



CX24

AUTHENTIC ROOTS. AMBITIOUS PURSUITS.



GET PAID, GROW FASTER

ENABLING SMALL

BUSINESS



**HANNAH DAY**  
Director, Product  
Management, CSI



**DERIK SUTTON**  
Chief Marketing Officer,  
Autobooks

# AGENDA

**01** – SMB Market Review

**02** – Product Overview

**03** – Enablement

**04** – Q&A

# ABOUT AUTOBOOKS & CSI

Tap to Pay and Autobooks  
Embedded available now!

Directly integrated  
within your financial  
institution's existing  
online and mobile  
banking channels.



# BETTER SERVE AND MONETIZE SMALL BUSINESSES

- Digital invoicing
- Online payment acceptance
- Tap to Pay for iPhone
- Cash flow management
- Automated accounting
- Financial reporting

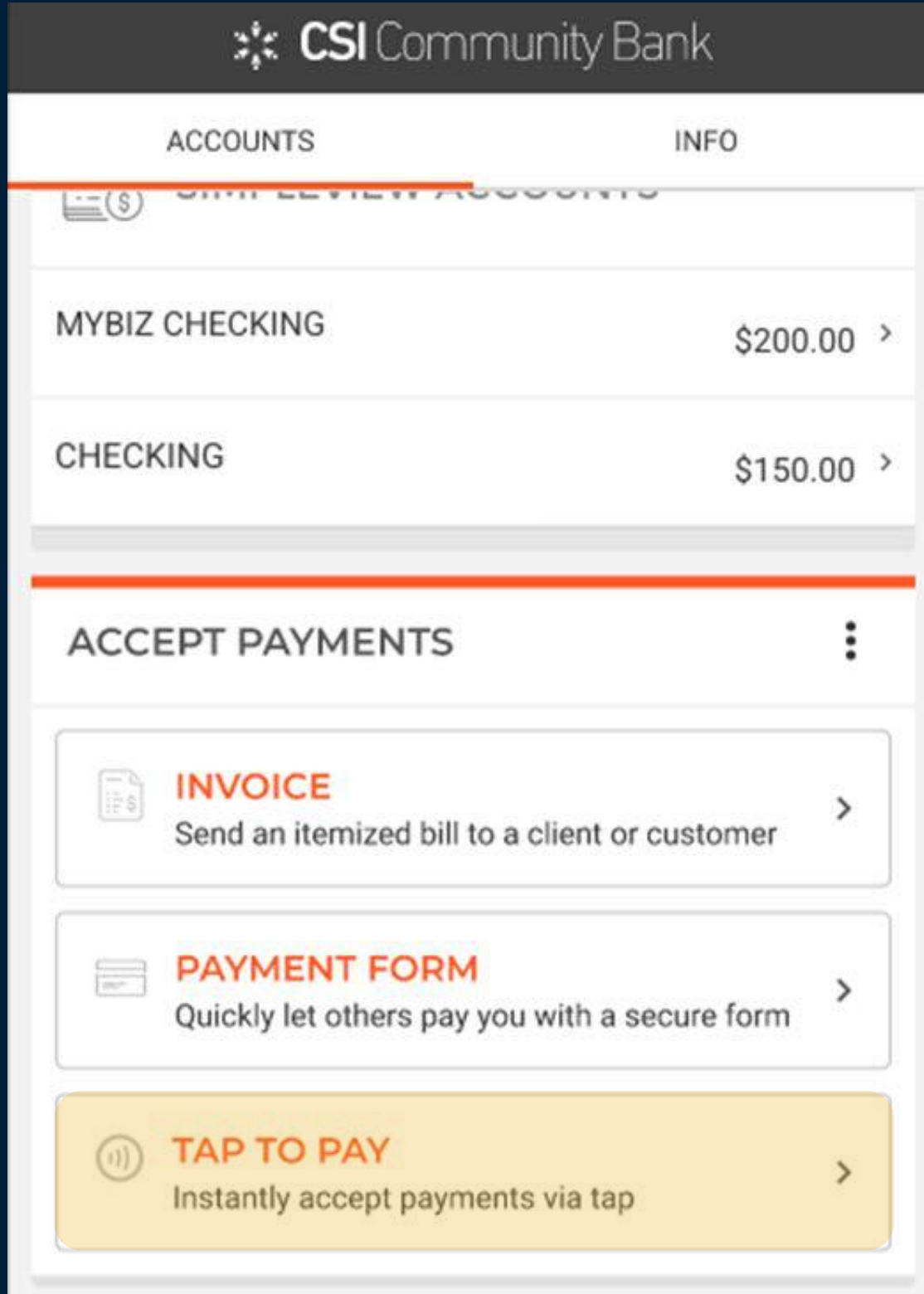


# ENABLE BUSINESSES TO GET PAID DIRECTLY THROUGH YOUR BANKING CHANNELS

- Leverage available real estate for increased business functionality.
- Now your small business can get paid digitally right on their home screen!
- Seamlessly integrate the ability to receive a payment into the mobile experience for small businesses.

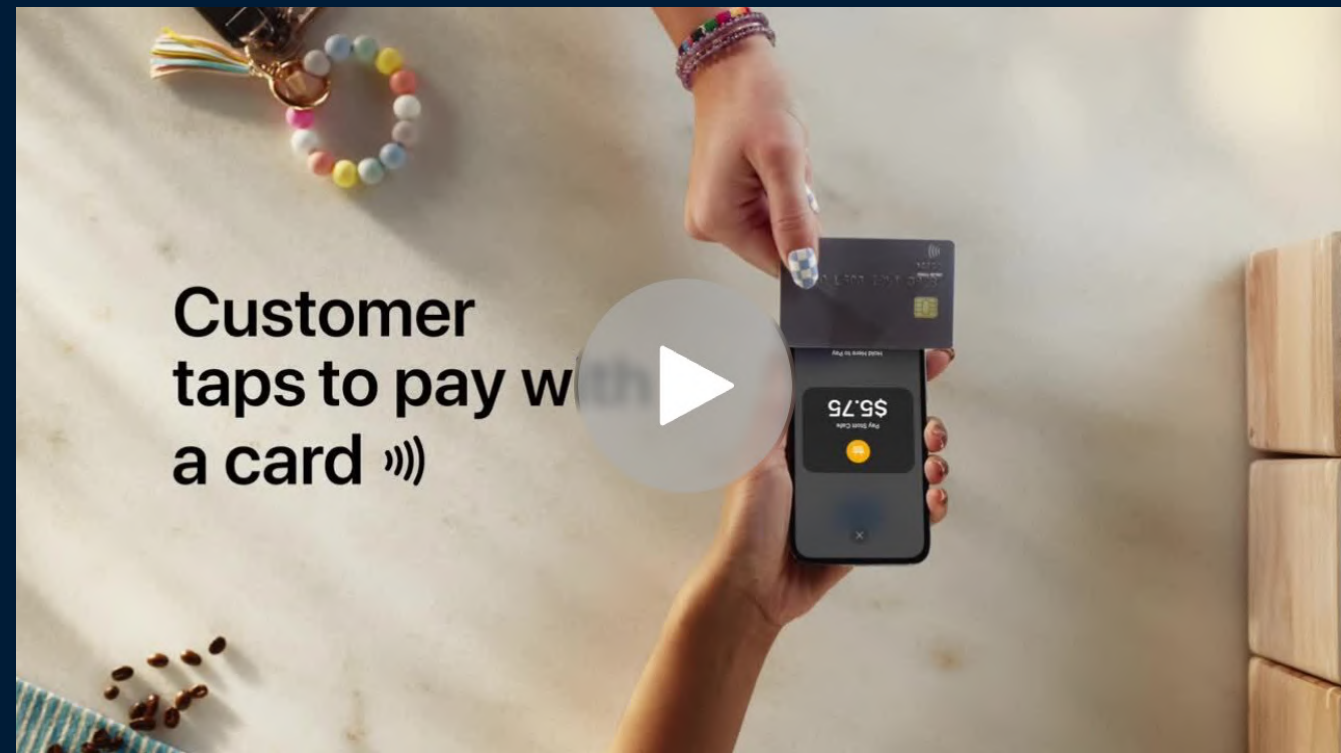
The screenshot displays the InvisionBank mobile app interface. On the left, a sidebar titled 'MY ACCOUNTS(11)' shows a summary of 'Total Deposits (8) \$3,913,867.01' and 'Total Loans (3) \$831,825.59'. Below this, a list of accounts is shown with their respective balances: His Checking (\$215,069.53), Reagan's Savings (\$215,184.73), Household Checking (\$547,726.10), My Checking (\$2,768,084.03), Family Savings (\$149,132.36), and Home Loan (\$333,045.31). The right side of the screen features the 'INVISIONBANK' logo, a 'HELPFUL HINTS' section, and navigation buttons for 'LOCATIONS', 'CALL', 'EMAIL', and 'WEBSITE'. At the bottom, an 'ACCEPT PAYMENTS' section offers options for 'INVOICE' and 'PAYMENT LINK'.





