

How to Fill the Small Business Gap

Jon Moen

First Bank - Missouri

Derik Sutton

Autobooks

Agenda

1

About First Bank

2

Filling the Small Business Gap

3

Staying Ahead of the Competition

Today's Presenters



Jon Moen

SVP – Director of Product
First Bank - Missouri



Derik Sutton

VP Marketing
Autobooks

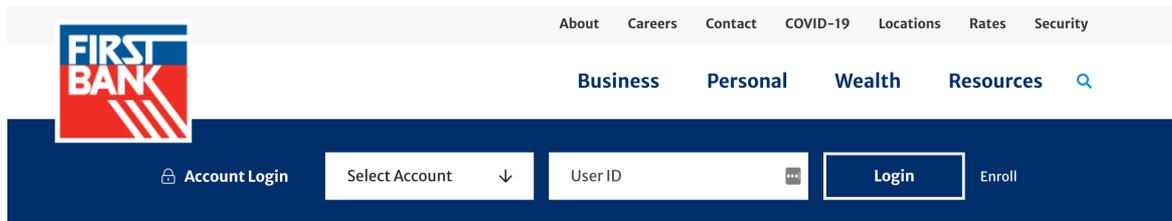
First Bank



Locations: Missouri, Illinois, California, Kansas & Texas

Asset size: \$7 Billion

Autobooks Launch Date: June 24, 2020



Many adventures await you. **Let's get started.**



Grow My Business



Improve Business
Cash Flow



Buy a House



Build My Savings



Plan for Retirement



Manage My Money

Helping SMBs Get Paid





[Account Login](#)

Select Account

User ID

[Login](#)

[Enroll](#)



AUTOBOOKS

Integrate your back-office business tools and **improve cash flow**

- ✓ Automate invoicing to sync with your business accounts.
- ✓ Accelerate bookkeeping time with Business eBanking integration.
- ✓ Improve your customers' payment experience.

[View Video](#)

[Call for a Demo](#)

www.first.bank/Resources/Manage/Business-eBanking/Autobooks





Stop Payment

Autobooks

✓ Approvals

Accounts Summary

⚙ Display Options ⓘ Balances



Checking

A good business starts with a great foundation. Let's start building.

Balances as of 03/24/2022	Available Balance
SMALL BUSINESS CHECKING ABA/TRC - 081009428 5768	\$0.00

Alerts and Messages ...

You have received no alerts or bank messages within the last seven days.

[View All](#)

Online Payments

Send an Invoice

Accept a Payment

Filling the Small Business Gap

Partnering with Autobooks

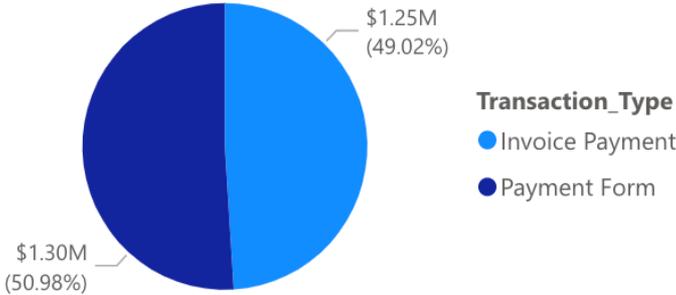
- Decision to partner
- Launching the program
- Adding the new Invoice and Payment Acceptance modules

Types of SMBs Served

- Yacht company
- Claims servicing
- Medical and in-home care services
- Graphics & creative services companies
- Charter schools
- Churches
- Insurance agencies
- Rental management
- Cleaning companies
- Meat company

