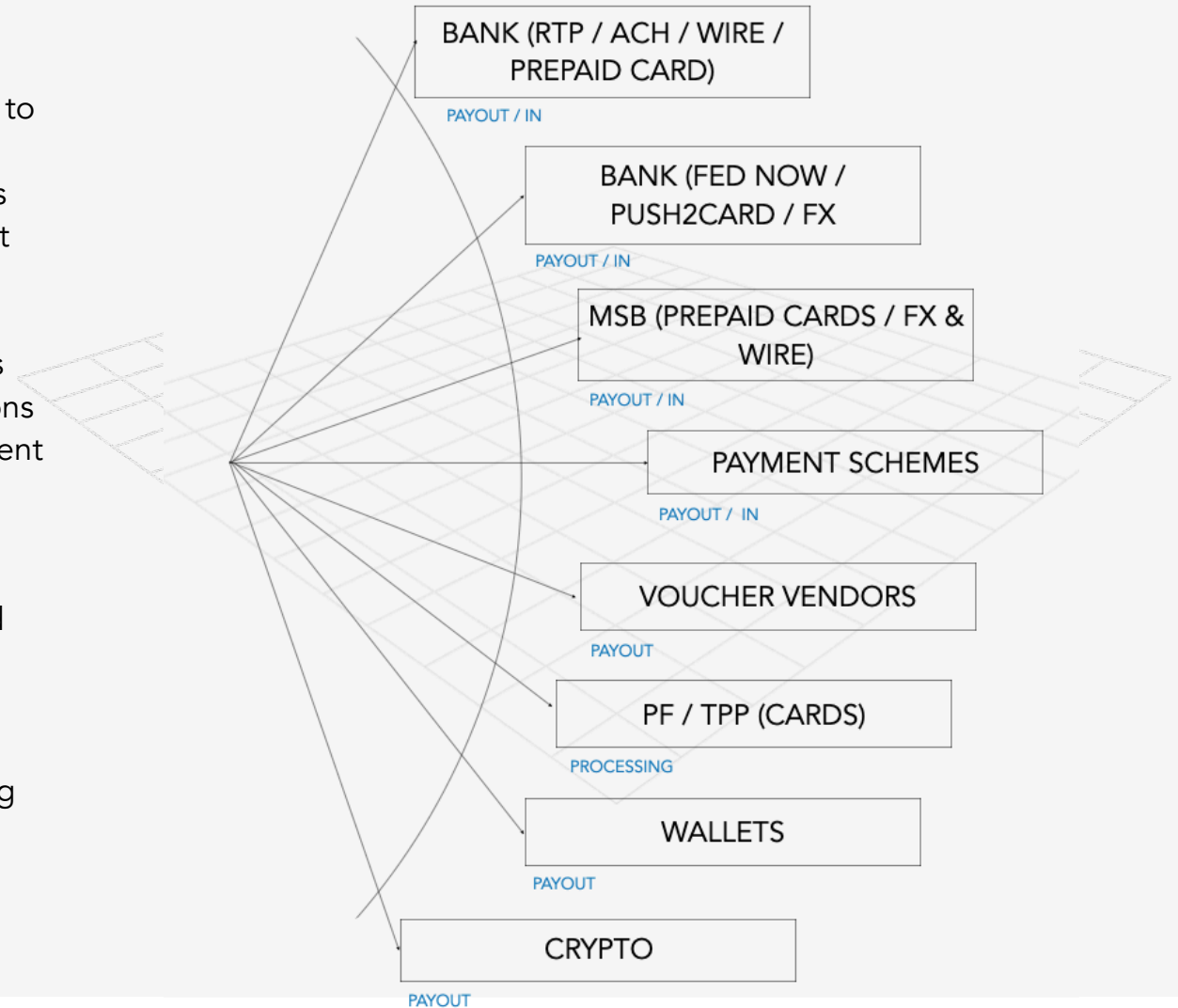
Modelling Payment

Modelling payments is a crucial process for businesses looking to optimize clients payment systems and processes. By creating mathematical models to analyze payment transactions, companies can gain insights into customer behavior, detect fraud, and predict future payment trends.

