

CASE STUDY

# Delivering innovation in the commercial payments space to help businesses simplify and better control their expense

EedenBull had specific functional and operational requirements to enable the business to scale and add new capabilities.



## About Eedenbull

EedenBull drives change and secures long-term competitive advantages for its bank partners and their customers around the world and is:

- A licensed e-Money Institution (EMI) under EU/EEA regulations
- Ready for Open Banking and opportunities provided by PSD2 with AISP/PISP licences
- Holder of Principal card issuing licences with Visa, Mastercard and UnionPay
- A strategic partner with Visa and Mastercard in multiple regions globally.

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**Nicki Bisgaard**  
CEO, Eedenbull

## Situation

Recognising the lack of innovation and investment in the commercial payments space, EedenBull designed its Q Business solution to help businesses simplify payments and improve their control of spend.

Q Business includes commercial cards, a web based management module for the administrator and a mobile app for the employees. The platform provides automation of accounting processes, digitisation of expense management and extensive analytics of spend.

## Challenge

As part of its selection process, EedenBull needed its processing partner to meet specific functional and operational requirements. These would help the business scale, add new capabilities and transition operational elements to EedenBull as its solution reached particular strategic milestones.

The team had also developed a clear roadmap for its international expansion that its processor would need to support.





## Solution

'The fact that GPS offers both Visa and Mastercard processing was important to us in achieving the broadest market appeal', said Nicki Bisgaard, CEO at EedenBull.

EedenBull used GPS Protect to meet scheme requirements related to transaction monitoring and fraud prevention as well as its powerful Smart Client functionality to create, configure and control its Q Business programme. 'The implementation process went to plan with no delays', said Nicki. 'And the training we received to use Smart Client was great'.

By choosing GPS, EedenBull was also able to launch with GPS performing functions that could eventually be taken in-house. 'The different modes of operation meant that we could launch with GPS performing our authorisations with the ability for us to easily change modes and do that ourselves at a later date', said Nicki. 'Being able to plan ahead in that way was very important to us. It means we will avoid both expense and complexity when we are ready to take over the authorisation process, which is central to our product development strategy'.

EedenBull also saw the international profile of GPS as an important differentiator as the team planned to expand into the Asia Pacific region where GPS already has its own operational capabilities.

As the solution progressed through its development phase, there were a few issues along the way. 'Our original idea for how to load the card didn't work out', recalls Nicki. 'GPS helped us move to a prefunded virtual card which resolved the issue. Our Project Manager was outstanding both when we were able to meet in person and while working remotely'.

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## Results

The EedenBull team has already secured commercial relationships with 65 banks who are now selling its Q Business solution to their SME customers with discussions with many other potential bank partners currently taking place globally.

## Benefits

'We actually underestimated what you can do with the GPS platform and we are finding new ways to maximise the value it can deliver to EedenBull', said Nicki. 'Looking ahead, the GPS platform offers functionality that will help us advance the EedenBull solution such as virtual card and issuance that we can begin using when we are strategically ready'.

# Looking for a Paytech Partner? Let's talk about your big idea