

What is Embedded Finance and Why Should It Matter to You?



August 3, 1-2pm EST

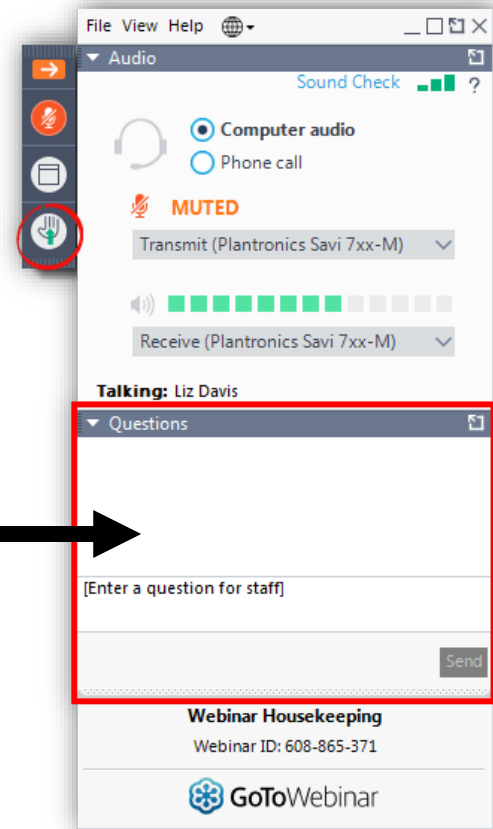
The webinar is presented by ELFA's Service Provider Business Council Steering Committee

Housekeeping



Today's web seminar is being recorded.

All questions should be submitted via the Questions Panel.



Welcome and Introductions



Cari Fisher
Head of B2B Strategic Planning
& Market Development
FIS



John Rowles
Global eCommerce Manager
Leica Geosystems part of
Hexagon



Robert Preville
Chief Executive Officer
APPROVE



Joe Franco, CLFP
Senior Sales Executive
FIS

What is Embedded Finance?

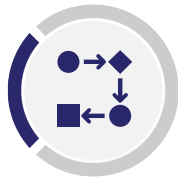
EMBEDDED FINANCE

CREATING SEAMLESS FINANCIAL EXPERIENCES AT THE POINT OF NEED

FIS API Experience Layer



**PAYMENT
ACCEPTANCE**



**MONEY
MOVEMENT**



BANKING



LENDING



ACCOUNTING



INSIGHTS



**VALUE ADDED
SERVICES**

-Examples-

Send Invoices
Accept Payments

ACH
Wire
Real-Time-Payments

Open an Account
Check your Balance
Issue Debit Card
Issue Prepaid Card
Bill Pay
KYC & KYB

Point of Sale Financing (BNPL)
Revolving Lines of Credit
Term Loans
Working Capital Loans

Automated Accounting
Tax Services

Cash Flow Forecasting
Tax Forecasting
Portfolio Scoring
Customer Churn
ERP Data Integration

Insurance
Fraud Management
Loyalty / Rewards
Payroll

EMBEDDED FINANCE

PRESENTING AFFORDABILITY AT ALL POINTS OF INFLUENCE

APPROVE

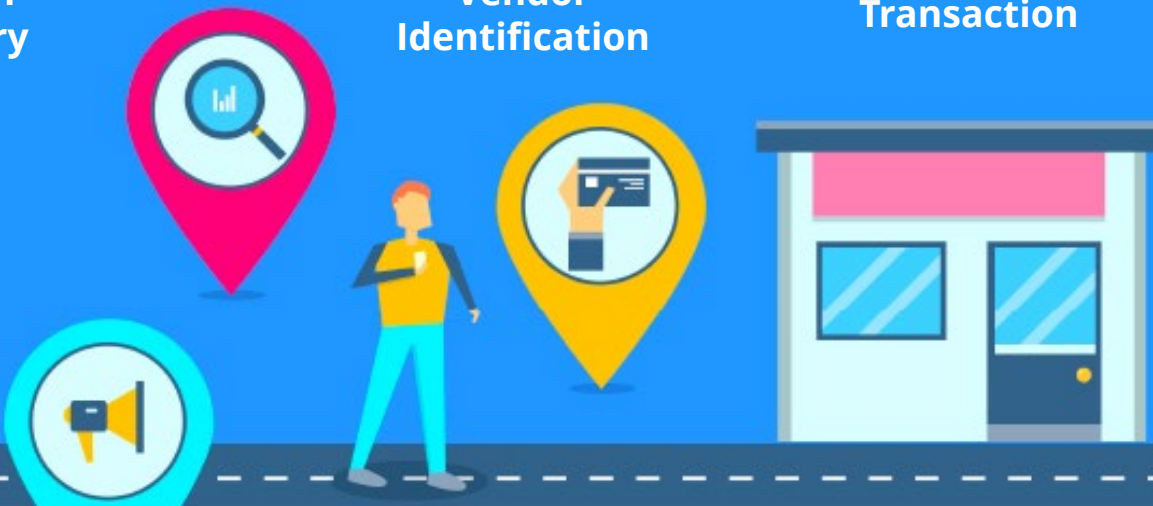
BUYER'S JOURNEY

Problem
Awareness

Solution
Discovery

Vendor
Identification

Transaction



Points-of-Influence

Points-of-Sale

EMBEDDED FINANCE

PRESENTING AFFORDABILITY AT ALL POINTS OF INFLUENCE



The screenshot shows the Leica BLK360 G1 product page. The main content includes a product image of the black laser scanner with a green base, a title "Leica BLK360 G1", a description "An imaging laser scanner for both beginners and professionals.", and a price of \$19,087. A green "ADD TO CART" button is highlighted. Below the price, it states "Qualifying customers can finance for as low as: \$412/mo." with a "FINANCE +" button. A "Contact Sales" link is also present. The "ACCESSORIES" section is partially visible at the bottom.

The embedded application overlay on the right is titled "Application Items" and lists "1 Leica BLK360 G1". It features a "Finance as low as \$412.44/mo" offer for 60 months. Below this, it says "Multiple Lenders, Competing Offers, Smart Equipment Financing! [Learn More.](#)". The application form includes fields for "Company", "First Name", "Last Name", "Email", and "Phone", followed by a red "Next >" button. At the bottom of the overlay, there are icons for "Submit Application", "Lenders Compete", and "Choose Best Offer". The overlay is powered by APPROVE.

What's the benefit?

What's next?



Thank You!



For previously-recorded web seminars go to:

www.elfaonline.org/events/elearning/web-seminars