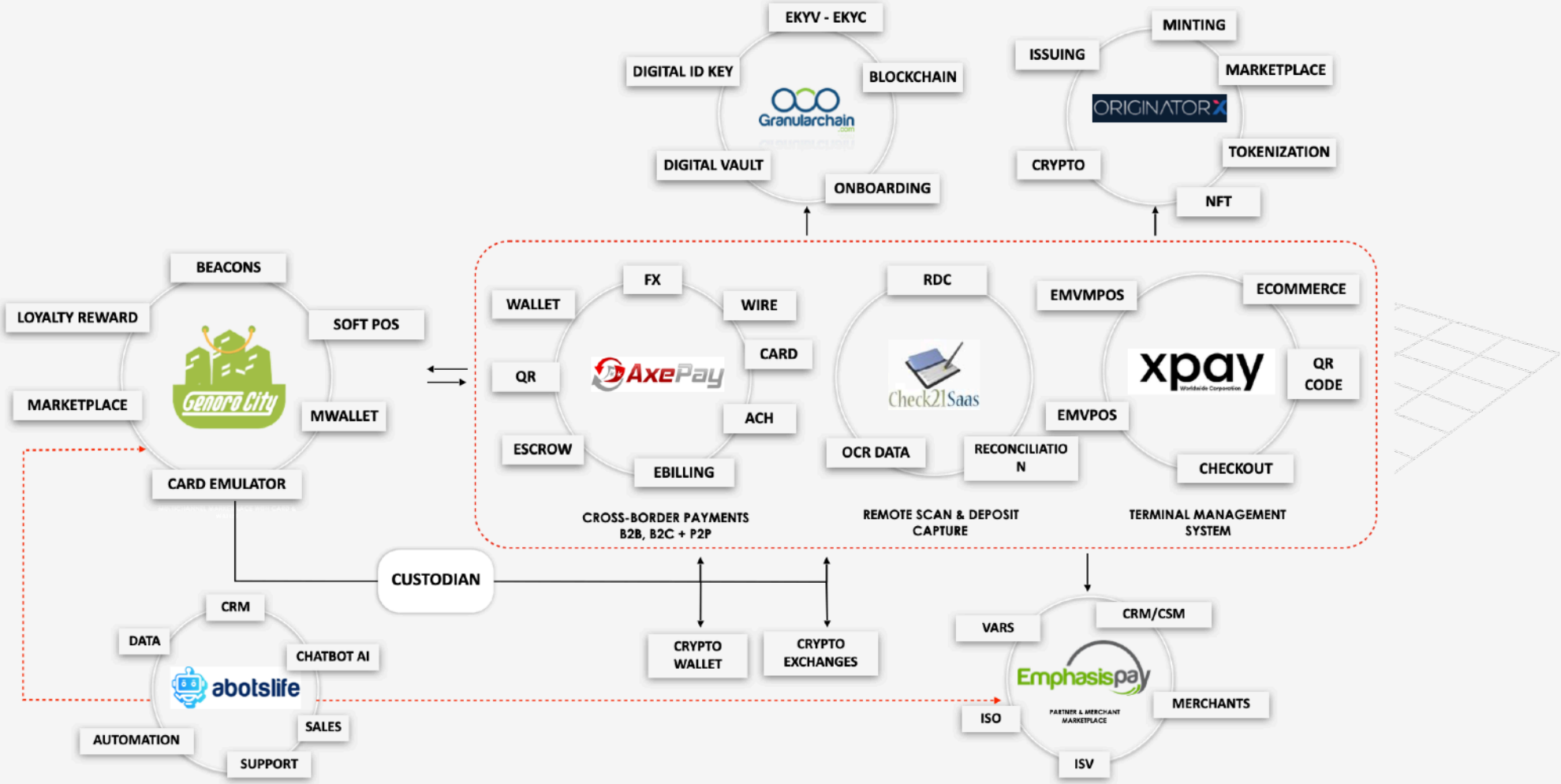
Payment modelling can be applied to various domains, such as finance, banking, e-commerce, and insurance, helping organizations manage cash flows and make informed decisions related to payment strategies.

