



Industry Consultants Launch Integrated Payments Survey for Software Developers to Assess Trends and State of Industry

SkyRocket Group to capture snapshot of complex payments industry; survey sponsored by Payment Processing, Inc.

Erie, PA – March 16, 2011 – Payments industry consultancy, the SkyRocket Group, has launched a survey for software developers, attempting to capture a snapshot of the state of integrated payments as it exists in early 2011. The survey is sponsored by Payment Processing, Inc. (PPI) as part of their 'Integrated Payments Educational Series' program.

As the move to integrated payments accelerates and grows more complex, developers find opportunities for product differentiation related to payments. A growing number of software developers have delivered a variety of applications with integrated payments functionality to the market and the survey's findings will provide a better understanding of recent activities in the field, as well as plans for the coming year. Using the results of the survey – entitled *Integrated Payments Market Survey: Trends & 2011 Plans* – the SkyRocket Group intends to develop a white paper showcasing the findings and share the data, upon request, with the application developer community.

Garrett Geib of the SkyRocket Group explained, "For some time, integrated payments has been a very active field. Between PCI mandates, new technologies and noise in the marketplace, we've found that software developers are having their development schedules impacted. What we hope to understand from this survey is how developers, to date, have approached payments and what they're planning for the near-term."

"The world of integrated payments can be very confusing for software developers," added Chuck Riegel, PPI's Executive Vice President. "Our Integrated Payments Educational Series probes topics developers face when delivering payment functionality. We're excited to sponsor this research and feel it will be beneficial to software developers working through these challenges."

The entire survey takes approximately 15 minutes to complete and is designed specifically for developers who build applications with integrated payments. Participants receive a small monetary compensation for completing the survey. The online survey will be distributed widely among the developer community through the first half of 2011 and is accessible at www.skyrocketgroup.com/Survey.

About SkyRocket Group

Since 2002, the SkyRocket Group has been successfully operating as a marketing department for many small businesses throughout the country. We link creativity with technology by providing a mix of marketing services that get your message across in print, in person and online. To learn more, visit www.skyrocketgroup.com.

About Payment Processing, Inc.

Since 1995, PPI has been partnering with software developers and their customers, delivering nothing less

than robust, stable, fully supported and profitable integrated payment solutions. In 2010, PPI processed in excess of \$6.5 billion in Visa[®] and MasterCard[®] payments. We provide developers with a full range of in-house services for building and promoting integrated payment solutions, including PPI-developed hosted payment services, integration support, customer support, marketing assistance and PA-DSS/PCI DSS security services. It's why more than 1,500 partners and 46,000 businesses have selected Payment Processing, Inc. as their dedicated payment professionals. Learn more at www.paypros.com.

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