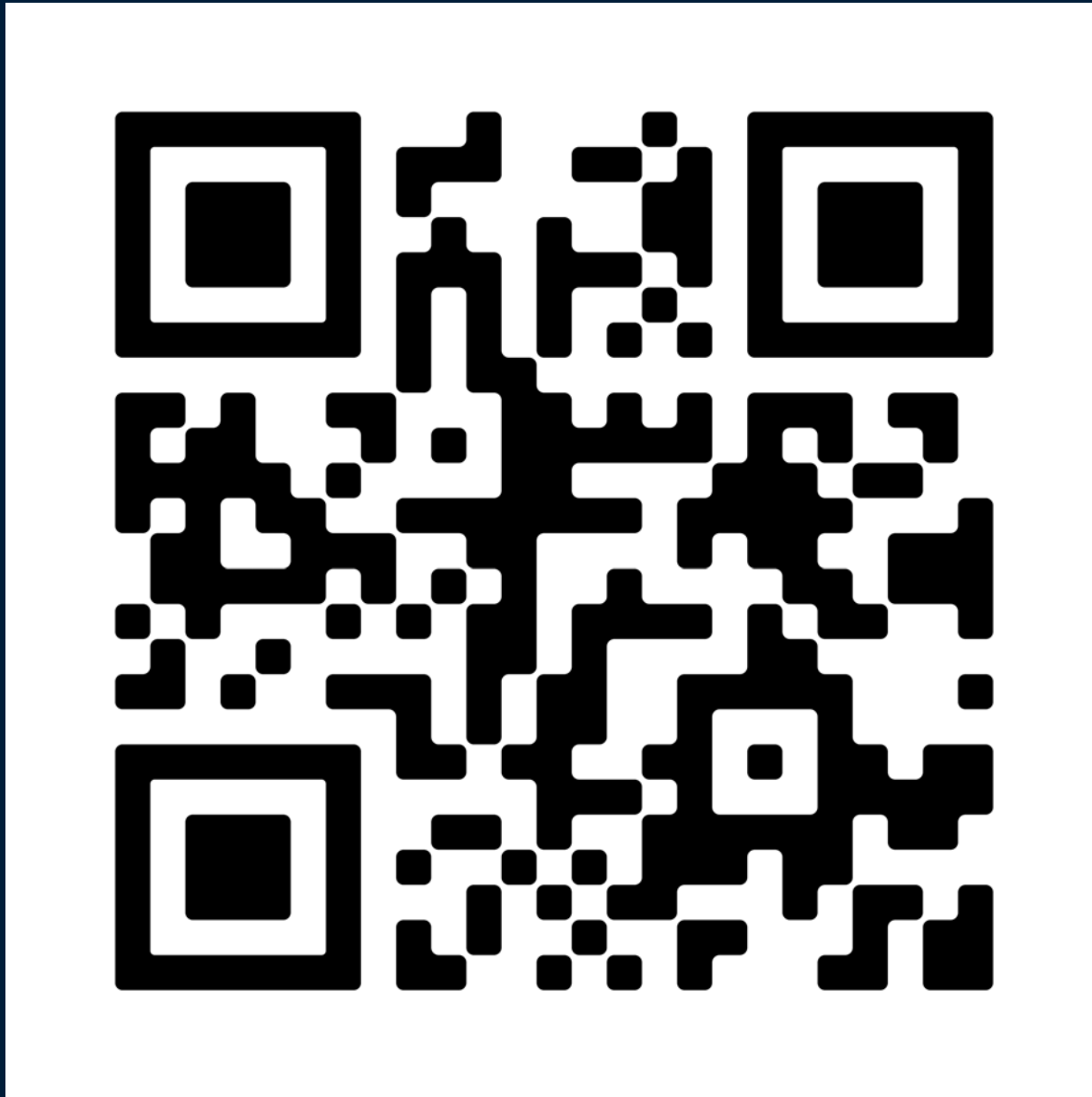
# Tap to Pay on iPhone

**NOW AVAILABLE!**



[Watch Video](#) →





[autobooks.co/csi](https://autobooks.co/csi)





HOW  
SMALL BUSINESSES  
GET PAID

33.2  
million

Small Businesses

81% have no paid employees

According to the SBA (2022)

64.6  
million

Independent  
Workers

According to MBO Partners  
(2022)

Redefining the needs of small business banking.



SMALL BUSINESSES ARE TURNING AWAY FROM ACCEPTING CASH AND CHECK IN PERSON, TO ACCEPTING IN-APP AND ONLINE PAYMENTS VIA CARD.

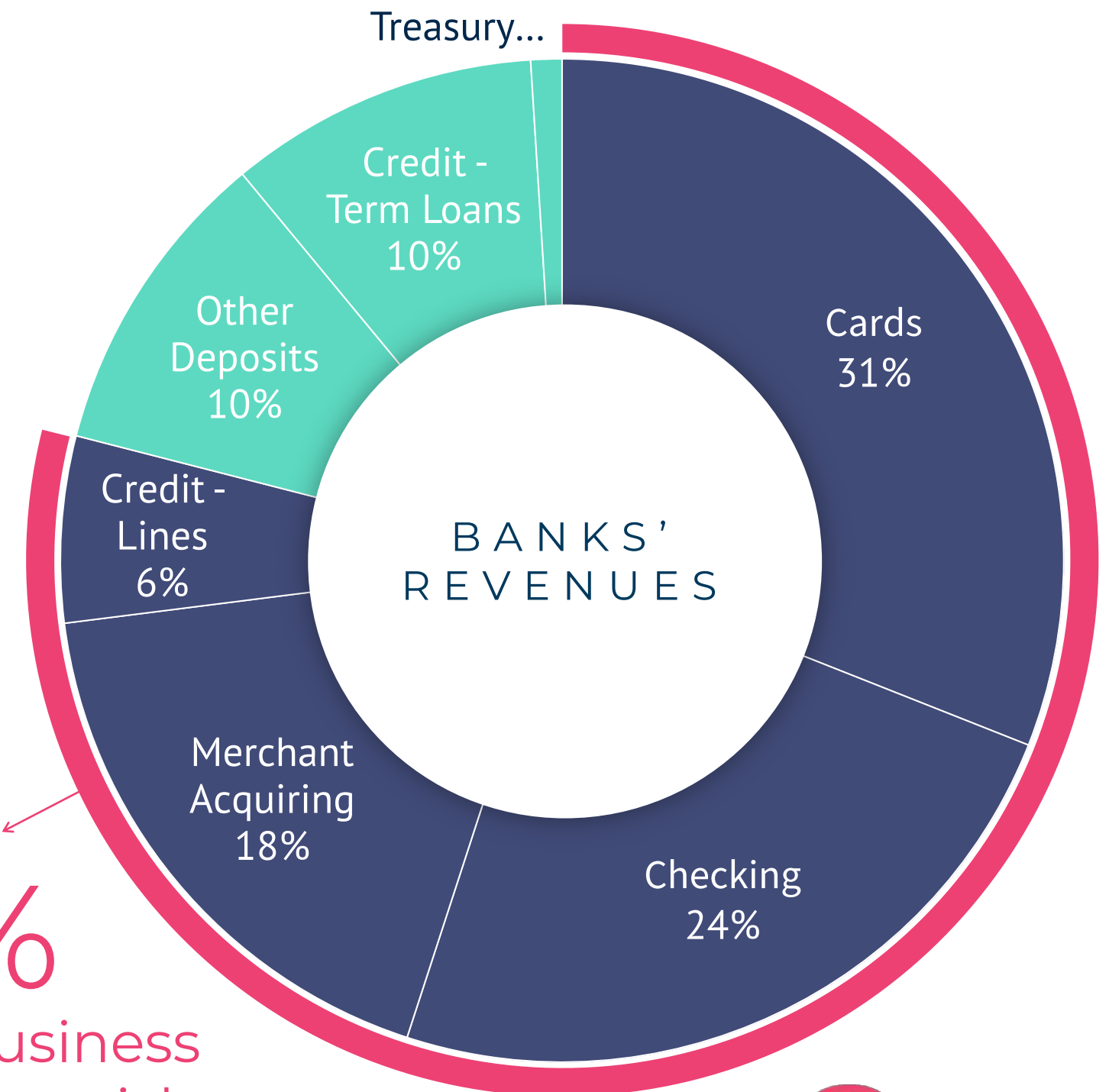
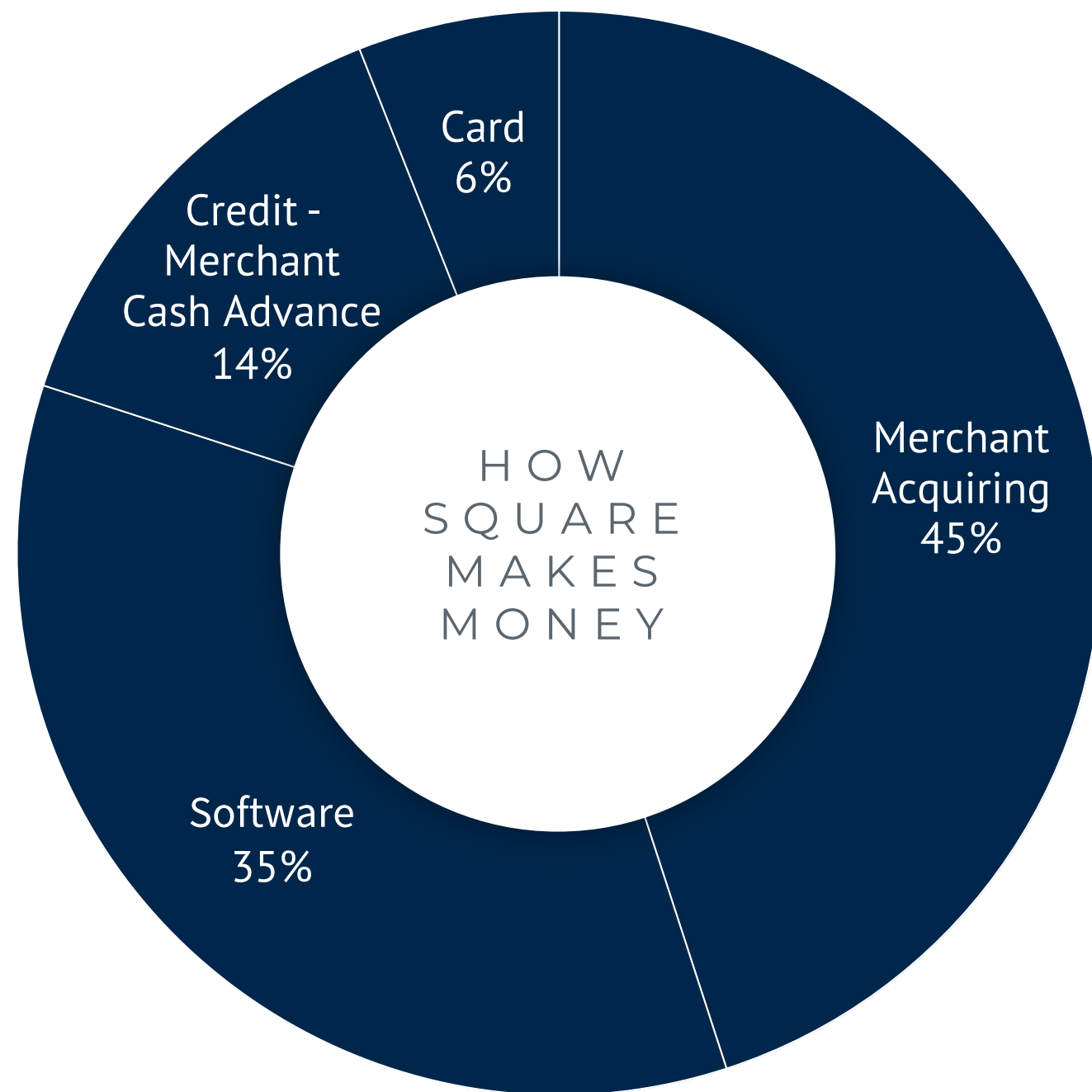


of small businesses (SMBs) said new forms of digital payments are fundamental to their growth



plan to shift to using only digital payments within the next two years, or are already cashless