With payment modelling, businesses can develop strategies to improve efficiency and customer satisfaction, optimize pricing and discount strategies, and manage risks associated with payment transactions.

Overall, payment modelling is a valuable tool for understanding and managing the financial aspects of a business, enabling organizations to make data-driven decisions and enhance their payment systems and processes.



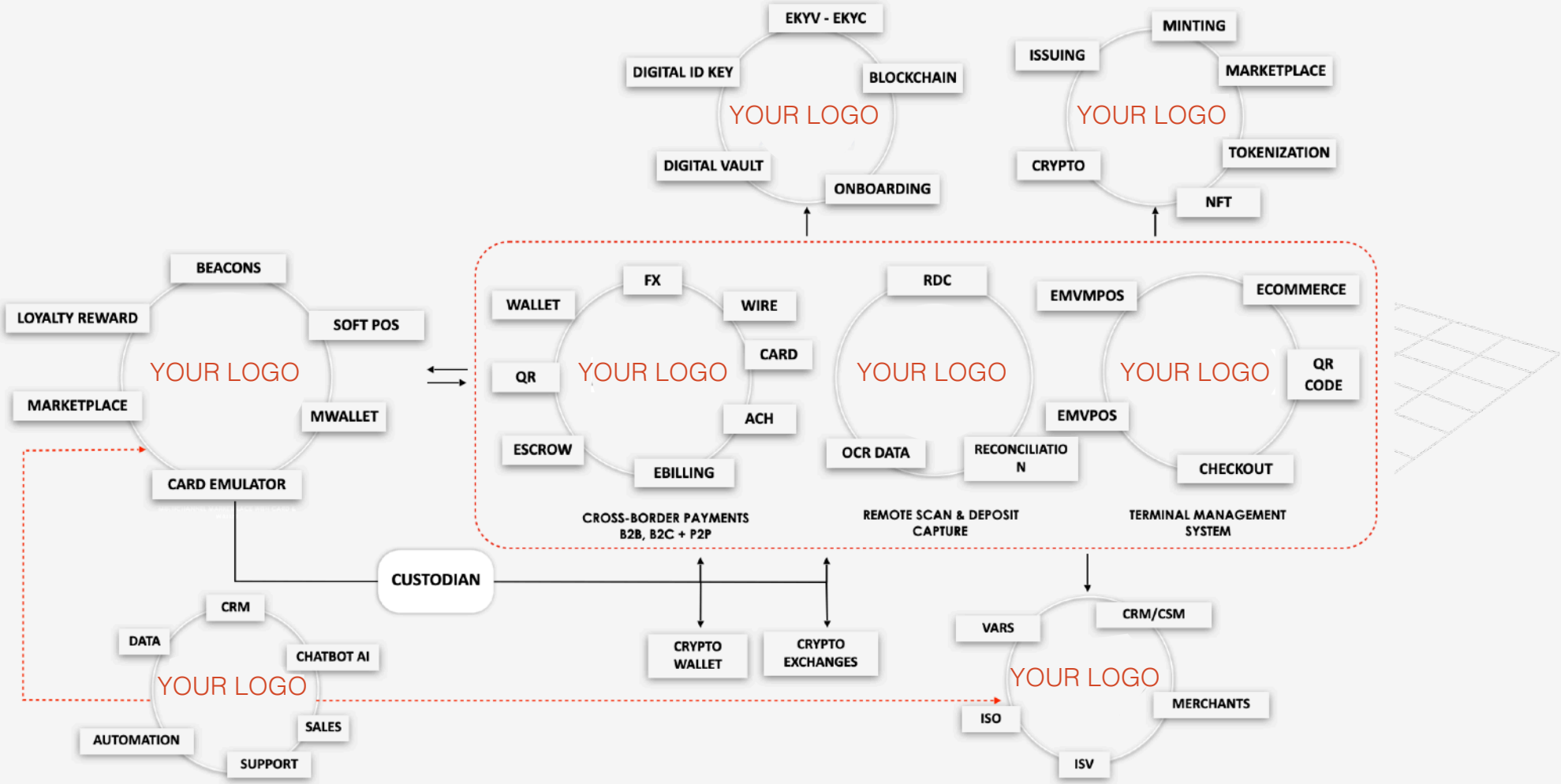
PAAS COMPOSABLE STRUCTURE = STRATEGY



Opportunity to expand Merchant Services



CUSTOMIZE TO YOUR BRANDING, RULES & POLICIES



Opportunity to expand Merchant Services



API INTEGRATION

1 Assessment & Planning:

We begin by conducting a comprehensive assessment of the existing / new APIs to be integrated. Understand their functionalities, Data formats, and security protocols.



Simultaneously, we assess the existing infrastructure or ERP to identify integration points and potential challenges. Create a detailed integration plan that outlines the scope, goals, and timeline for the integration process. This planning phase ensures a clear understanding of the tasks at hand and helps in identifying any prerequisites or dependencies.

2 Development & Testing:

Once the assessment is complete, we proceed with the development phase. Build the necessary middleware to facilitate communication between the new APIs and the existing infrastructure or ERP. Implement protocols for Data synchronization, & Security. During development, we conduct thorough testing to ensure seamless interoperability. This includes unit testing for individual API functionalities, integration testing to validate data flow between APIs and existing systems, and end-to-end testing to simulate real-world scenarios. Identify and address any issues or discrepancies during this phase to ensure a robust and reliable integration.

3 Deployment & Monitoring:

We deploy the integrated solution into the production environment after successful testing. Monitoring the integration in real-time to identify and address any performance issues, data inconsistencies, or security concerns. Implement monitoring tools that provide insights into the health and performance of the integrated APIs. Feedback loop is established to gather input from end-users and stakeholders, making necessary adjustments to optimize the integration. Ongoing monitoring ensures the stability and effectiveness of the integration, allowing for proactive identification and resolution of any issues that may arise.

4

LTIM INTEGRATORS:

We partner with a global integrators offering state of art infrastructure and support.



VENDORS / SUPPLIERS

1 Strategic Vendor Selection:

Vendors and suppliers are carefully select based on strategic criteria such as reliability, quality, cost-effectiveness, and alignment with project goals.

