

Streamline procurement by driving spend to suppliers who accept Visa.

Identify and enroll Visa-accepting suppliers to grow commercial payment programs

Best practice organizations strive to maximize their spend among suppliers who accept Visa Commercial payments.¹ By doing so, they can cut costs, streamline Procure-to-Pay processes and achieve greater visibility into overall spend.

Yet onboarding suppliers can be a time-consuming and daunting task. Which suppliers already accept Visa and which are good prospects? What's the most effective way to reach out to them and improve participation? How do you develop participation policies and manage enrollment, setup and other internal processes? Which executives and internal stakeholders typically need to buy in before undertaking a supplier recruitment campaign?

Visa offers a number of tools and resources that can help organizations meet these challenges. Designed to help move suppliers from current payment processes to Visa Commercial payments more efficiently and effectively, these services can be used to complement an organization's internal resources and level of expertise—allowing for faster, smoother expansion of a commercial payment program.

Scalable services that facilitate effective supplier onboarding

Visa can make it easier to determine which suppliers to target for enrollment and successfully connect with them. With resources including data analytics, strategic planning, communications materials and onboarding expertise, this modular offering can easily accommodate any organization's needs.

Assistance available from Visa includes:

- Spend and supplier analytics that can help organizations segment and prioritize prospective suppliers for enrollment
- Program development assistance, including considerations for policies and plans for a best-practice program
- Program deployment support for enrolling suppliers



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Support for supplier recruiting campaigns

Additionally, Visa can support Issuers with supplier recruiting campaigns for their client organizations. Services for a managed campaign can include:

- Collecting supplier contact information
- Distributing Issuer and client-approved communication materials
- Conducting outreach to prospective suppliers on behalf of the Issuer and client
- Tracking the progress of onboarding efforts

Improve growth and efficiency

▪ Create opportunities for organizations to improve ROI

- Drive spend to key targeted suppliers
- Expand commercial card usage so organization can reap more benefits (e.g., payment automation, spend visibility, working capital)
- Develop a successful onboarding foundation that can be built upon for future growth

▪ Accelerate supplier recruiting and enrollment

- Use a combination of best practices and professional resources to recruit and enroll suppliers
- Conduct analysis to identify Visa-accepting suppliers and prioritize the list of suppliers to target for enrollment efforts
- Collect up-to-date supplier contact information
- Provide systems and personnel to distribute Issuer and organization pre-approved marketing materials and track progress throughout the campaign
- Offer guidance and assistance throughout a recruitment campaign

▪ Increase supplier participation

- Supply communications that outline the benefits to suppliers
- Offer considerations for maximizing enrollment, such as incorporating buyer-controlled incentives for accepting Visa Commercial payments
- Offer programs that support sales leads for boosting Visa acceptance among suppliers
- Provide inbound/outbound calling support to suppliers by a skilled staff on behalf of Issuers and organizations (for Visa-managed campaigns)

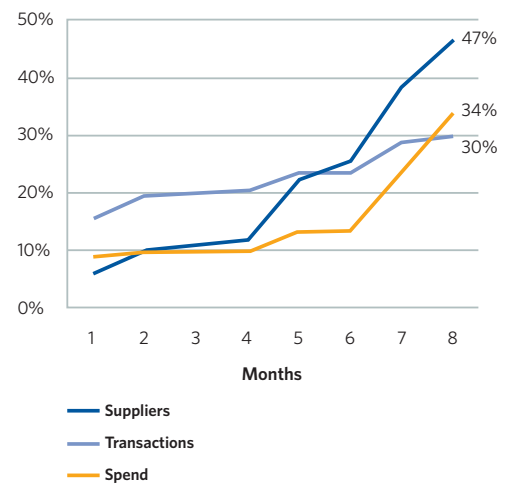
▪ Relieve the burden on internal resources

- Offer guidance on how to develop and deploy a program
- Provide communications templates and sell-in materials to minimize the time and personnel needed to develop these
- Use a team of professionals to assist with the onboarding process on behalf of Issuers and organizations (for Visa-managed campaigns)

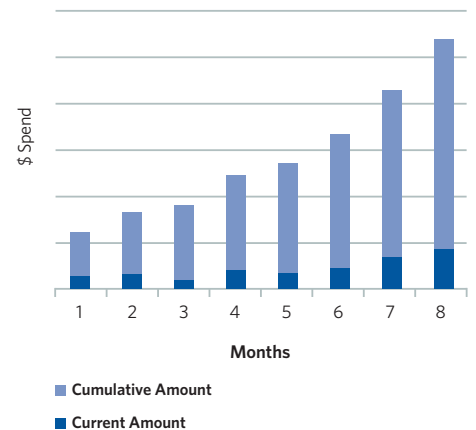
▪ Scale to each organization's needs

- Provide a range of levels of support, from best-practice materials to outsourcing many steps of the process to Visa and everything in between
- Allow resources to be easily added as the onboarding program grows or needs change

Program Progression



Program Results



Diagrams are for illustrative purposes only.

Visa makes no representation or guarantee with regard to program results.

Additional tools for building successful campaigns

The following resources and materials can stand alone or be used together to provide organizations with the level of support their campaign requires.

Visa PerformSource Tools and Materials

Visa PerformSource is a service designed to help organizations get maximum value from your commercial card program and Procure-to-Pay processes. Analytical and benchmarking tools can assess an organization's current program performance to identify opportunities for improvement and to optimize onboarding efforts. Downloadable best practice materials and practical guides provide useful information to help organizations optimize their processes and improve program growth.

Visa Supplier Locator

The Visa Supplier Locator helps organizations quickly and easily locate suppliers in the U.S. that welcome Visa. Search for suppliers by name, address or industry type. The results also provide the suppliers' location, enhanced data capabilities and socio-economic information.

Visa Supplier Matching Service

Visa Supplier Matching Service identifies which of an organization's existing suppliers already accept Visa Commercial payments and which ones are capable of providing Level II and Level III data.

“Effective communication is critical for getting people to embrace the process change associated with P-card program implementation.”

Industry Information and
Research for the National Association
of Purchasing Card Professionals

Learn more about the Visa resources that can improve onboarding efforts

Visa offers a number of supplier enablement services to support transitioning suppliers to Visa Commercial payments. By providing guidance for how to develop and deploy a supplier recruitment and enrollment campaign, the products and services enable organizations to expand their commercial payment programs and the benefits they offer.

To learn more about supplier enablement resources from Visa, please contact your commercial banker or visit visa.com/commercial.

¹2008 Visa Global Procure-to-Pay and Commercial Card Best Practices Study.