# THIRD-PARTY APP PROVIDERS ARE TARGETING BANKS' REVENUES



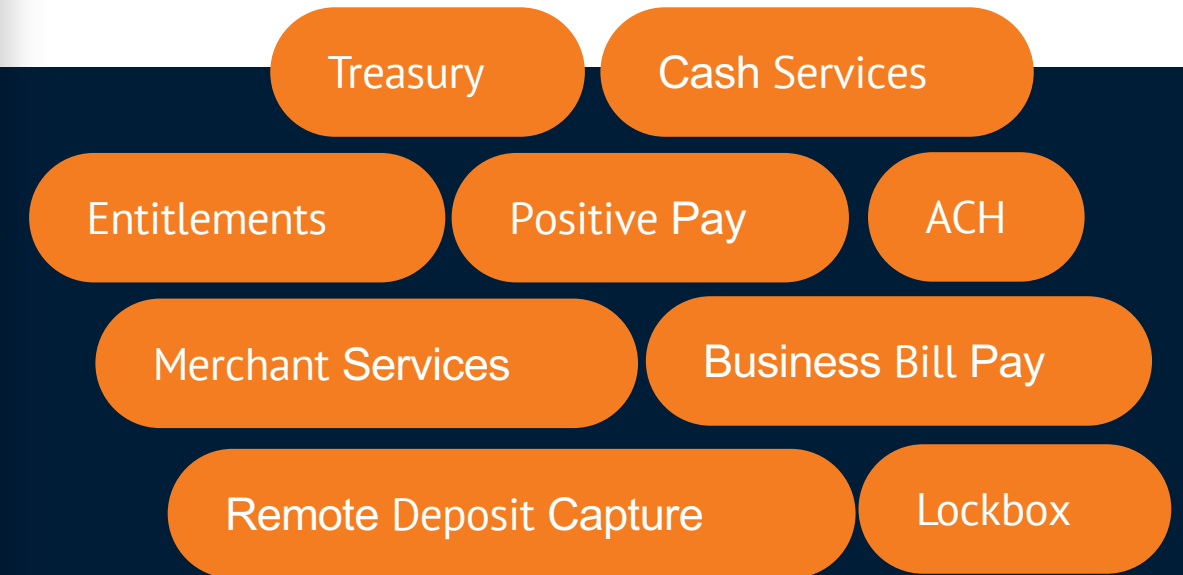
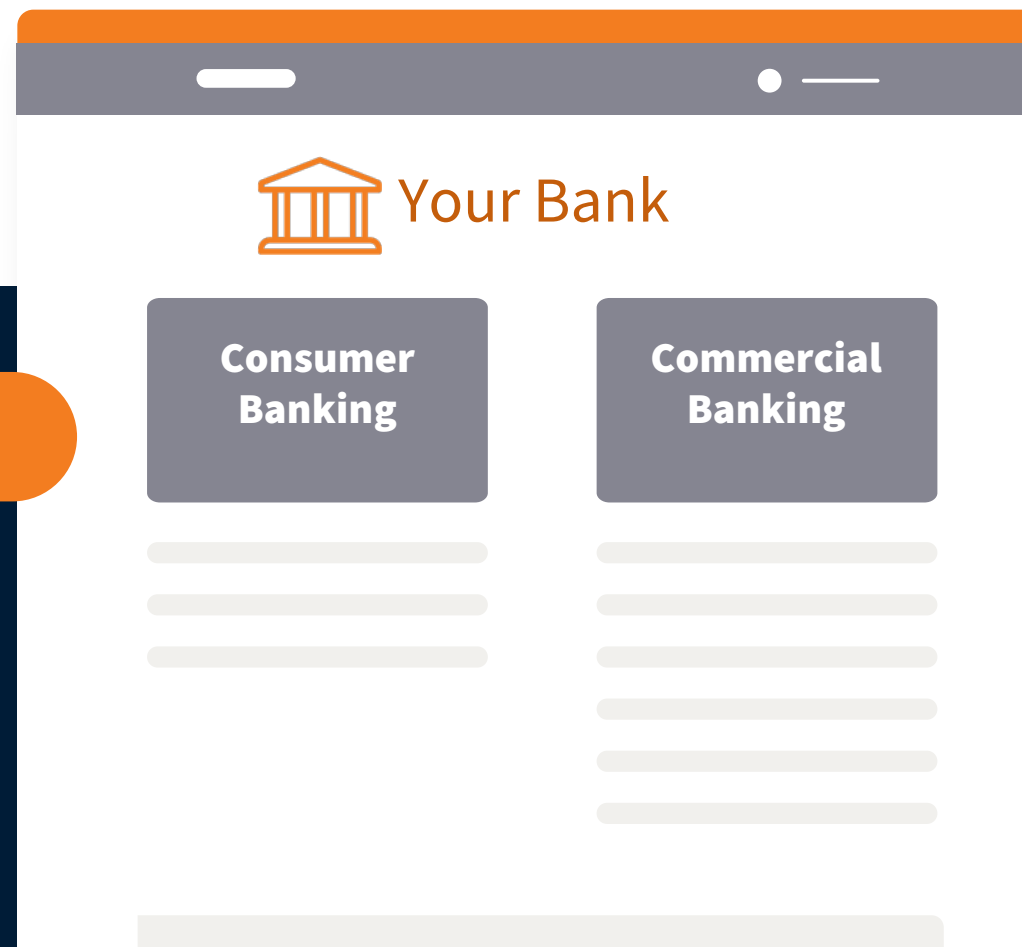
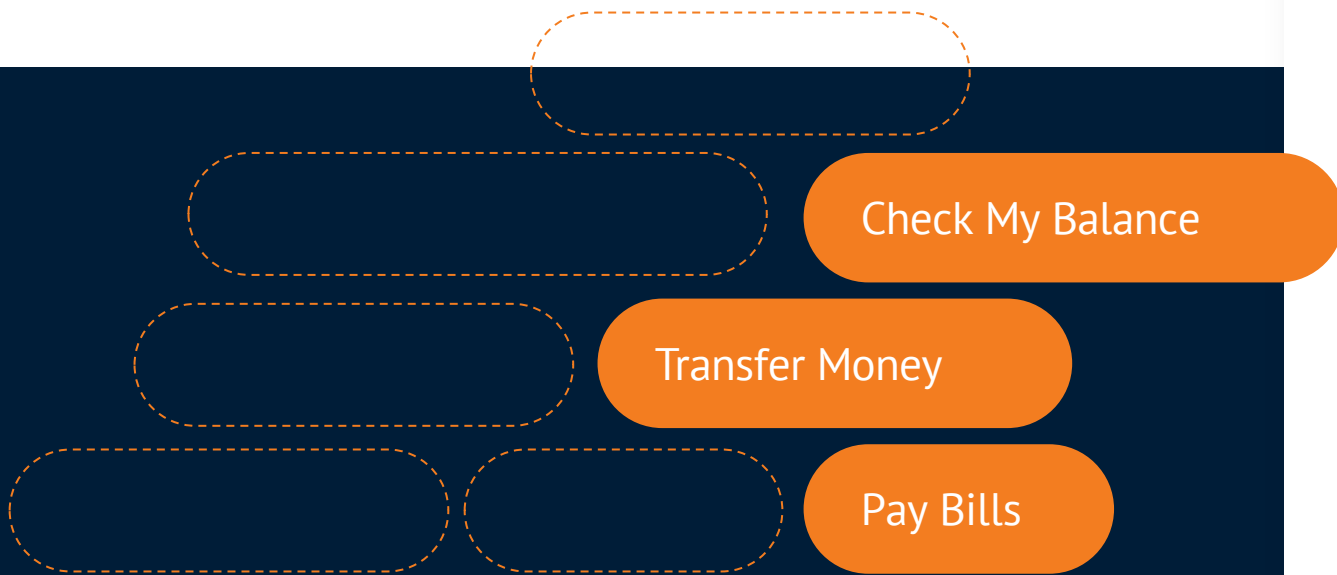
 NEARLY **80%** of small business revenue is at risk

# WHEN A SMALL BUSINESS VISITS YOUR BANK, WHAT DO YOU OFFER FOR DIGITAL PAYMENT ACCEPTANCE?



**Consumer banking**  
is too basic & lacks payment  
acceptance tools

**Commercial banking**  
is too complex & the payment  
acceptance tools are not the right fit



# THIRD-PARTY PROVIDERS OFFER PRODUCTS THAT DIRECTLY COMPETE WITH YOUR BANK.

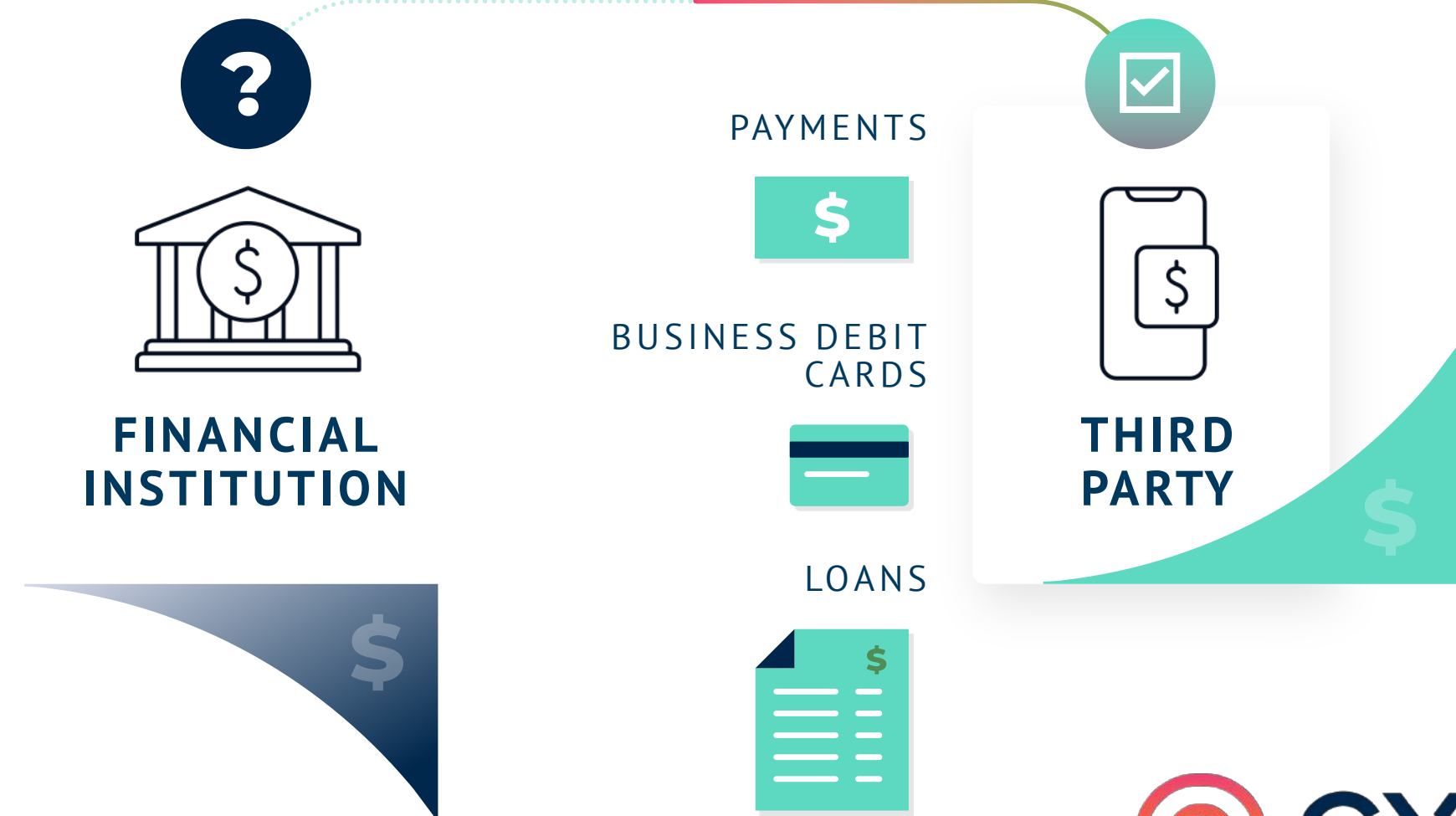
## **In-app and online payments**

direct SMBs to the third-party app, and away from the banking relationship.

