

Finix Receives Excellence in Best Practices

Enabling Technology Leadership Recognition

Best Practices Awards

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Frost & Sullivan

In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry – A Global Growth Partnership Company.

The company demonstrates a strong overall performance.

Frost & Sullivan is proud to bestow the 2021 North American Enabling Technology Leadership Award in the payment infrastructure industry to Finix.



Finix has deep-rooted relationships with their clients, supporting them every step of the way with a team of payments and engineering experts. The company's vision has gained support from numerous investors and partners, resulting in over \$100 million in funds raised. Finix also extended 10% of its Series B extension to Black and Latinx investors; a move that garnered the support of other companies that have joined in this cause.

Working purposefully to fulfill its vision of enabling every company to become a fintech company as they develop, underpinned by its commitment to advancing the industry, Finix emphasizes a "birth to growth" approach that allows clients to future-proof their payment stacks and evolve with Finix over time.

Analysts evaluated key factors according to the below criteria.

Technology Leverage

Commitment
to
Innovation

Commitment
to
Creativity

Stage
Gate
Efficiency

Commercialization
Success

Application
Diversity

Customer Impact

Price &
Performance
Value

Customer
Purchase
Experience

Customer
Ownership
Experience

Customer
Service
Experience

Brand
Equity

In contrast to other market players, Finix's mission is to simplify payment processes and make them more accessible for SaaS platforms. Finix provides a comprehensive, full-stack, developer-friendly payment infrastructure. It is ideal for clients who want to become full-fledged payment facilitators right away as well as clients seeking to gradually expand payment capabilities with Finix as they scale—with the overall objective to own and control their payments capabilities completely.

Jeffrey Castilla,
Best Practices Research Team Leader

