

Glenbrook Payments Industry Education



Glenbrook’s Payments Boot Camps and Workshops provide knowledge and insight into the payments industry. These small group sessions are taught by partners at Glenbrook — senior executives with years of experience in the industry.

Glenbrook’s workshops are comprehensive, covering industry topics from “soup to nuts.” We cover business structure and economics, market positions and strategies, technology, regulation, operations and risk management. We discuss current trends and issues and place them into the context of current industry practices.

Glenbrook workshops are **time-efficient**, **comprehensive**, and **unbiased**, allowing managers to quickly understand the payments industry.

All Glenbrook events are taught by partners at Glenbrook, industry veterans who have broad and deep experience with banks, payments processors, technology firms, card networks and payments start-ups. We encourage active audience participation and discussion.

Who attends Glenbrook payments education events?

- Product and strategy managers from banks, card networks, processors, and technology and service providers who want to understand systems and developments outside of their own product or service area
- Sales and business development managers who need to understand the impact of emerging trends on channel, partnership, and purchase decisions
- Technology and service executives who are building products that leverage payments systems
- Investors, inventors and analysts who want to improve their knowledge base on existing and emerging payments systems
- Management teams from payments start-up companies who want to gain insight into what has been successful — and what hasn’t — as the industry has evolved
- Managers in all disciplines who are new to the payments industry
- Payments and treasury managers from merchants, billers, and enterprises who want to improve their use of payments systems

“Great analysis of the emerging payments players — sorts through the hype to help understand business models and critical success factors.”

— Johnny Roland, Cisco, Cisco Financial Services Industry Consulting



^The Payments Boot Camp

Glenbrook's popular Payments Boot Camp is an intensive, two day "deep dive" into the U.S. payments systems — providing a unique cross-payments system view of this important industry. Throughout the two days, we focus on ensuring an understanding of how current trends and issues will affect the status quo and on how new and emerging players may complement — or threaten — industry incumbents.

Over 3,000 payments professionals have attended Glenbrook Payments Boot Camps.

Glenbrook's Payments Boot Camp is an excellent networking environment, providing payments professionals an opportunity to connect with their peers in a small group setting.

The Payments Boot Camps are held in the San Francisco Bay Area and in New York City. See www.glenbrook.com for the current schedule of available sessions.

The Payments Boot Camp Agenda

Overview: what a payments system is: designs, functions and uses; payments systems volumes and the dramatic shifts in actual and projected payments usage; the payments perspectives of key constituents: users (consumers, merchants, billers and enterprises) and providers (banks, networks, processors).

Core Systems: how the basic payments systems in the U.S. work. Separate sections on cards (credit, debit, prepaid; issuing and acquiring), checking, ACH, cash and wire transfer. We cover these systems in depth, explaining the value chain, who the players are, what drives the fundamental economics of the systems, who the regulators are and how the rules are set and changed.

Emerging Payments: This section covers emerging and evolving payments markets and infrastructures, including eCommerce, chip and contactless cards, new ACH-based products, international remittances, mobile banking and mobile payments. Key players are covered within each payment domain: POS payments, online payments, bill payment, P2P and B2B. Finish with Glenbrook's "Natural Laws of Payments!"

“Glenbrook's Payments Boot Camp provides solid grounding on the payments industry and valuable insight into emerging trends. We've sent both senior managers and new employees through the course, and it has helped them understand how our products and services fit into the industry as a whole.”

—Jamie Henry, Director, eCommerce Solutions, First Data



^Private Payments Workshops

Glenbrook offers private payments workshops at your location. A private Glenbrook workshop gives you a unique opportunity to expand your team's knowledge of the payments industry.

Glenbrook's private workshops have been successfully used by companies:

- **As a group training session** — to ensure that employees gain a common ground in understanding payments systems basics and current trends and issues
- **As a management team strategy session** — combining learning about key payments systems issues with an interactive exploration of ideas and opportunities. This type of session can be combined with a Glenbrook-facilitated discussion of product opportunities

Private workshops are available using the agenda and materials from Glenbrook's Payments Boot Camp, or agendas can be customized using elements from both our standard course and a wide array of specialized modules. Agendas can also be tailored for either payments industry "experts" or for newcomers. Glenbrook has conducted private workshops on specialized topics including:

- Cross Border eCommerce
- The Acquiring Value Chain
- Mobile Payments
- Global Online Payments
- Bill Payment
- Prepaid Cards
- Loyalty Programs
- eCommerce Payments Risk Management
- Business to Business Payments

Private payments workshops are available in one, one-and-a-half day, and two day formats. Fees are per session, rather than per seat, so your company may have as many attendees as you like at the sessions.

“Last year I attended Glenbrook’s public Payments Boot Camp. This intense workshop offered insight and clarity into the industry. Based on this, we decided to invest our training dollars in a private workshop, in order to share that knowledge across the organization. Glenbrook delivered a custom solution that exceeded our expectations.”

— Zachary Minton, Manager, Learning and Development, Merchant Link

^About Glenbrook

Founded in 2001, Glenbrook is a payments strategy consulting firm that offers a unique combination of specialized skills in electronic and mobile payments. With years of hands-on operating experience in executive roles at payments processors, banks, card networks and technology firms, and an extensive network of trusted relationships, Glenbrook delivers solid advice and actionable plans to clients, including payments providers, merchants, corporate finance teams and investors.

In our consulting practice, we focus on strategy definition, product development, and the application of innovative technologies to solve important business problems.

Questions? Email us at bootcamp@glenbrook.com or contact Glenbrook partner Carol Coye Benson at 541.301.0139.

In concert with our consulting practice, we provide tools to deliver knowledge and insight to payments professionals:

- **Payments News:** a daily blog with free email, RSS and Twitter feeds. The most-read blog in the payments industry
- **Payments Boot Camps and Workshops**
- **Payments Views:** a blog with opinion pieces and comments – written by Glenbrook team members and guest contributors
- **Payments Jobs Career Center:** post or find jobs in the industry
- **Research Notes by Glenbrook Partners:** in-depth investigation of key topics in the industry