## **Business debit cards**

that can be used anywhere, including ATMs.

**Online lending** that makes it simple for the business owner to apply and receive funds.



# RISE OF THIRD-PARTY PAYMENT APPS

# COMPETITORS POSITION THEIR SOLUTIONS AROUND THE VALUE PROP OF HELPING A BUSINESS GET PAID

**Square** Products Business Types Why Square? Resources

- Sell online and in person >**  
Sell on a website, point of sale, or social media, and book appointments.
- Manage money >**  
Take payments, access funds instantly, and get a loan.
- Connect with customers >**  
Drive business with marketing, messaging, and loyalty programs.
- Manage and pay teams >**  
Run your team efficiently with permissions, timecards, and payroll.
- Extend and develop >**  
Connect third-party apps or build custom solutions.

- Business debit card
- Invoices
- Online checkout links
- Virtual terminal
- Business loans
- Bank transfers





### What's included

Accept contactless payments

#### Tap to Pay on iPhone<sup>4</sup>

With Tap to Pay on iPhone, you can take all types of payments in-store or on-the-go – no extra hardware needed. It's easy, secure and private.

[Learn more](#) →

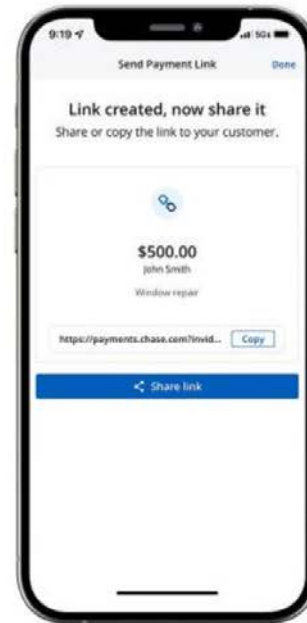


Request payment

#### Payment links

Get paid quickly with just a couple of clicks. Send a secure payment link by text or email to your customers. 80% of payment links are paid in 1 day.

[Sign in to create a payment link](#) →



ANALYSIS OF TRANSACTIONAL DATA  
TO DETERMINE THE  
**THREATS AND  
OPPORTUNITIES  
IN SMALL  
BUSINESS  
BANKING**

**Small business has become big business.**

The small business opportunity is a massive one: perhaps close to \$400 billion, according to Cornerstone Advisors. Nevertheless, the small business (SMB) market until recently has been expensive to reach and costly to serve.

**The Autobooks Small Business Data Report**

is designed to help you better understand the opportunity and threats in small business banking through an analysis of transactional data collected by the Autobooks team.

**113**

Total number of financial institutions evaluated

**529,106**

Total number of business accounts evaluated

**7**

Months of transactional data from January – July of 2022

## THIRD-PARTY APP PROVIDERS ARE WINNING OVER SMALL BUSINESS DIRECT DEPOSIT RELATIONSHIPS

To lock in customer primacy, your financial institution must offer products that enable business owners to accept customer payments that settle directly into their existing business account at your financial institution.

The challenge is that many business owners are turning to third-party app providers to receive customer payments. While many of those businesses may link to their business account at your financial institution today, that may not be the case tomorrow.

### Business Accounts Accepting Deposits through Third-Party Apps

The below table shows the total number of business accounts analyzed that received an incoming deposit from either Square, PayPal, or Venmo (third-party apps).

Asset Range	# of FIs	# of Connected Business Accounts	Total Monthly Third-Party App Transactions	Total Monthly Incoming Deposits from Third-Party Apps
< \$1B	84	13,601	279,601	\$266,636,060.23
\$1 - \$3B	27	15,285	329,113	\$318,425,276.46
\$3 - \$10B	9	15,530	321,429	\$273,826,391.79

# EVALUATING THE ACCOUNT PENETRATION OF THIRD-PARTY APP PROVIDERS

It's not often that you can easily benchmark the influence a competitor has over your customer base, but in the case of third-party app providers, we can do just that.

If an account holder is accepting payments through a third-party app, you can likely draw two conclusions from their behavior:

- **Their need** to accept online or in-app card payments from customers, and...
- **Their interest** in a solution that is increasingly becoming an alternative to the banking services you provide a business.

## Financial Institution Benchmarks

The below analysis represents per FI averages based upon total incoming deposit activity from PayPal, Square, and Venmo.

Asset Range	# of Accounts per FI	% of Account Penetration	Total Monthly Deposit Amount per FI
< \$1B	162	12.2%	\$3,174,238.81
\$1 - \$3B	566	11.2%	\$11,793,528.76
\$3 - \$10B	1,726	10.5%	\$30,425,154.64

## Account Benchmarks

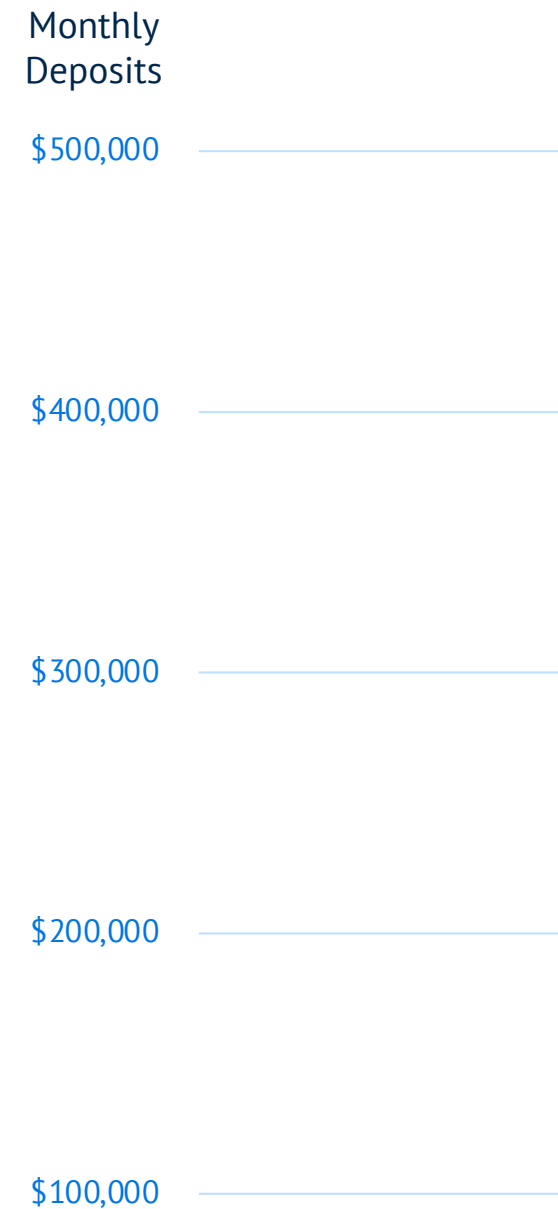
The below analysis represents per account averages based upon total incoming deposit activity from PayPal, Square, and Venmo.

Asset Range	# of Transactions per Account	Average Deposit Amount	Average Total Monthly Deposit Amount per Account
< \$1B	20.56	\$953.63	\$19,604.15
\$1 - \$3B	21.53	\$967.53	\$20,832.53
\$3 - \$10B	20.70	\$851.90	\$17,632.09

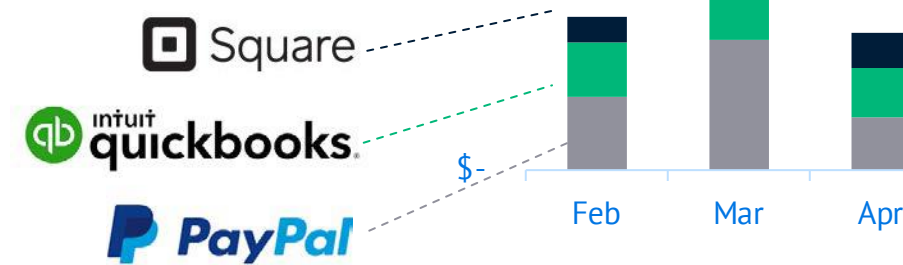
# BETTER COMPETE AGAINST NON-BANK PROVIDERS

## AUTOBOOKS HELPS RECLAIM DEPOSITS & FEE INCOME

An Autobooks banking client measured a cohort of SMBs that were leveraging third-party apps for payment acceptance prior to the Autobooks launch.



31 SMBs were depositing ~\$80,000 per month prior to Autobooks



\*Bank achieved 3% adoption (308 SMB enrollments) in first ~9 months.  
 \*Cohort (above) represents ~10% of SMBs (31) that utilized Non-Bank Providers + Autobooks for 12 consecutive months.