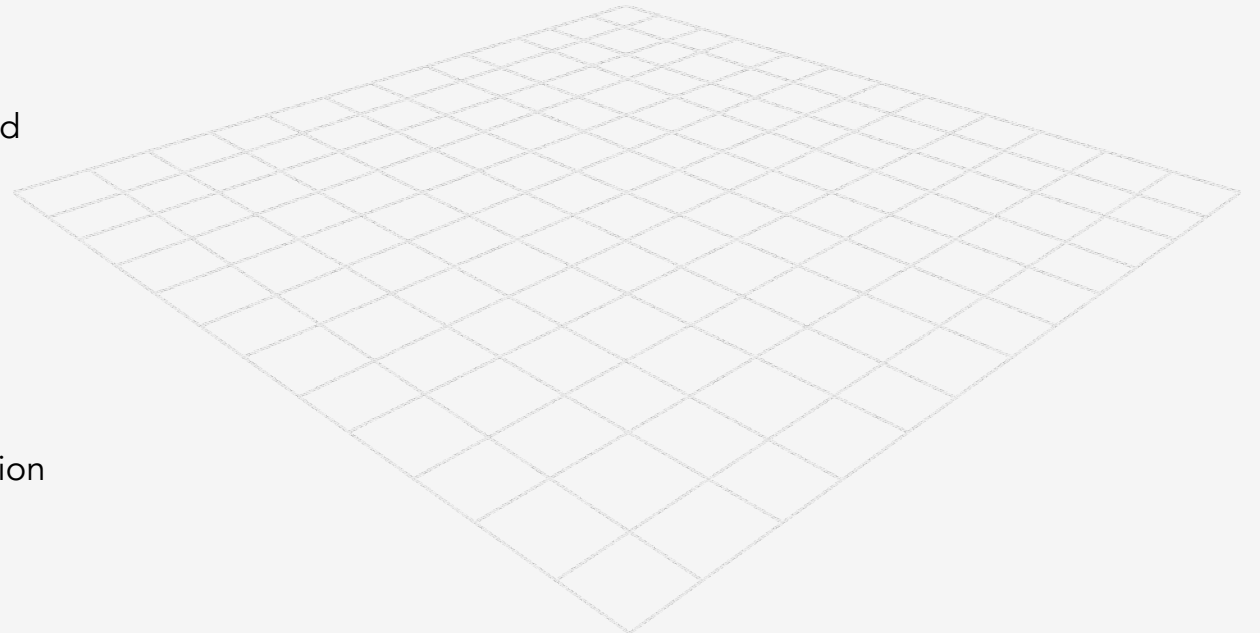
We Conduct thorough assessments of potential vendors to ensure they have a track record of delivering products or services that meet the project's standards. We also incorporate vendors and suppliers that have a pre-existing relation with the company.

2 Effective Communication and Collaboration:

There is a clear communication channels and collaborative processes established with the vendors and suppliers.

There is an open and transparent relationship to facilitate effective problem-solving, timely deliveries, and seamless integration of products or services.

We regularly communicate project updates, changes, and expectations to maintain a strong collaborative partnership.



UTILITIES & ACTIVATIONS

Each of our platform is activated with the Payment partner & utilities specific to your need. This may be activation of new or existing Payment partners, Vendors or suppliers.

PAYMENT PARTNERS

NIUM	STRIPE	FACILITAPAY	UBX	PAYMAYA	INGENICO	AUTHORIZED NET
ITB	CROSSRIVER	TETRA	GCASH	ALIPAY	WECHAT PAY	BLACKHAWK NETWORK
FISERV	WORLDNET	SPREEDLY	PAYPAL	DTONE	APPLE PAY	

CARD NETWORKS

DISCOVER	VISA	MASTERCARD
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SERVICES

B2B	B2C	P2P	WIRE	ACH	ESCROW	CRYPTO
CARD2CARD	CARD2BANK	BANK2CARD	SWIFT	RTP	FX	SEPA

INTEGRATIONS

WHITELABEL	API	SERVICE	LICENSING	OUTRIGHT	SUBSCRIPTION
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CLIENT'S ERP

ERP Integration Overview:

ERP integration involves connecting an ERP system with other software applications, databases, or external systems. The goal is to create a unified ecosystem that streamlines data flow, enhances efficiency, and improves decision-making. The nuances of integrating solutions with Client's ERP system, considering when direct integration is necessary and when standalone solutions with API or SDK integration suffice.

