



THE
PAYMENTS
CONSULTANCY

FOR IMMEDIATE RELEASE

Optima and PCL form strategic alliance

Creating Europe's leading source of cards and payments expertise

Optima today announced a strategic alliance with PCL (Piran Consulting Limited), formalising the long-standing relationship between the two companies built over many years.

The new partnership brings together complimentary areas of expertise in the rapidly moving payments landscape. The combined practice has vast experience with key brands in the payments ecosystem including issuers, acquirers, payment networks, PSPs, retailers and mobile operators.

Optima's focus

- **Payment scheme fee services:** comparison studies, billing audits and modelling support.
- **Management information, financial modelling and dashboards:** benchmark reporting, insight and analytics and the creation, development and implementation of bespoke management tools.
- **Training and business simulations:** training courses, coaching and training simulations.
- **Regulatory compliance and reporting solutions:** an end-to-end payments reporting service created to address the IFR regulation 2015/751 on card-based payment transactions.

PCL's focus

- **Market and product entry:** competitor analysis, proposition and product development, compliance frameworks, target operating models.
- **Benchmarking:** qualitative process benchmarking across the entire value chain, quantitative benchmarking of performance.
- **Partnership development:** partner selection, deal audits, cost analysis, contracts, negotiation strategy.
- **Strategy and insight:** market research, market analysis, thought leadership, industry trends and insights, mobile payments, technology choices.

"Our strategic insight and commercial pragmatism will make a measurable difference to clients – with output that sits on the desk, not on the shelf" said PCL's director Matt Simester. "This partnership will help clients to navigate complexity in a rapidly changing industry."

"This cements our already strong relationship and brings together under one roof a wider range of subject-matter experts for our clients" said Optima's founding director Mark O'Keefe. "It will help to realise our ambition to be one of the most-respected payments consultancies in Europe."



Notes for editors:

Optima Consultancy

Optima was established in 2007 as a specialist consultancy in cards and payments. Their consultants have had the privilege to engage with some of the biggest global brands across the payments value chain.

PCL

PCL is one of the most respected boutique payments consultancies engaging with clients in the UK, Europe and Internationally. It was established to provide clients with deep subject matter expertise from the world of cards, loyalty and payments.

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