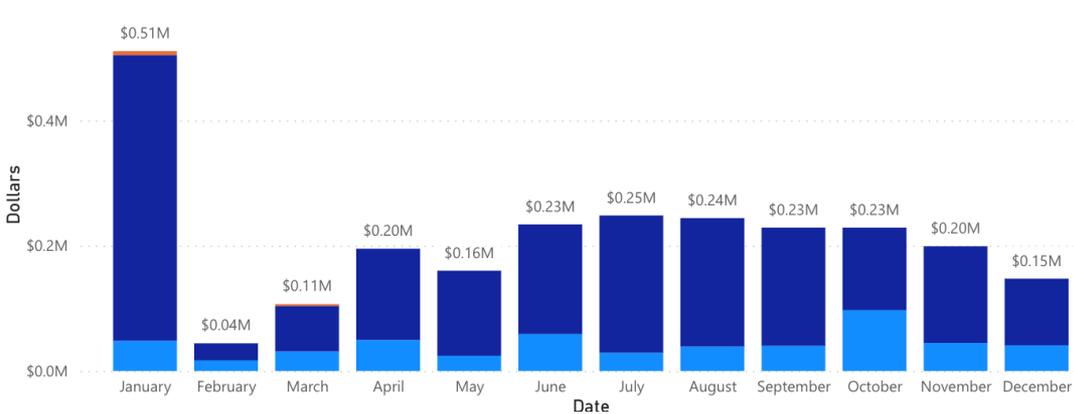
Example - SMB Transaction History

Payment_Amount by Transaction_Type



Split usage of Invoice & Payment Form

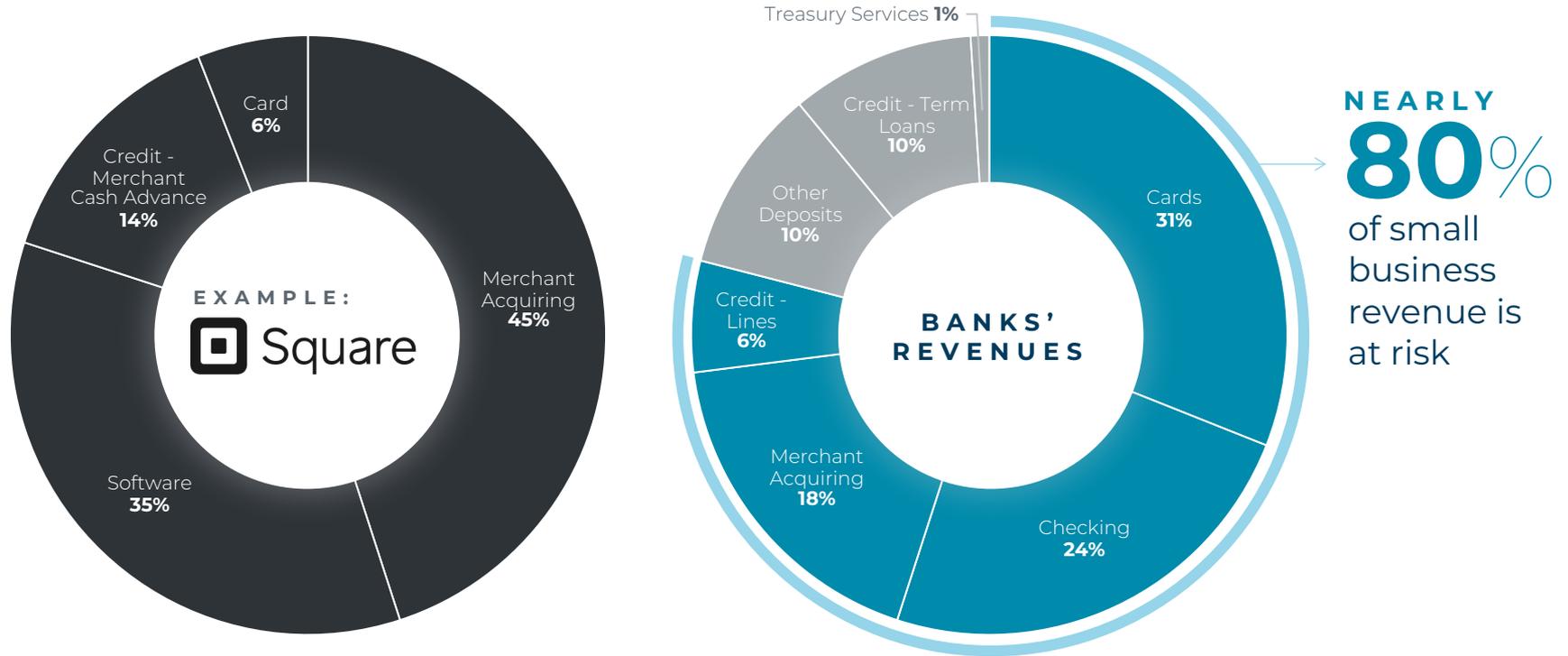
Payment_Type



Most payments are card payments

**Stay ahead of the
competition**

Platform players are targeting banks' revenues



Source: Celent analysis, Oliver Wyman revenue pools, and Square

Data insights powered by segmint[®]