1 Direct Integration to ERP:

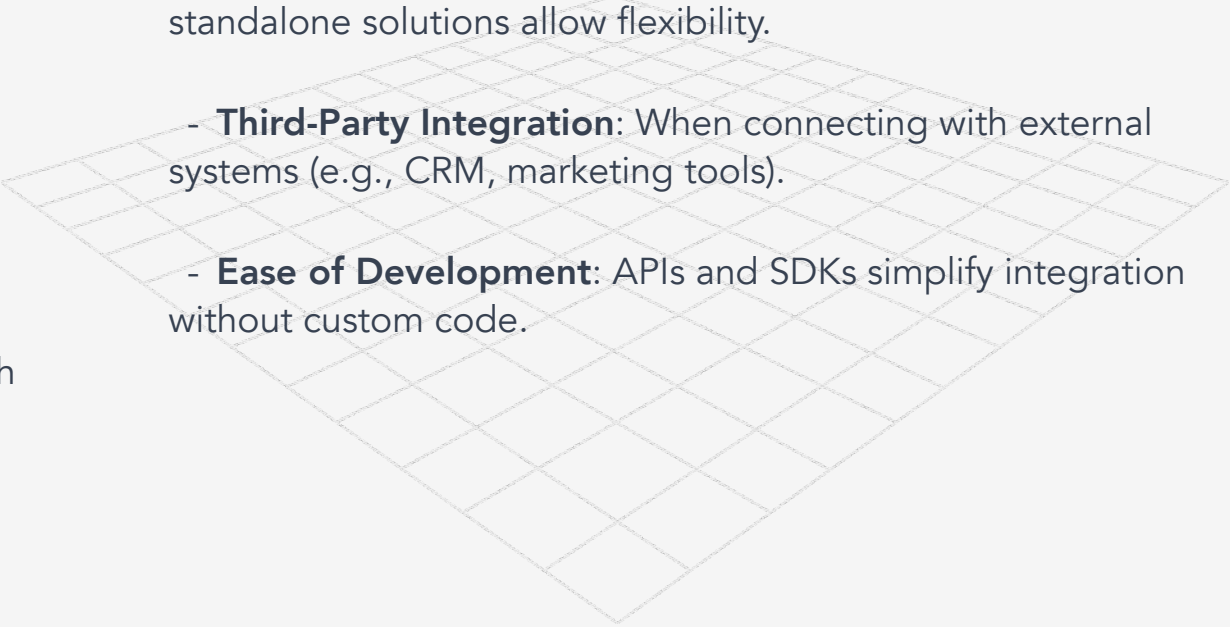
When Needed:

- **Critical Processes:** Some solutions are tightly coupled with core ERP functions (e.g., finance, inventory management).
- **Real-Time Data:** When real-time data synchronization is crucial (e.g., inventory levels, order status).
- **Security and Compliance:** For sensitive data, direct integration ensures control and compliance.

2

Standalone Solutions with API or SDK Integration:

When Applicable:

- **Scalability:** As the software landscape grows complex, standalone solutions allow flexibility.
 - **Third-Party Integration:** When connecting with external systems (e.g., CRM, marketing tools).
 - **Ease of Development:** APIs and SDKs simplify integration without custom code.
- 

CLIENT BRANDING & POLICIES IMPLEMENTATION

1 Consistent Branding Across Platforms:

A cohesive and consistent branding strategy is implemented across all aspects of the project. This includes the project's digital presence, UX-UI, user interface, and communication channels.

We ensure that logos, color schemes, typography, and messaging align with the established brand identity fostering recognition, trust, and a unified user experience.

2 Robust Policy Integration and Communication:

The policies are effectively implemented and communicated to establish clear guidelines for users.

This includes privacy policies, terms of service, and any other relevant regulations or compliance measures.

