

# Visa B2B Acceptance

Unlocking commercial growth opportunities  
for buyers, suppliers and Financial Institutions

Materialise the value of  
commercial cards as one of the  
best ways to pay and be paid

By developing tools and solutions, providing consultancy and education, partnering with FinTechs – and more – Visa is committed to creating a stronger, more transparent commercial payments ecosystem with benefits for all parties.

Visa B2B Acceptance is driving change in the commercial payments ecosystem with a unique, holistic approach.

By communicating the value of acceptance to both buyers and suppliers, Visa empowers more cardholders and suppliers to utilise commercial cards as their preferred method of making and receiving payments.

Our holistic approach:

- ✓ Educate suppliers on the benefits and overall value of commercial card acceptance
- ✓ Engage strategically with suppliers to identify paths to viable acceptance
- ✓ Develop products and solutions that improve the supplier experience and reduce barriers to acceptance
- ✓ Enable choice through flexible economics solutions and by providing more ways to pay by card
- ✓ Help drive card-based payment volume for issuers and support buyers' card programs by expanding the network of card-accepting suppliers



The value that Visa B2B Acceptance can provide for stakeholders:



Issuers can:

- Increase card-based payment volume
- Better meet the needs of their commercial customers
- Maximise the value their card programs provide



Corporate buyers can:

- Pay more suppliers with their commercial card as their preferred payment method
- Streamline the payments experience
- Maximise the value and return of their card programs



Suppliers can:

- Increase card acceptance with greater confidence in the value they receive in return
- Achieve increase in sales
- Expand their buyer base
- Deliver a better customer experience by accepting their customers' preferred payment method



Acquirers can:

- Facilitate increased payments volume for existing card accepting merchants
- Expand their merchant portfolios as more suppliers agree to accept card payments
- Reduce merchant attrition



Are you ready to unlock your commercial growth?

Contact us today to learn how Visa B2B Acceptance can help you capture the value of commercial card payments.  
Contact: [B2BAcceptance@visa.com](mailto:B2BAcceptance@visa.com)

Scan or click the QR code to read our whitepaper on the quantifiable benefits of card acceptance for large suppliers in Asia Pacific.