

## UBS SUCCESSFULLY LAUNCHES MPOS BY PARTNERING WITH SUMUP

Full-service bank enables card acceptance for SMEs in Switzerland

### The Goal

## BROADEN PRODUCT PORTFOLIO WITH INNOVATIVE CARD ACCEPTANCE

Being the leading full-service bank in Switzerland and reaching more than 120.000 Swiss businesses, UBS strives to provide various innovative banking services for business clients. A challenge was to offer the small and medium sized enterprise (SME) client base an economical card terminal without tying up significant resources on the bank's side for a sub-set of its business customers.

By offering an accessible mobile point of sale (mPOS) product, UBS would not only monetize the card turnover of their business customers, but also present a unique offering which would attract new customers to its core services as well as increase activity on its accounts, thereby creating more valuable and loyal customers.

- ✓ **Fastest Access to card acceptance for the SME client base**
- ✓ **Additional revenue streams, retention and innovative image**
- ✓ **Thousands of satisfied customers**

***“Through the seamless partnership with SumUp, we offer our business clients valuable next-level technology that helps them run their business more efficient.”***

Joscha Gelbach, Corporate & Institutional Clients

UBS is the leading full-service bank in Switzerland, looking back on more than 150 years of banking experience. Besides wealth management, asset management and investment banking, one main focus is on business banking services.



## The Solution

### **PARTNER WITH THE WORLD'S LEADING MPOS PROVIDER**

The product team at UBS decided to partner with SumUp as an experienced mPOS technology provider that enables the bank to launch a product quickly and would save significant resources on developing a service in-house.

SumUp is the global leader in mobile card acceptance for SMEs with a strong focus on partnerships. With a 100 % digital and fast onboarding process, no recurring costs and no contractual obligations at an attractive one-off hardware price, SumUp's offering appeals to a broad range of UBS' business customers. Thanks to SumUp's set of partnership tools - such as a co-branded hosted website, a set of marketing collaterals, automated partner reporting and an end-to-end mPOS service - UBS was able to successfully launch an innovative card acceptance solution in partnership with SumUp.



## The Result

### **THE BEST CARD ACCEPTANCE OFFER FOR UBS CLIENTS**

Together, UBS and SumUp started offering card acceptance for business customers through SumUp's innovative card terminal. Since 2014, thousands of new and existing UBS clients have been using the service. In total, more than 700.000 end-customers have paid by card at UBS business clients using SumUp, generating more than 1.2 million transactions. On top of the created account activity, the additional revenue stream and increased business customer loyalty, UBS strengthened its position as Switzerland's most innovative bank institute by offering a cutting-edge technology payment solution to their business clients.

**Joscha Gelbach, Corporate & Institutional Clients** said: "Through the seamless partnership with SumUp, we offer our business clients valuable next-level technology that helps them run their business more efficient. We were very impressed with SumUp's impeccable rollout of the partnership that underscored their extensive global experience.

## Get in Touch

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