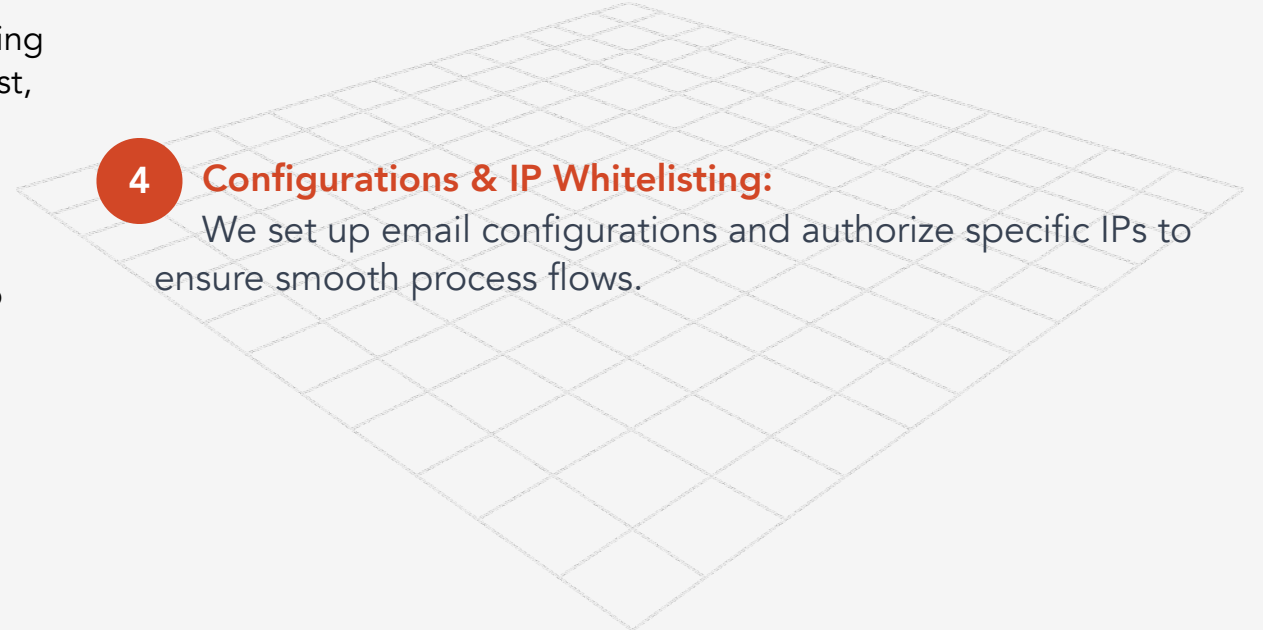
We ensure our clients policies are easily accessible within the project, and use clear and transparent language to explain terms and conditions while regularly updating them for any new updates or changes.

3 Queuing Channels / Departments:

We coordinate with all the departments and channels to ensure their specific branding and policies are taken in account while implementing the solution.

4 Configurations & IP Whitelisting:

We set up email configurations and authorize specific IPs to ensure smooth process flows.



