



# Icon and Request to Pay

Request to Pay is one of the most talked-about initiatives in the payments industry at present. It enables flexible ways for money to move between people, organisations and businesses and is an enabling mechanism for a range of different payment scenarios or use cases. Yet despite demand and opportunity, widespread adoption remains limited.

## Why Request to Pay?

- The demand for Request to Pay is there and clear trends are emerging - 96% of corporates are interested in using Request to Pay and 89% of Corporates are interested in using Request to Pay cross border [“Request to Pay: What Corporates Want”, EBA, June 2021].
- Request to Pay is a serious contender for disrupting expensive card payments and the card giants are already taking action - 71% think Request to Pay will reduce merchants’ dependency on cards and 87% see Request to Pay as a good alternative to Direct Debits [“Demystifying Request to pay”, Icon, January 2022].
- A key part of imminent national infrastructure renewals and regulatory driven changes such NPA and EPI.
- An opportunity for those that can quickly bring innovative services to market - and new products are emerging all the time.

## The opportunities

Request to Pay will enable new and improved payments experiences, and offer commercial opportunities for banks and their customers, by improving services and enabling new revenue streams.

- **Banks:** new revenue opportunities through Request to Pay products and services. Improved customer experiences will increase engagement and loyalty, reduce churn, and drive customer acquisition.
- **Request to Pay service providers:** can generate revenue from service usage and transaction volumes.
- **Merchants:** gain an alternative to cards resulting in cost savings on interchange fees.
- **Billers:** can realise reduced overheads handling reconciliation, cash management, tracking and debt/late payment management.
- **All providers:** opportunity to upsell additional services (such as BNPL) alongside the request.

## The challenges

When considering the industry challenges that need to be addressed for adoption of Request to Pay, the top-ranking answer was bank readiness [“Demystifying Request to pay”, Icon, January 2022].

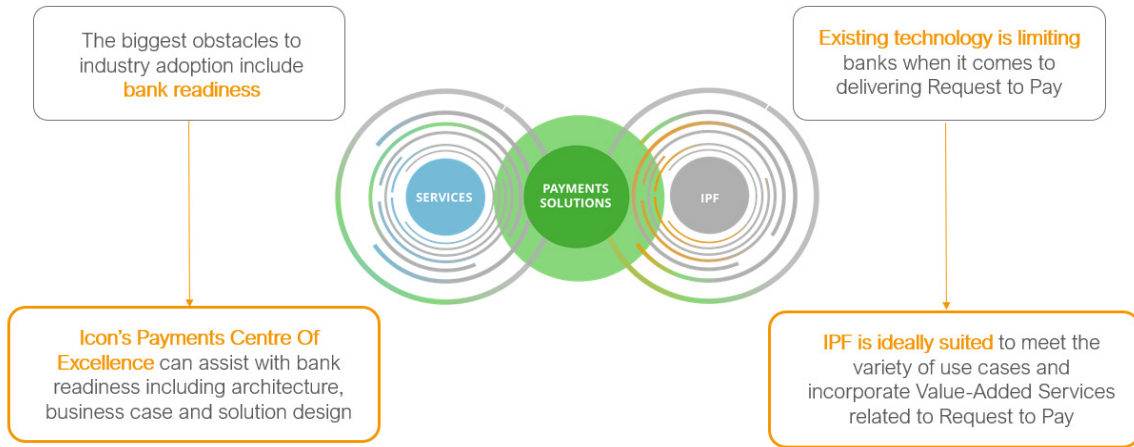
This finding reflects the fact that existing infrastructure simply does not have the flexibility to bring differentiated services to market quickly and safely. Successfully launching Request to Pay services will require a transformation of the underlying technology, as well as a broader cultural shift to embrace agility. Establishing a Request to Pay service will impact many areas of a bank’s operations and infrastructure.

Identifying a pragmatic, navigable path to transform existing technology estates, in tandem with a clear strategy that is aligned with broader business objectives, will be critical to accelerating bank support for Request to Pay and remaining competitive in the long-term.

# Why Icon?

Icon works with clients and actively engages stakeholders across the payments ecosystem to be at the forefront of new industry developments. For over a decade, Icon has worked with clients to adapt to a rapidly changing payments ecosystem and support an increasing range of payment schemes, methods and rails.

Icon enables banks to meet the changing demands of an open, digital and real-time payments business, through a unique combination of innovative technology and industry-leading domain experts, services and payments centre of excellence.



## Icon's consulting services

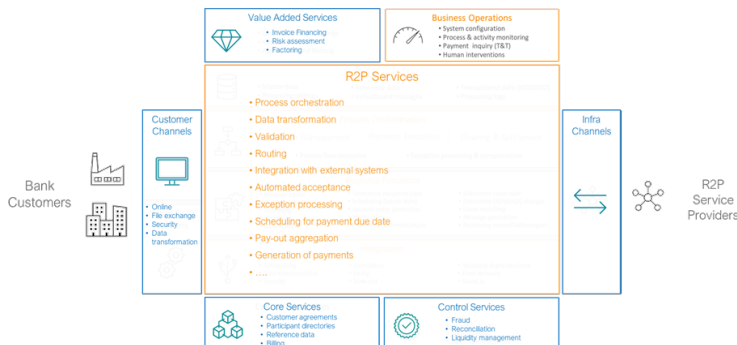
Icon simplifies banking transformation by taking the time to understand our customers' problems and aligning their business objectives, vision, strategy and roadmap through to delivery. As organisations look to deploy Request to Pay services, our consulting services and centre of excellence provide:

- Maturity / business value assessment
- Customer strategy and business case definition
- Use cases and requirements
- Architecture impact analysis
- Solution design and development plan
- Delivery and implementation approach



### Enabling our clients R2P requirements with IPF

Core R2P processing facilitated with the ability to involve key value-added services



## Icon's payments platform: IPF

IPF is a highly flexible and extensible payment platform, meaning it is ideally suited to meet a variety of use cases and incorporate value-added services related to Request to Pay. We have extended our IPF platform in an innovative way to provide Request to Pay solutions, which is based on the SEPA rulebook and covers both the creditor and debtor perspective.

**DISCOVER HOW ICON SOLUTIONS CAN HELP YOU WITH REQUEST TO PAY**

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