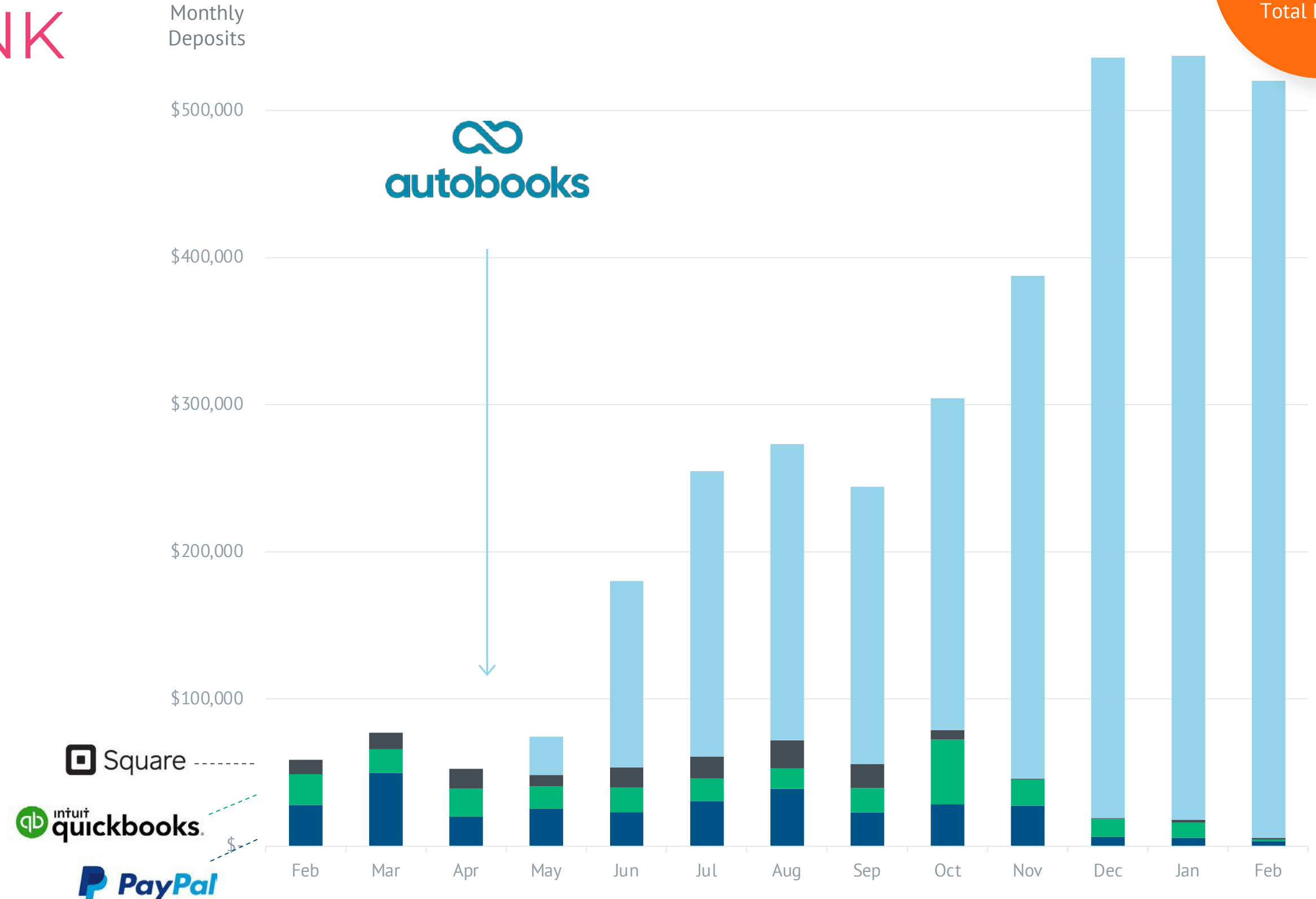


# BETTER COMPETE AGAINST NON-BANK PROVIDERS

- Autobooks usage **grew monthly deposits** from ~\$80,000 a month, to over \$500,000 a month.
- Representing a **525% increase in organic deposit growth**

## AUTOBOOKS HELPS RECLAIM DEPOSITS & FEE INCOME

**\$3.5M**  
Cumulative Total Deposits



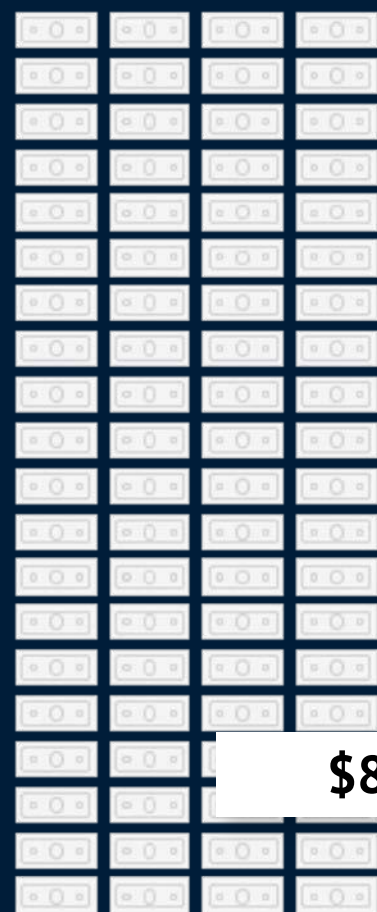
\*Bank achieved 3% adoption (308 SMB enrollments) in first ~9 months.  
\*Cohort (above) represents ~10% of SMBs (31) that utilized Non-Bank Providers + Autobooks for 12 consecutive months.



# WHAT DOES THAT MEAN?

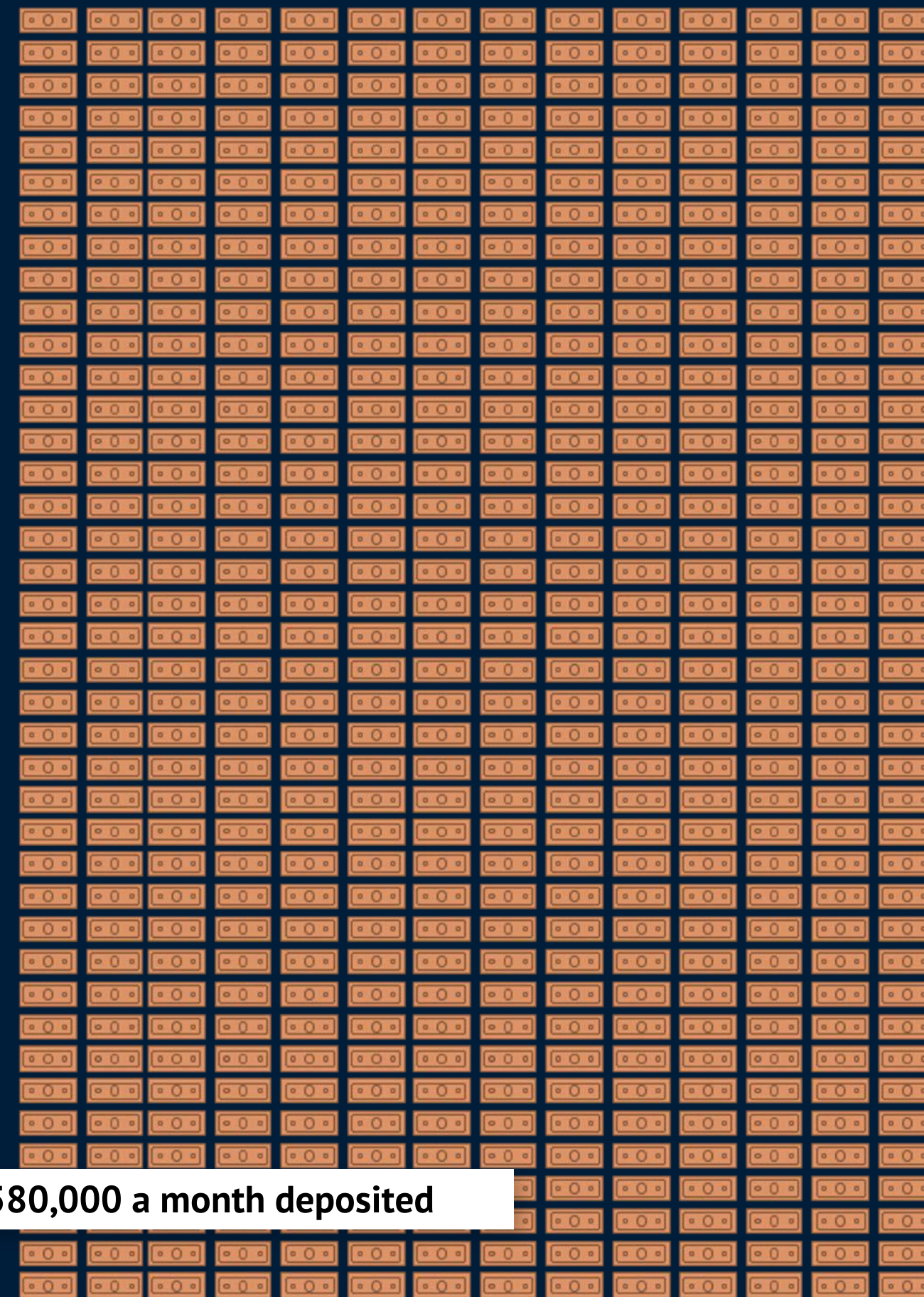
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For every \$1 deposited into the FI from a third-party app ...



\$80,000 a month deposited

\$7 stayed  
in the app



\$580,000 a month deposited



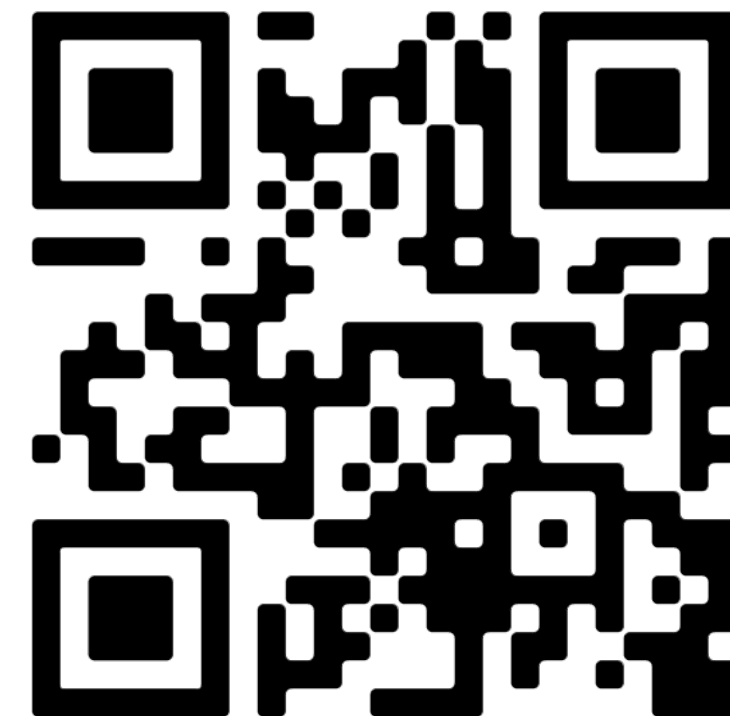
Help **Small Businesses** get paid  
and your **Bank** stay ahead  
of the competition

autobooks.co

Leverage our data analysis  
and insight to (re)shape your  
strategy and establish a  
competitive game plan.