Merchant	December 2021	January 2022	February 2022	Grand Total
Generic Merchant Services	\$248,218,395	\$252,692,778	\$223,182,349	\$724,093,523
MERCHANT BANKCARD	\$226,594,212	\$246,756,375	\$220,166,862	\$693,517,449
CTS HOLDINGS, LLC.	\$202,678,889	\$176,282,252	\$177,547,592	\$556,508,734
AMERICAN EXPRESS MERCHANT ACCOUNT	\$48,675,577	\$45,737,017	\$39,743,029	\$134,155,623
HEARTLAND PAYMENT SYSTEMS	\$40,552,115	\$40,098,559	\$40,373,625	\$121,024,299
WORLDPAY	\$27,482,681	\$20,207,322	\$19,297,396	\$66,987,398
DISCOVER CARD MERCHANT ACCOUNT	\$18,876,097	\$18,170,516	\$17,656,921	\$54,703,535
STRIPE	\$11,973,373	\$17,886,514	\$15,861,187	\$45,721,074
SQUARE, INC.	\$16,110,437	\$13,883,643	\$14,392,244	\$44,386,323
TSYS MERCHANT SOLUTIONS	\$14,111,859	\$13,185,678	\$13,310,845	\$40,608,383
CLEARANT LLC	\$9,921,105	\$9,048,956	\$8,622,491	\$27,592,552
INTUIT PAYMENT SOLUTIONS	\$9,154,504	\$8,873,915	\$9,501,293	\$27,529,711
BEYOND PAYMENTS	\$6,705,319	\$7,357,247	\$6,006,613	\$22,069,179
SHOPIFY PAY	\$4,821,297	\$6,259,937	\$6,572,369	\$17,653,604
CDS CARD DATA SERVICES	\$4,309,957	\$4,108,020	\$4,476,191	\$12,894,168
ELECTRONIC PAYMENT EXCHANGE	\$4,378,596	\$4,099,502	\$4,036,362	\$12,514,459
FIRST DATA MERCHANT SERVICES	\$3,919,959	\$3,894,614	\$3,704,835	\$11,519,408
CITIZENS BANK MERCHANT SERVICES	\$5,169,397	\$2,958,412	\$2,765,526	\$10,893,335
ELECTRONIC MERCHANT SERVICES (EMS)	\$2,902,746	\$2,758,070	\$2,308,242	\$7,969,058
FISERV MERCHANT SERVICES	\$1,658,454	\$1,577,751	\$1,656,050	\$4,892,255
TUITION EXPRESS PAYMENT PROCESSING	\$1,448,516	\$1,534,546	\$1,527,294	\$4,510,357
MERCHANT E-SOLUTIONS	\$1,753,192	\$415,470	\$565,207	\$2,733,868
RM PAYMENTS	\$1,106,227	\$1,377,514	\$70,844	\$2,554,585
SPOTON, INC. PAYMENT PROCESSING	\$773,232	\$790,941	\$872,614	\$2,436,787
ELAVON, INC.	\$763,531	\$718,696	\$220,010	\$1,702,236
FORTE PAYMENT SYSTEMS	\$528,482	\$503,882	\$647,253	\$1,679,617
FIS MERCHANT SERVICES	\$341,494	\$345,926	\$367,676	\$1,055,096
ADYEN N.V.	\$341,082	\$312,532	\$268,296	\$921,911
PAYSAFE	\$377,487	\$191,369	\$102,830	\$671,686
SAFESAVE PAYMENT SERVICES	\$378,148	\$212,568	\$51,447	\$642,164
STACK PAY PAYMENT PROCESSING	\$104,515	\$113,660	\$120,736	\$338,912
PAYA, INC.	\$110,272	\$95,947	\$81,535	\$287,755
BASE COMMERCE	\$37,307	\$38,372	\$44,444	\$120,122
CYBERSOURCE	\$21,605	\$20,107	\$72,435	\$114,147
MERCHANT LYNX SERVICES	\$51,535	\$35,045	\$16,417	\$102,997
VAGARO MERCHANT SERVICES	\$30,197	\$21,526	\$38,274	\$89,998
VANTIV			\$79,999	\$79,999
PLASTIQ, INC.			\$56,266	\$56,266
HUNTINGTON MERCHANT SERVICES	\$24,136		\$6,534	\$30,670

