



# RFP template

## Business model requirements

In addition to evaluating ecommerce payments capabilities outlined in this guide, you may want to consider the following factors based on your specific business model.

### For a recurring revenue business:

- Does the payments provider also offer an in-house billing solution?
  - If not, does the payments provider integrate directly with your billing provider of choice? Can they unify billing and payments logic to reduce costs and complexity?
- How do they reduce involuntary churn, and can they demonstrate the effectiveness of these methods?
- What pricing models does your billing provider support (e.g., usage-based or metered billing, per-seat pricing, tiered pricing, flat-rate plus overage pricing, free trials, discounts)?
- Do they help you stay compliant by automatically calculating and collecting sales tax and VAT on subscriptions or invoices?
- What kind of payment flexibility does the solution offer out of the box (e.g., prepay for a subscription before it starts, schedule a subscription for a future start date, backdate a subscription, bill in installments)?
- Does the online checkout flow allow customers to start a subscription and encourage upgrades from monthly to annual plans?
- Is there a dedicated portal for your customers to manage their subscriptions and invoices and view and update payment details?
- Are transactions automatically pulled into revenue recognition tables and charts (e.g., a revenue waterfall) and account reports (e.g., balance sheets, income statements, debit and credit journals)?
- Does your billing provider integrate easily with your existing CRM or ERP?
- How long does it take to integrate the billing provider, and once integrated, how quickly can you launch new pricing?

For additional billing criteria, refer to Stripe's [Billing RFP guide](#).

### For a marketplace or platform business:

- Does the provider offer progressive onboarding capabilities, allowing customers (merchants, sellers, and service providers) to provide the minimum compliance details at initial account creation and fill out additional information later?
- Which tools are offered to support seller identity verification? Is verification done programmatically or manually?
- Does the provider offer prebuilt dashboards and reports for your platform or marketplace as well as for your customers?
  - Can you analyze your volume, revenue, and costs and see how pricing changes impact your margins?
- Does the product support the ability to fully white-label the solution, allowing you to customize branding and own the end-to-end customer experience?
  - How much flexibility do you have in choosing which capabilities to own and which to offload to the provider?
- What kind of payout schedules are available? Do they offer instant payouts?
- What tools does the provider offer to manage risk, refunds, and disputes?
- Can you onboard sellers or service providers internationally?
- On what timeline does their typical marketplace or platform user launch? Can the provider offer customer references similar to your business size and complexity?
- What payment methods are available to sellers and service providers, in terms of digital wallets and local payment methods (including buy now, pay later)?
- Does the provider offer in-person, recurring, or invoicing payments?
- Do they offer multicurrency settlement to better manage foreign exchange liabilities?
- Does the provider enable you to embed and monetize additional payments and financial services like in-person payments, instant payouts, and financing?
- Does the provider allow you to monetize payments with a revenue share or a buy-rate?

### For a business that accepts in-person payments:

If your business takes payments both online and in store, providing a [unified commerce](#) experience should be a key consideration.

- Can you manage online and in-person payments in one place for simplified reporting and a unified customer view?
  - Does the provider incorporate cross-channel customer activity and insights to inform personalization, marketing strategies, and loyalty programs?

- Does the provider enable you to offer a consistent experience across channels?
- Can you build a custom checkout with your own POS integration or select from third-party POS integrations?
- Does the provider enable seamless customer service, like tableside payments or in-store pickup for online orders?
- Do they enable you to accept popular payment methods like Apple Pay, Google Pay, and other digital wallets?
- Is the provider's card reader cellular-enabled, or does it offer an offline mode, so that you can accept payments even in environments with poor internet connection?
- Is there a central dashboard where you can manage and monitor your card readers?
- Can you easily expand to new channels and markets with minimal additional engineering effort?