# SMALL BUSINESS DATA REPORT

[Access the full report](#)





## EMERGING

- Auto Repair & Boat Sales
- Retail / Plaza
- Municipalities
- School Districts

## SMALL

- Churches
- Dock and Marine Services
- Landscaping / Construction
- Law Firms
- Mini Storage
- Non-profits / Associations
- Property Management

## MICRO

- Architects
- Athletic / Teams
- Cleaning Services
- Contractors
- Consultants
- Freelancers
- Gym / Gymnastics
- Home Appraisal
- Handymen
- Home Health Care
- Pet Services
- Personal Chefs
- Personal Coaches / Trainers
- Photographers
- School / Testing Tutors
- Wellness Coaches / Programs

# SMALL BUSINESSES BY SEGMENT THAT USE AUTOBOOKS

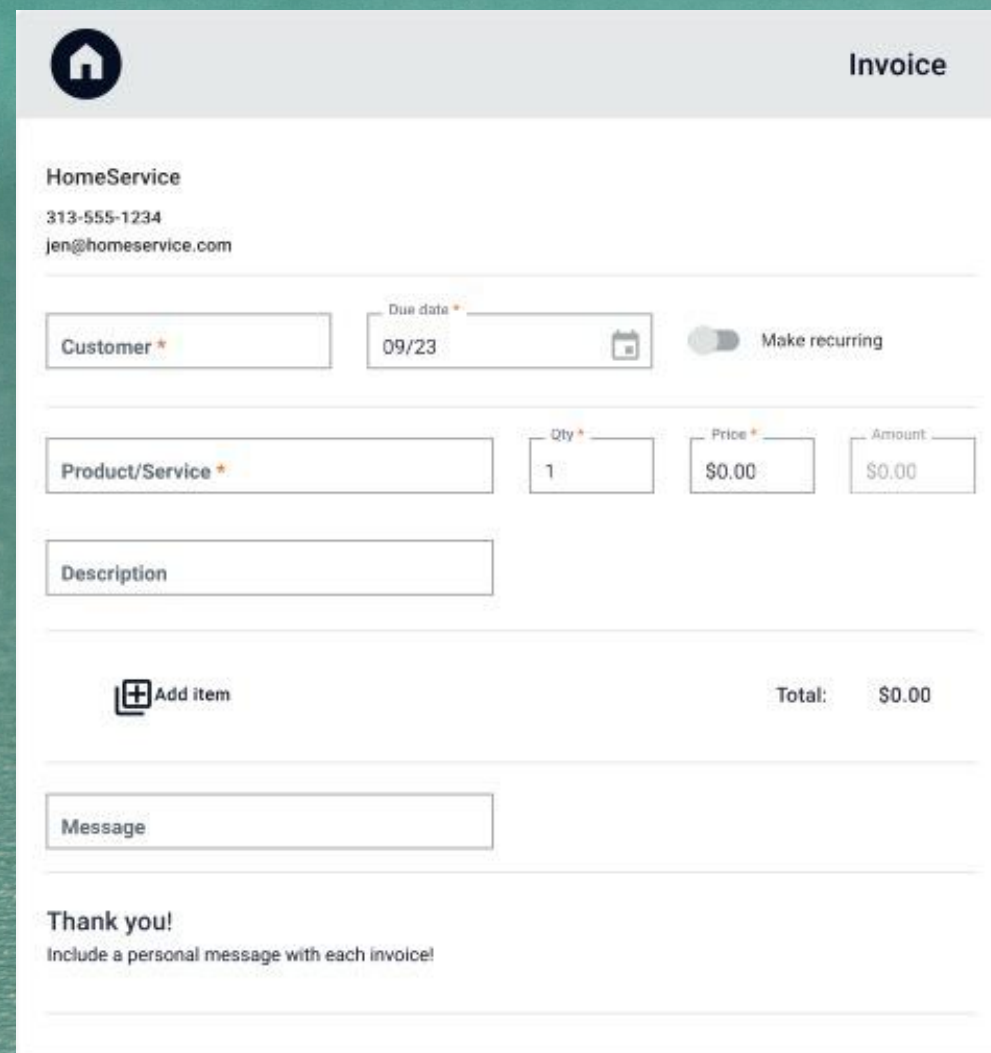
■ Micro (<1MM)

■ Small (1-10MM)

■ Emerging (10-20MM)

■ Other (20MM+)

# SEND A LINE-ITEM DIGITAL INVOICE TO A CUSTOMER



The screenshot shows a mobile application interface for creating a digital invoice. At the top, there is a home icon and the word "Invoice". Below this, the company name "HomeService" is displayed along with a phone number "313-555-1234" and an email address "jen@homeservice.com". The form includes a "Customer" field, a "Due date" field with a calendar icon (set to 09/23), and a "Make recurring" toggle switch. A table for line items has one entry with "Product/Service" as a text field, "Qty" as "1", "Price" as "\$0.00", and "Amount" as "\$0.00". Below the table is a "Description" field. At the bottom of the table area, there is an "Add item" button and a "Total: \$0.00" label. A "Message" field is located below the table. At the very bottom, there is a "Thank you!" section with the instruction "Include a personal message with each invoice!" and a text input field.

- Trades
- Professional services
- Storage facilities
- HOAs
- and more...



GET PAID THROUGH

A QR CODE



Jenny's Jewelry

- Retail
- Nonprofits
- Events
- and more...

# TEXT A SECURE PAYMENT LINK

- Trades
- Gig workers
- Personal services
- and more...

Everything turned out great!

Can I pay with credit card?

Thanks for hiring us! Yes, you can pay by credit card by going to this link:

[autobooks.co/pay/modelgarage](https://autobooks.co/pay/modelgarage)

Awesome, just paid. That was really easy!



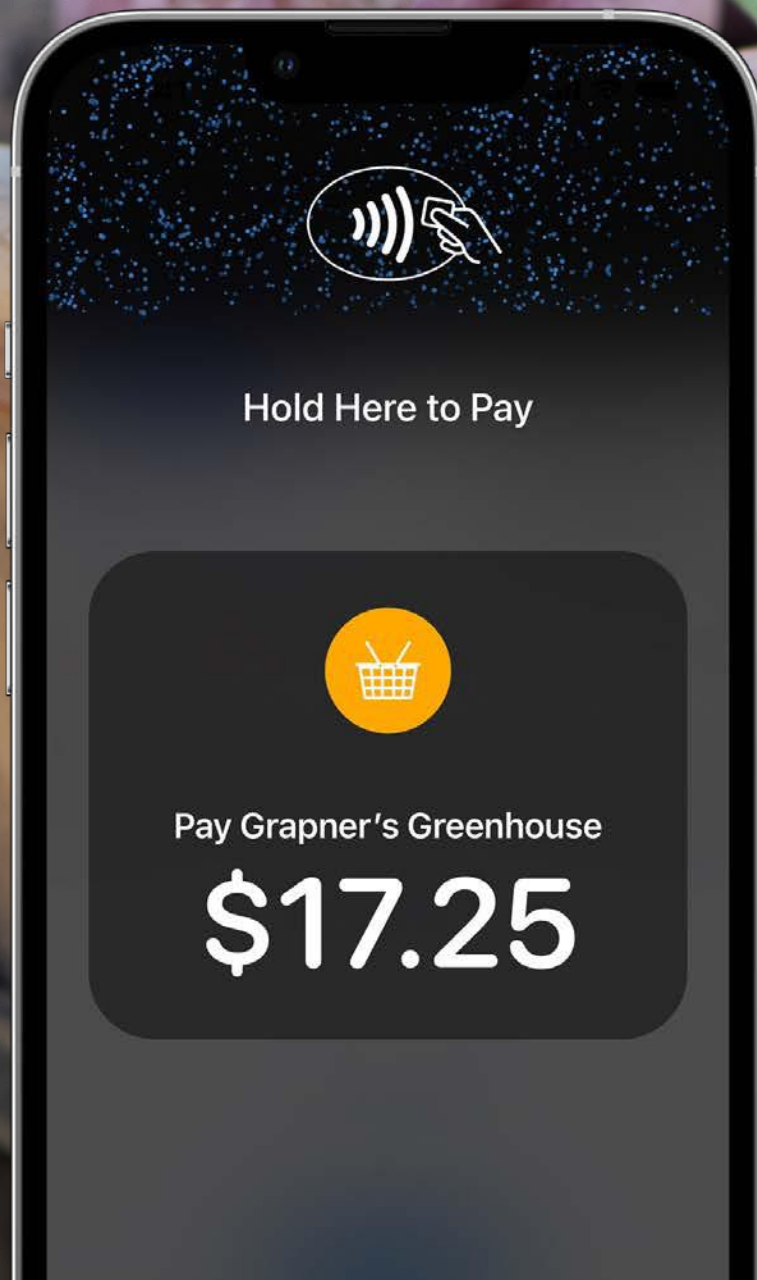
GET PAID ONLINE THROUGH

SECURE PAYMENT LINK

**CLICK HERE TO PAY NOW**

- eCommerce
- Municipalities
- Nonprofits
- Churches
- and more...

# GET PAID IN-APP THROUGH TAP TO PAY



- Mobile retail
- Art and entertainment
- Trades and gig workers
- and more...

# EMERGENCE OF TAP TO PAY

08 Aug 2023

**Zettle by PayPal supports side hustlers and small business owners to new heights with Tap to Pay on iPhone**

The new functionality allows individual sellers and small business owners to use their iPhone to accept contactless payments without additional hardware or costs.

LONDON, UK, 8th August 2023 -- PayPal Holdings, Inc. (NASDAQ: PYPL) today announced that Tap to Pay on iPhone is now available for Zettle by PayPal customers. The new functionality, which is available to any Zettle by PayPal user in the UK with a compatible iPhone, enables customers to use their iPhone

**PYMNTS**

Today B2B Retail Fintech ConnectedEconomy® Crypto EMEA Tracker® Reports

**PayPal Bets on Tap to Pay to Drive Everyday Spend to Small Businesses**

BY PYMNTS | JUNE 28, 2023

Explore products

Product information & pricing Get started Customer stories

ATM & branch

What's included

### Checking and Chase QuickAccept<sup>SM</sup>

- Low to no fee checking<sup>1</sup>**
- Built-in card acceptance using the Chase Mobile<sup>®</sup> app**

Checking

\$15 or \$0 Monthly Service Fee. There's no Monthly Service Fee when any of the following are met each monthly statement period:

- \$2,000 minimum daily balance
- \$2,000 in purchases on your Chase Ink<sup>®</sup> Business Card(s)
- \$2,000 in deposits from QuickAccept<sup>SM</sup> and/or other eligible Chase Merchant Services transactions
- Link a Chase Private Client Checking<sup>SM</sup> account

QuickAccept<sup>SM</sup>

No hidden fees or monthly contract

- 2.6% + 10 cents for tap, dip, or swipe transactions with the purchase of a QuickAccept<sup>SM</sup> contactless mobile card reader
- 3.5% + 10 cents for manual transactions through the Chase Mobile<sup>®</sup> app<sup>4</sup>

Learn more about QuickAccept<sup>SM</sup>

shopify Start free trial

### Tap into secure payments. Tap to Pay on iPhone with Shopify POS.

Accept contactless payments anywhere with just your iPhone. No extra hardware needed.

stripe

### Accept in-person payments with only an iPhone

Tap to Pay on iPhone

With Tap to Pay on iPhone and the Stripe Terminal SDK, your users can accept in-person, contactless payments right on a iPhone—from physical debit and credit cards to other digital wallets—no extra hardware


Read the docs >

venmo Send & Receive Pay with Venmo Venmo for Business Help Center Log in

### Tap to Pay is on the way

Accept contactless cards, Apple Pay, Google Pay, and other digital wallets with just your iPhone or Android and Venmo—no additional hardware required.

Tap to Pay is coming soon for Venmo business profiles, but you can request the chance to get early access.



Consumers would be lost without their phones, as the world increasingly goes mobile. Smartphones are the central hub of our lives — at least the crucial everyday bits.