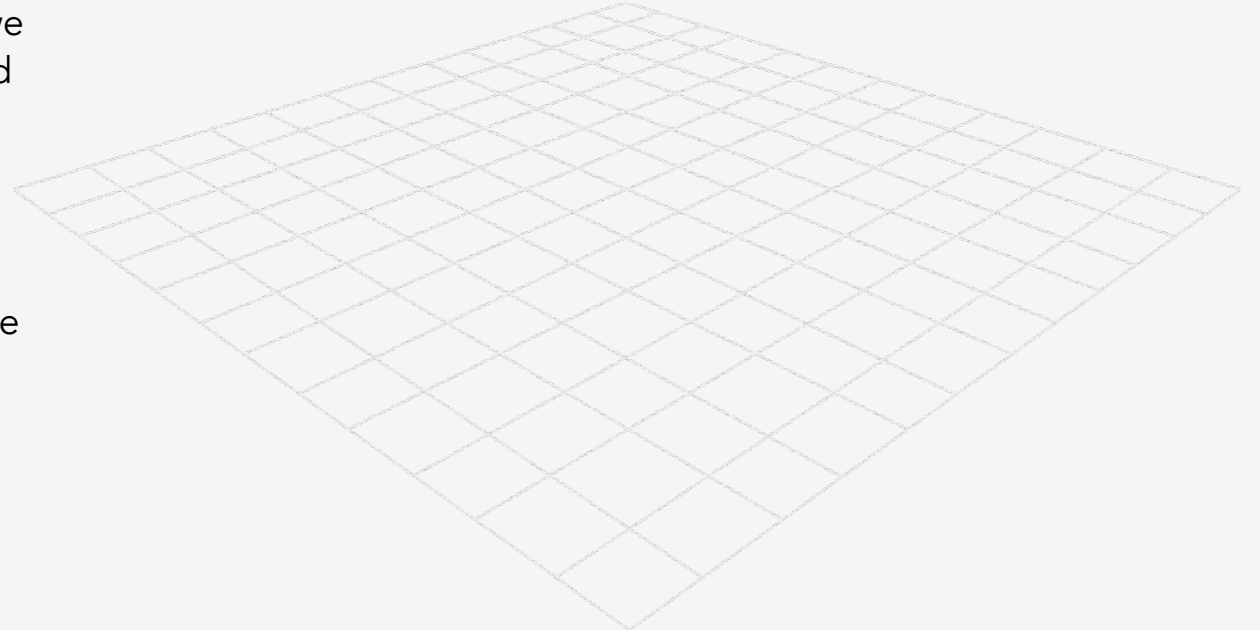
SOFT LAUNCH - TESTING PERIOD

1 Limited Release to Target Audience:

A soft launch is implemented by releasing the project on a limited scale to a targeted audience. This allows for real-world testing and feedback collection from a specific user group before a broader release. By focusing on a select audience, we closely monitor user interactions, identify potential issues, and gather valuable insights for improvements.

2 Iterative Enhancements:

The soft launch phase is used as an opportunity for iterative enhancements. Based on user feedback and performance metrics, implement necessary updates, bug fixes, and optimizations. This agile approach ensures that the project evolves in response to actual user experiences, leading to a more polished and refined product when it reaches a wider audience in the full launch.



TIME FOR THE LAUNCH



1 Project Timeline Definition Model

A clearly defined project timeline with specific milestones and deadlines is set with the stakeholder.

We Break down the entire project into manageable phases, each with its own set of tasks and objectives. This detailed timeline serves as a roadmap, providing a clear view of the project's progression and helping to identify potential bottlenecks or delays.



2 Resource Allocation and Management

Resources are efficiently allocated, both human and technological, to different aspects of the project.

We Ensure that the team responsible for development, testing, and other crucial tasks is appropriately staffed and equipped. Effective resource management contributes significantly to meeting deadlines and ensures that each phase of the project is executed according to the predefined schedule.



3 Continuous Monitoring and Adaptation

A robust monitoring system is implemented that tracks progress in real-time.

We Regularly assess the status of the project against the established timeline and make necessary adjustments as required. A dynamic and adaptable approach to project management allows us the flexibility in the face of unforeseen challenges, helping to keep the project on track for a timely launch.

PRODUCTION



1 Infrastructure Deployment

The production phase involves deploying the project's infrastructure, whether it's hosted on-premises or in the cloud. This includes configuring servers, databases, and other components to support the live operation of the system.



2 Quality Assurance and Testing

Rigorous quality assurance and testing procedures are integral during the production phase.

We thoroughly test the system to ensure functionality, performance, and security meet the defined standards and Identify and rectify any issues to guarantee a smooth and reliable user experience.



3 Client Approval and Launch

Client approval is obtained after successful testing. Once approved, the project is launched to the intended audience.

This signifies the transition from development to live operation, marking the culmination of efforts and the beginning of the project's active use and engagement by end-users.

CLIENT SUPPORT & MAINTENANCE



1 Responsive Customer Support

A responsive and accessible customer support is provided to address client inquiries, issues, and feedback promptly.

We utilize multiple communication channels such as email, chat, and phone to ensure clients can easily reach support with a timely and helpful customer support system that enhances client satisfaction, builds trust, and contributes to a positive client experience.



2 Proactive Maintenance Services

Proactive maintenance services is implemented to identify and address potential issues before they impact clients.

We regularly update software, apply patches, and conduct system checks to ensure optimal performance. A proactive maintenance prevents disruptions and delivering a reliable and stable solution, enhancing the overall client experience.



3 Knowledge Transfer and Training

Ongoing knowledge transfer and training resources is provided to empower clients in effectively using and maintaining the implemented solution.

We offer training sessions, documentation, and user guides to ensure clients are well-equipped to manage routine tasks and understand the system's capabilities promoting client self-sufficiency and reduces the need for constant support.

KEY SUPPORT LEVELS & L5 EVOLUTION



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