## Integration experience

- Are you able to use the provider's payment processing and software services through a multiprocessor setup with your existing payment service providers?
  - Does the provider only process payments, or do they offer supplementary products and services such as fraud prevention, authorization optimizations, checkout optimization tools, billing, tax, invoicing, revenue reconciliation, and analytics and reporting?
- What types of apps and connectors does the provider offer to help you integrate important workflows?
- Does the provider have a network of certified consulting, GSI, and technology partners to help you launch quickly and make the most out of your integration?
- What is the average time to go live, what development resources are you expected to provide, and what implementation support does the payments provider offer?
  - What is the quality of that support, and how long does it take to implement technical resources when requested?
- Which programming languages are supported by the API, and are additional tools (code samples, SDKs, and clear, usable documentation) available?
- Does their documentation include code snippets, detailed steps, and easy-to-follow recipes?
- Does the provider offer low-code or no-code solutions to help you save time?
- Do they offer a test environment or sandbox as well as test cards and bank accounts that capture your unique payments needs?
- How much engineering time and cost can your provider help you save?

## Architecture

- Does the provider publish their uptime and offer a transparent view of real-time platform health metrics?
- What are their stated SLAs for API availability? What is the actual historical uptime for the last 12-month period?
- Will the payments provider's technology complement and improve your existing systems, reducing complexity and future-proofing your payments stack?
- How quickly can they turn on new payment methods?
- How reliable and scalable is their infrastructure? Can it maintain consistently high uptime during peak seasons like the holidays and Black Friday and Cyber Monday?
  - Are they able to scale to your volume and handle peak events?

## Payments performance

- Can they support additional authorization and capture use cases, such as incremental authorizations, extended authorization windows, and over-captures?
- How do they optimize conversions and authorization rates?
  - Are machine learning and AI utilized in optimization efforts?
- Do they help you understand and improve performance based on the nuances of your business, offering a transparent view into authorization rate uplift?
- What partnerships does the provider have with issuers to improve acceptance rates?
- Can they give you a high degree of transparency into your payments costs, including detailed interchange and scheme fees associated with each transaction and surfacing opportunities to reduce costs?
- How do they keep payment details up-to-date to maximize successful transactions?
  - Do they offer batch and real-time card account updater? In which markets?
- Can they offer network tokens, and can they optimize their use by dynamically routing tokens or PANs to maximize uplift? In which markets?
- Do they support appropriate dunning logic to recover failed payments, such as automatic retries based on custom retry rules or machine learning-powered smart retry logic?
  - Is this logic customizable without additional development effort?

## Global coverage and checkout optimization

### Checkout experience

- Does the provider offer an **accelerated checkout**, such as the ability to store card or bank information and subsequently check out with one click?
- Does the provider offer the ability to process bank payments with the same benefits as credit cards by offering instant transaction confirmation, protection from common ACH failures, and faster settlement at a rate that's cheaper than processing a credit card?
- Does the provider offer the ability to customize the styling of the payments form to match your website?
- Does the provider handle payment method eligibility logic to reduce payment method failures?
- Do they offer the ability to autofill addresses?
- Can the provider automatically calculate, display, and collect tax on applicable transactions?
- Can they provide automated transaction failure error messages?
- Can they automatically detect invalid card numbers, expired card dates, incorrect CVC/CVV, or incorrect months before submitting the transaction?

### Global coverage and localization

- Can the provider help you navigate local regulations to maximize authorization rates and minimize compliance?
- Can they dynamically optimize your checkout flow based on the customer's location, including displaying local currency?
- In which languages are their products localized? Which languages can the customer support staff manage?
- In which markets are their products available?
- In which markets does the provider offer local acquiring?
- In which markets is the provider directly connected to the card networks?
- Which presentment currencies are offered and in which markets? Which settlement currencies?

### Local payment methods

- What are the steps to set up payment methods, and how quickly can new payment methods be turned on?
  - Is additional development effort required on your end to support a new payment method?

- Do they provide the ability to configure payment methods and write custom rules for when they appear?
- Do you need to register as a local entity to onboard onto a local payment method?
- How do they optimize the performance of these payment methods?
  - Do they provide the ability to A/B test payment methods?
- Do they offer a unified view of all payments, including diverse payment methods, to improve reporting and reconciliation?
- Does the provider give you the ability to display financing options such as buy now, pay later payment methods to reduce friction and improve conversions at checkout?