Businesses of all shapes and sizes must take the necessary steps to meet the needs of their audiences on their phones. And not just with marketing collateral and social media posts, but with true change-the-game digital payments capabilities.

"This is going to change the payments industry," PayPal Head of Product Ed Hallett told PYMNTS. "It's the next disruptive innovation. A decade ago, there was an equivalent innovation cycle within card payments. You had a real push to unlock large segments of the [small- to medium-sized business (SMB)] space who previously didn't accept payments. They were now able to provide that capability."

Square Resources

### Take contactless payments with just your iPhone.

Start easily. Sell on the go. Get started



# EMERGENCE OF TAP TO PAY EXPECTED TO GROW

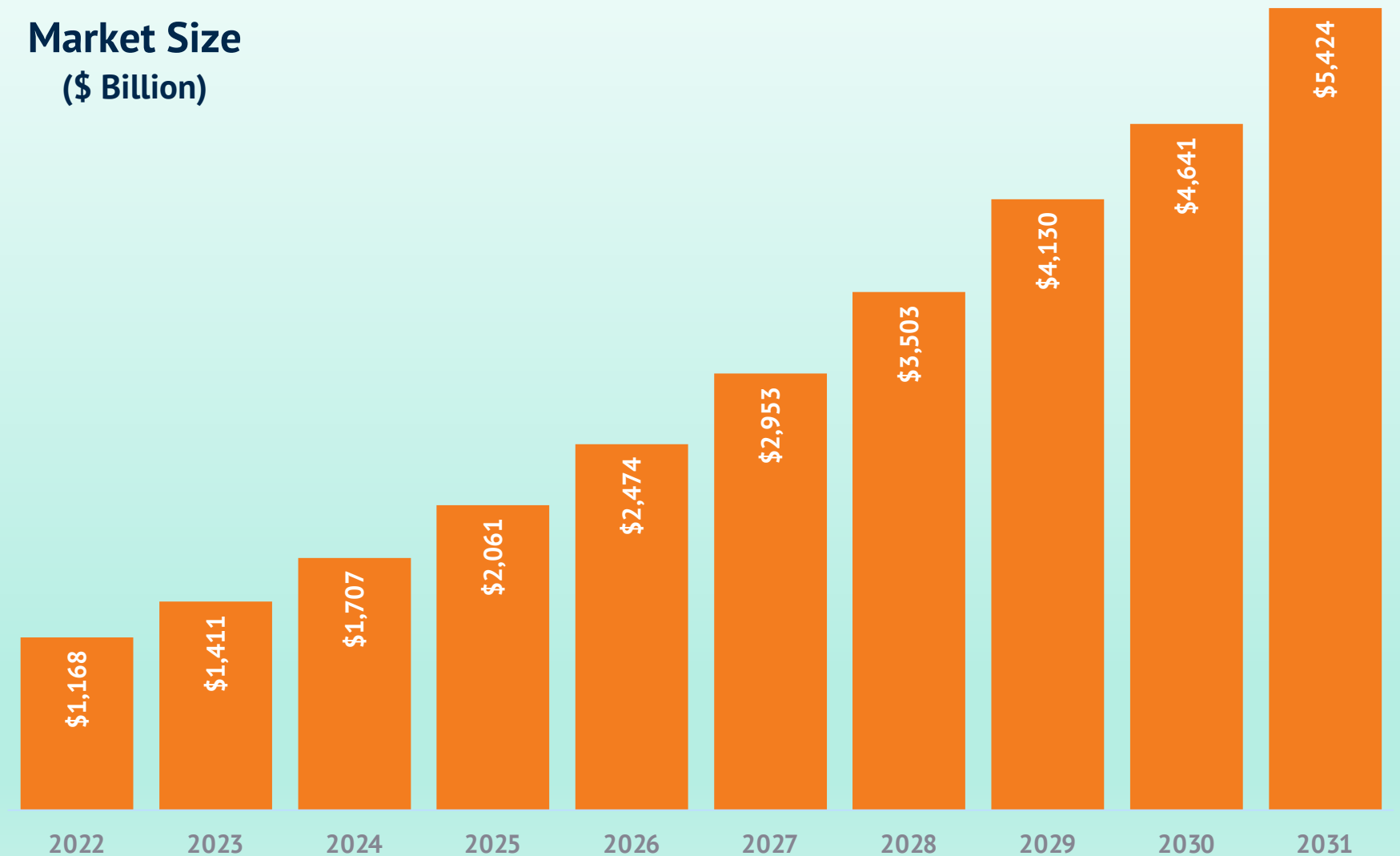


Contactless Payment Market Is Expected To Reach around USD 5,424 Billion By 2030, Grow at a CAGR Of 20.6% during Forecast Period 2023 To 2030 | Data By Contrive Datum Insights Pvt Ltd.

According to a market research study published by Contrive Datum Insights, North America was the biggest market for contactless payments in 2021, bringing in more than 30% of the world.

January 24, 2023 10:07 ET | Source: Contrive Datum Insights Pvt Ltd [Follow](#)

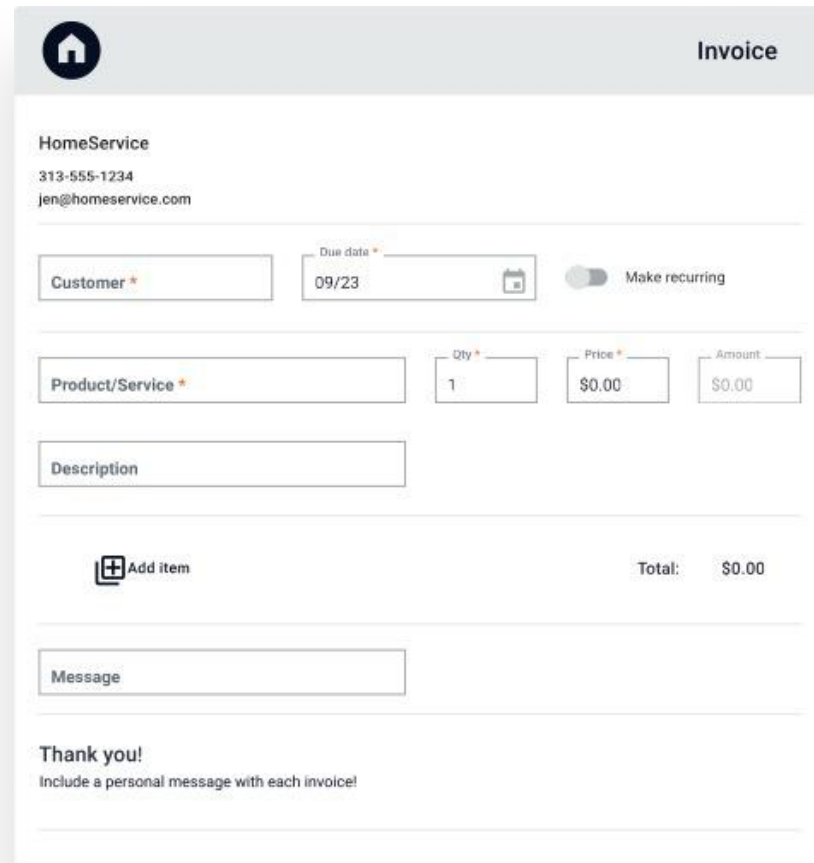
Market Size  
(\$ Billion)





# PRODUCT OVERVIEW

# ONLINE INVOICING

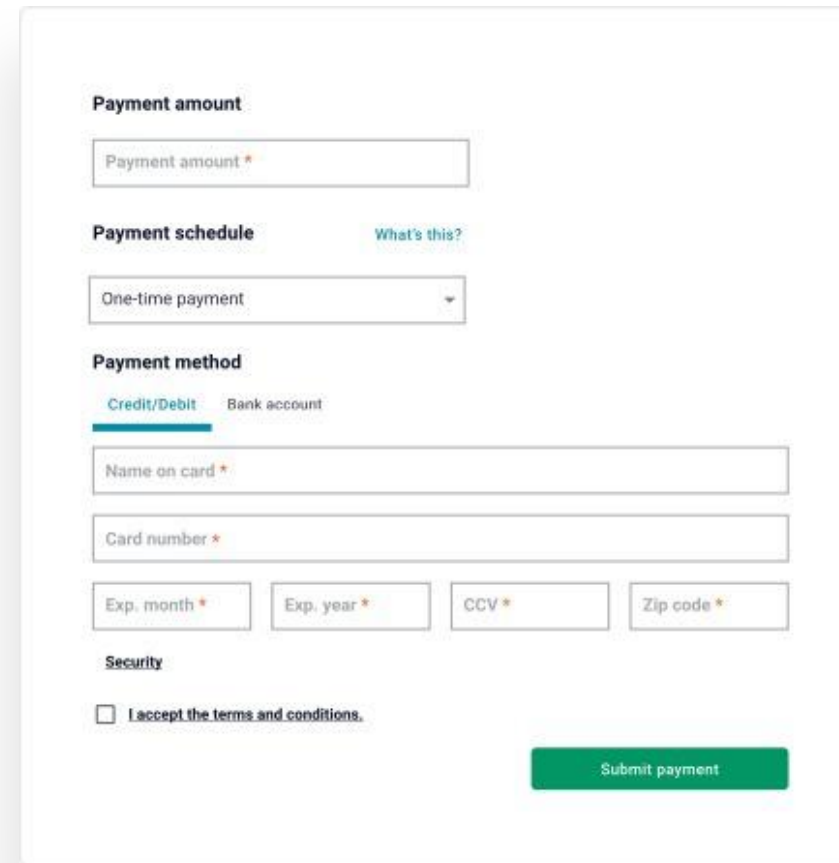


Create and send professional invoices in the same place you do your banking.

[Learn more →](#)



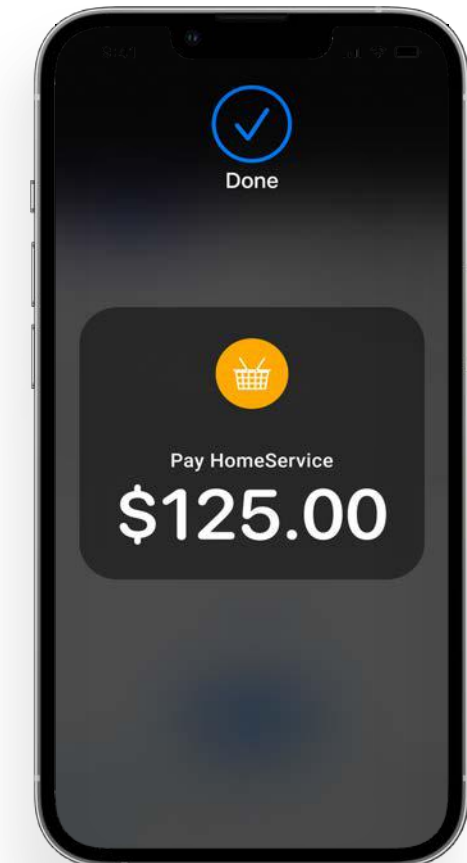
# PAYMENT LINK



Accept card payments or donations, anytime. Online, in-app, or over the phone.

