



Contact: [Lorant.Szabo@trendalyze.ca](mailto:Lorant.Szabo@trendalyze.ca)

## **Trendalyze helps card payment processors and credit card issuer banks to monitor their transactions and ensure an optimal fee structure is always in place for their customers.**

VISA, Mastercard and the other card brands use a so called 'Interchange' fee as a reimbursement fee between credit card issuer banks and credit card payment processors. The payment processor companies pay this fee on a daily basis for millions of payment transactions they process.

It is extremely important for everybody in the payments ecosystem to ensure that each and every payment transaction is assigned the proper fee. Incorrect fees will impact the issuer banks, the card brands, the processor companies, as well as their customers presenting an ongoing financial and reputational risk.

Whenever errors occur the challenge is to catch the errors as fast as possible to allow for immediate corrective action and to minimize the financial impact. As millions of transactions are processed every day, catching these anomalies and analyzing the root causes can be a very labor intensive and time consuming task.

We developed an interchange fee monitoring solution to reduce the time and cost of analysis for the payment processors and card issuer banks. Our solution provides an easy and intuitive way for analysts to assess the correctness of the fees applied and to set monitors on millions of data points to automatically capture anomalies and exceptions in a timely manner. Business analysts without specialized data analytics and statistical skills are empowered to spot suspicious sequences of trends (motifs) and search for the occurrence of these motifs across billions of transactions in Motif Explorer. Motifs and patterns of interest can be saved and monitored automatically in Trend Tracker with alerts sent to the mobile device of choice of the users.

We see this solution to be the first of a series. We believe that we have a variety of innovative business uses for Trendalyze in the fintech sector and we are working on new applications that will revolutionize the way analysis is performed in this space.