### **Cross-border settlements**

- Do you need to register as a local entity to enable local settlements?
- In which countries and currencies can the provider settle funds?
- Can they take on the risk of foreign exchange rate fluctuations between the charge and settlement?

## **Risk management**

### **Fraud**

- Do they offer a built-in fraud solution? If not, what does the integration process look like, and how long would it take? Does it need monitoring and updates?
- How do the tools available mitigate false positives?
- Does the provider's fraud tool calculate risk scores? Is there flexibility in the treatment of risk scores?
- What inputs are utilized to determine risk scores and make a fraud risk assessment?
  - Does the fraud tool use machine learning? If so, what is the scale of transaction data used to train fraud models?
- Can you create custom fraud rules to manage how your business handles incoming payments and block suspicious activity?
- Does the fraud prevention tool allow for manual review of suspicious transactions?
- Do they offer machine learning-based personalized recommendations for charges to refund based on the likelihood they will result in disputes?

- Can you backtest your rules to see what would have been blocked? Do you need to manually label disputed transactions?
- How does the fraud solution work with new fraud types like card testing?
- Can you customize how the machine learning algorithm works for your business?
- Do they provide fraud analytics, including trends and proactive recommendations and alerts, to identify and mitigate unusual fraud patterns before they become real issues?
- Do they provide risk scores for transactions processed with other payment processors?

## Disputes

- What tools or services are offered to minimize chargebacks?
- How does the provider optimize and automate dispute responses to maximize chances of success?
- Can they calculate win rate probabilities for individual disputes to help triage priorities for response?
- Do they allow you to programmatically manage disputes using an API, with functionality to upload evidence, respond to disputes, and receive dispute events using webhooks?
- Do they provide recommendations for evidence to submit for individual disputes?
- Do they integrate with network solutions like Verifi and Ethoca to help mitigate the risk of disputes, or would those require a separate integration?
- Do they offer ways to help you reduce your dispute rate and automatically refund specific transactions?

## Reporting and analytics

- Do they allow for custom data fields that can be associated with any object (e.g., a unique transaction ID traced throughout its lifecycle)?
- What key metrics and KPIs are provided as standard via the dashboard? What prebuilt reports are offered?
  - Is the reporting system updated in real time?
- Can they support ingesting data in a continuous way and integrating into existing flows or monitoring tools?
  - Are APIs offered to import data into existing infrastructure?
- What tools are available for analyzing and visualizing data on an ad hoc basis?
- Do they offer prebuilt pipelines that connect your payment data to your data storage provider?

## Reconciliation

- Do they offer a unified view of payments across your organization?
- Can they support transaction-level reporting, including all relevant fees?
- Can unique transaction IDs be used to track payments from origination to settlement, regardless of the channel (POS and online)?
- Which reconciliation processes does the provider automate?
- Does the provider support gross or net settlement?
- How quickly after settlement is data available?

## Privacy and security

- Are the provider's services PCI Data Security Standard (PCI DSS) compliant and validated by a third party?
- Can the provider show audited SOC 1 and 2 and PCI reports?
- How does the system protect itself from denial-of-service (DoS) attacks?
- Does the provider offer tools to minimize or eliminate your PCI exposure, while giving flexibility and control over your checkout experience?
- Can your provider tokenize PANs at the point of customer interaction?
- How are data transfers managed to ensure that data is both secure and in compliance with PCI standards and relevant local regulations (e.g., GDPR)?

## Professional services and account management

- Does the provider have consultants in each market to advise on local nuances and share lessons learned from companies operating in those markets?
- Can the provider offer customer references and in-depth case studies from companies that are trying to solve challenges similar to yours?
- Can the professional services team help you anticipate design considerations to build scalable solutions for future growth?
- Beyond the technical implementation, does the professional services team help you with change management across your product and engineering, finance, accounting, operations, and customer service teams?
- Can the implementation services team help you launch within your target timeline?



- Can the professional services team help you optimize your existing payments, fraud, and billing strategies to drive revenue and reduce costs?
- Can the team help you launch new business lines, expand into new markets, and anticipate regulatory changes and financial trends?
- Will the provider share regular updates on their roadmap?
- Does the provider offer opportunities for you to share feedback and influence the roadmap?