[Learn more →](#)

# TAP TO PAY ON IPHONE



Accept in-person, contactless payments with only an iPhone.

[Learn more →](#)



PRODUCT  
INTEGRATION  
WITHIN CSI

# ACCOUNTING, BOOKKEEPING AND REPORTING

## Customer Balances

Sometimes called accounts receivable aging, this report tells you which customers owe you money, ...

## Vendor Balances

Sometimes called accounts payable aging, this report tells you which vendors you owe money to, ...

## Profit and Loss

Sometimes called the Income Statement, this report subtracts your expenses from your income to give ...

## Balance Sheet

This is a snapshot of what your company owns and owes; a summary of your assets, equity, and liabilities.

## Fee Detail

This report shows you how much you've paid in fees to Autobooks for each of your transactions through ...

## Journal

Sometimes called the General Ledger, this report shows you the accounting impact, the debits and credits, ...

## Budget

This report compares your estimated income and expenses to your actual income and expenses. It shows ...

## Bank Reconciliation

This report confirms that the cash in your accounting system matches the cash in your bank.

Green Belle Lawn Care  
Profit and Loss - April

Search criteria [Export](#)

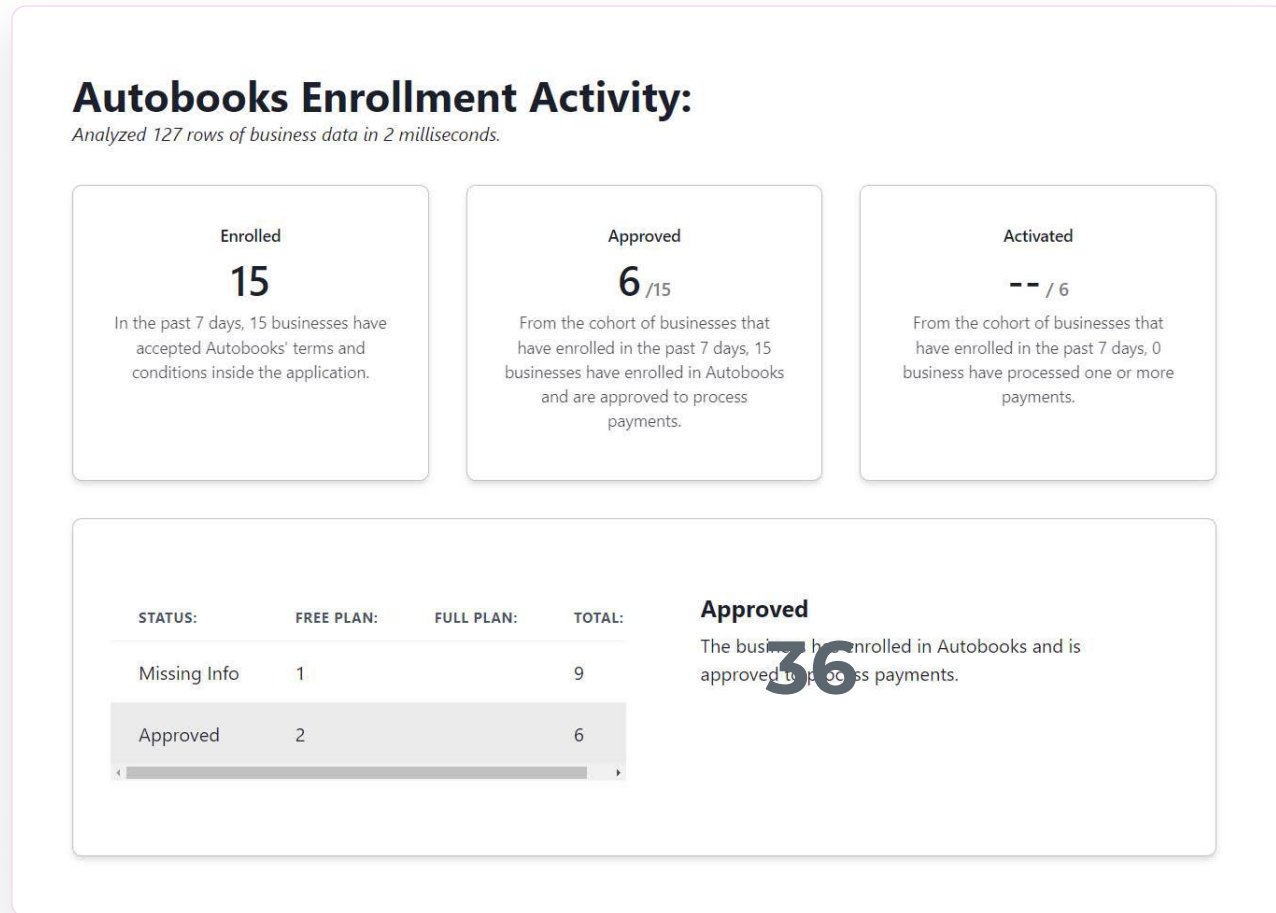
Fiscal year:  Period:

Category	Period	Year-to-date
- Revenue		
- Income		
Equipment	\$50.00	\$50.00
Income	\$5.00	\$5.00
Equipment	\$50.00	\$50.00
Income	\$5.00	\$5.00
<b>Total</b>	<b>\$110.00</b>	<b>\$110.00</b>
<b>Total Revenue</b>	<b>\$110.00</b>	<b>\$110.00</b>
- Expense		
- Cost of Goods Sold		
Equipment	\$50.00	\$50.00
<b>Total</b>	<b>\$50.00</b>	<b>\$50.00</b>
- Expense		
Accounting	\$5.00	\$5.00
<b>Total</b>	<b>\$5.00</b>	<b>\$5.00</b>
<b>Total Expense</b>	<b>\$55.00</b>	<b>\$55.00</b>
<b>Net Income</b>	<b>\$55.00</b>	<b>\$55.00</b>

Accounting made easy – for all busy non-accountants.

[Learn more →](#)

# DASHBOARD

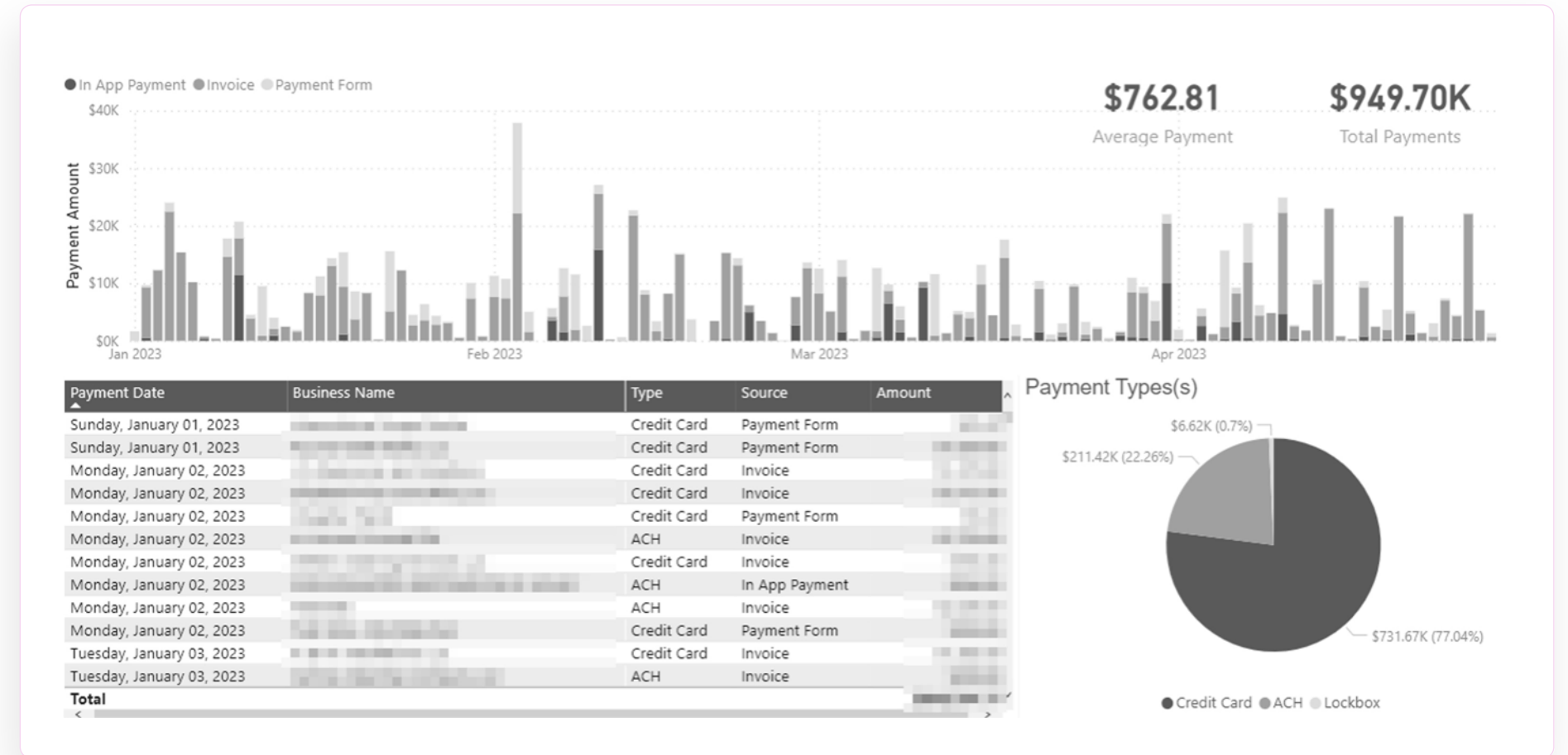


Take action knowing that you have the vital, up-to-date information you need – all found at the top of the screen.

[Learn more →](#)



# REPORTING



Stay in the loop when it comes to your small business customers.

[Learn more →](#)



ENABLEMENT

# ENABLEMENT STEPS



“Our partnership with Autobooks and CSI allows us to provide our clients with **an efficient digital payment solution**. This is the perfect complement to Centier Bank’s free business checking product.”

- Tim Coleman, Centier Bank



# CONNECT WITH AUTOBOOKS IN THE TECH HUB

[autobooks.co/CSI](https://autobooks.co/CSI)

Email: [FIGrowth@autobooks.co](mailto:FIGrowth@autobooks.co)

## Contact **Info**

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**Ashley Miller** - Sr. Product Manager, CSI

**Derik Sutton** - Chief Marketing Officer, Autobooks

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[Ashley.Miller@csiweb.com](mailto:Ashley.Miller@csiweb.com)

[Derik@autobooks.co](mailto:Derik@autobooks.co)



THANK YOU!



CX24

AUTHENTIC ROOTS. AMBITIOUS PURSUITS.