Data insights powered by segmint[®]

Merchant	December 2021	January 2022	February 2022
Generic Merchant Services	96,303	97,295	89,477
MERCHANT BANKCARD	45,302	49,508	48,324
CTS HOLDINGS, LLC.	2,148	2,082	1,987
AMERICAN EXPRESS MERCHANT ACCOUNT	8,459	8,292	7,910
HEARTLAND PAYMENT SYSTEMS	7,607	7,646	7,059
WORLDPAY	6,042	6,461	5,894
DISCOVER CARD MERCHANT ACCOUNT	1,156	1,097	953
STRIPE	5,197	6,826	6,912
SQUARE, INC.	14,110	13,036	12,861
TSYS MERCHANT SOLUTIONS	5,055	4,659	4,370
CLEARANT LLC	2,854	2,758	2,664
INTUIT PAYMENT SOLUTIONS	4,205	4,224	4,322
BEYOND PAYMENTS	2,954	2,738	2,330
SHOPIFY PAY	1,770	1,976	1,990
CDS CARD DATA SERVICES	7,716	7,753	7,264
ELECTRONIC PAYMENT EXCHANGE	2,634	2,672	2,616
FIRST DATA MERCHANT SERVICES	1,289	1,325	1,258
CITIZENS BANK MERCHANT SERVICES	1,243	1,183	1,017
ELECTRONIC MERCHANT SERVICES (EMS)	695	710	713
FISERV MERCHANT SERVICES	917	941	865
TUITION EXPRESS PAYMENT PROCESSING	201	229	235
MERCHANT E-SOLUTIONS	339	167	155
RM PAYMENTS	130	130	5
SPOTON, INC. PAYMENT PROCESSING	569	576	505
ELAVON, INC.	115	162	175
FORTE PAYMENT SYSTEMS	299	286	294
FIS MERCHANT SERVICES	786	821	739
ADYEN N.V.	584	632	523
PAYSAFE	109	117	106
SAFESAVE PAYMENT SERVICES	289	140	114
STACK PAY PAYMENT PROCESSING	146	179	140
PAYA, INC.	141	117	120
BASE COMMERCE	42	42	51
CYBERSOURCE	110	110	128
MERCHANT LYNX SERVICES	64	68	48
VAGARO MERCHANT SERVICES	131	88	132
VANTIV			4
PLASTIQ, INC.			5
HUNTINGTON MERCHANT SERVICES	11		2

Peer to Peer Payment App Usage in Business Accounts

Merchant	December 2021	January 2022	February 2022	Grand Total
VENMO	\$5,692,945	\$5,300,339	\$5,053,843	\$16,047,127
ALLY BANK P2P	\$796,016	\$902,928	\$914,648	\$2,613,591
BANK OF AMERICA P2P	\$997,485	\$885,699	\$686,242	\$2,569,426
CASH APP	\$590,990	\$548,338	\$738,886	\$1,878,214
APPLE CASH	\$268,589	\$221,134	\$221,982	\$711,706
PEOPLEPAY	\$140,798	\$118,915	\$138,396	\$398,109
ZELLE (MOBILE PAYMENTS)	\$137,638	\$104,270	\$127,380	\$369,288
POPMONEY	\$129,532	\$95,069	\$103,279	\$327,880
CHIME BANK P2P	\$6,739	\$14,623	\$7,394	\$28,757

STEP 1

Staff Awareness

Getting all of your staff on the same page requires great communication. We'll help you make that easier with this announcement email copy. Whether you use our words as inspiration or as the total source material, this step is critical to training your teams.

[Internal Announcement Email](#)

STEP 2

Customer Support Teams

Customer Support is the backbone of product success! Your Support team be trained *prior to* going live with our online payment features.

Attend or view The Basics webinar

[Common Consumer Questions](#)

[Autobooks Customer Care team information](#)

STEP 3

All Staff Training

Arm your staff with the information they need to answer questions and promote these exciting features.

Attend or view The Basics webinar

[Send an Invoice Product Page](#)

[Accept a Payment Product Page](#)

[Autobooks Upgrade - Accounting and Reporting Product Page](#)

STEP 4

Sales Training

Lastly, help your Sales drivers become Small Business Super Heroes!

Attend or view our Driving Enrollments webinar

[Starting the Conversation](#)

[Comparison Chart](#)

<https://learn.autobooks.co/training-fis>

Learn More

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