

Redefining Revenue Growth in Digital Payments

Client Overview

A global payments provider sought to expand its service offerings by integrating complementary business solutions without the burden of sourcing, managing, and integrating new partnerships. The company needed a cost-effective, scalable marketplace that could drive revenue growth while minimizing operational complexity.

The Challenge

The company faced three key obstacles in launching a business services marketplace:

1. **Expanding Revenue Streams Efficiently** – The company wanted to leverage trusted third-party services to create new revenue opportunities without investing significant resources into sourcing and curating vendors.
2. **Limited Internal Bandwidth** – The company's technology teams were fully committed to other IT and infrastructure projects, leaving no capacity to build and manage a new marketplace.
3. **Lack of Integration Expertise** – The company lacked the enterprise software skillset to integrate DX Portal APIs for onboarding and service management, making automation a challenge.

Without a scalable solution, launching and managing a bundled service marketplace would have been a resource-heavy, time-intensive process.

The Solution

Vastly's Technology team implemented DX Portal, providing the company with a pre-integrated, fully managed platform that allowed for rapid deployment without disrupting internal operations.

Key Features:

- **Pre-Configured Marketplace** – The company selected vendors from a curated menu of integrated services, allowing for a cost-effective bundled offering.
- **No IT Team Involvement Required** – DX Portal was branded and configured without diverting internal technology teams from critical infrastructure projects.
- **Automated Enrollment & Management** – Instead of direct API integration, DX Portal enabled bulk file uploads for seamless onboarding and offboarding, reducing the need for custom software engineering.

This low-friction implementation allowed the company to launch and scale its business services marketplace quickly and efficiently.

The Results

By leveraging Vastly's **DX Portal**, the company successfully:

- **Drove new revenue growth** by enrolling existing and new customers into bundled service offerings.
- **Increased profit margins** through pre-negotiated wholesale rates with integrated vendors.
- **Deployed the solution with minimal internal effort**, ensuring IT teams remained focused on core infrastructure projects.
- **Streamlined onboarding** without requiring direct API integration, making service management effortless.

The tailored marketplace solution provided a scalable, automated revenue stream while eliminating the complexity of vendor sourcing, service integration, and internal development.

Next Developments

Vastly and the company continue to enhance DX Portal, with planned updates including:

- **Expanded vendor offerings** – Increasing the range of complementary services available.
- **More automation** – Additional workflow improvements to further simplify customer enrollments and service management.
- **Advanced analytics** – Greater insights into service adoption, performance, and customer engagement.

This ongoing innovation ensures the company can continue optimizing its marketplace for sustained revenue growth and customer value.