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The Software Perspective: Turning Payments Complexity into Your Platform Advantage
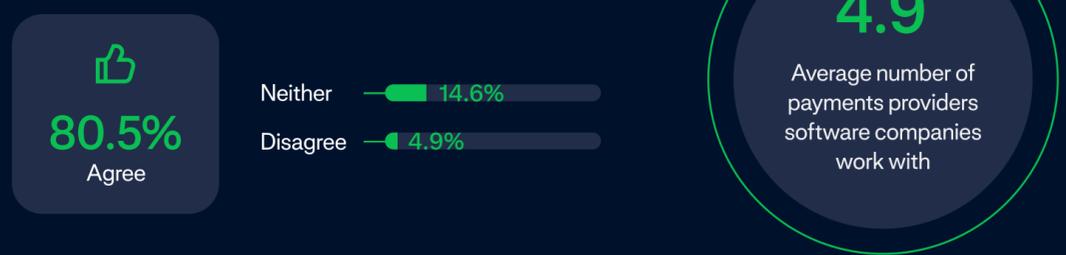
Adyen, in partnership with TSG, conducted a survey of 76 software companies to learn more about their payments challenges and priorities. Software companies had revenues exceeding $10m annually, with over 80% generating over $100m. All participants serve the financial services vertical, among other industries.

Pursuing simplification with a crowded payments stack

The consolidation paradox

There is a gap between preference and reality. Software companies prefer consolidation but operationally use several providers.

Software company logic: "Why orchestrate 5 PSPs when one provider can give us 95% of what we need?"

80.5% Agree

Neither 14.6%
Disagree 4.9%

4.9
Average number of payments providers software companies work with

Software company strategy over the next 18-24 months:

64.5% are focused on consolidation

15.8% Consolidate to fewer providers for control and cost

25.0% Orchestrate multiple providers for resilience and reach

48.7% Hybrid: Consolidate core, orchestrate select markets/methods

10.5% Neither - Stay the same

Open to switching providers, yet stuck with integration challenges

The integration paradox

Integration complexity, data migration, and operational disruption are major barriers to switching payment providers.

98% of software companies would consider switching to a new payments provider yet only 25% have actually switched in the past two years, indicating significant barriers to switching exist

Companies that switched or added a provider within the last two years
74.6% No
25.4% Yes

54% of software companies identified integration complexity, changes, and compliance as a top challenge in their payments stack

Companies that would consider switching if the provider allows global scalling and improves local conversion rates
53.9% Maybe
44.7% Yes
1.3% No

Top pain points in software company payment stack:

61.8% — Fraud, risk, and chargeback management
53.9% — Integration complexity/changes/compliance
42.1% — Fragmented payment processing systems
42.1% — Payment cost and margin compression
38.2% — Global acceptance and payment methods coverage

48.7% of software companies are pursuing hybrid strategies

Platform ambitions lead to aggressive, global strategies

Platform aspiration goals

61% of software companies wanted to become the primary financial system for their customers.

To do this, they need deep integration and control, not a loosely-coupled multi-provider approach.

19.5% Neither agree or disagree
19.5% Disagree

Platform aspirants are pursuing more aggressive strategies than non-aspirants. They are driven by growth and capability expansion, not operational crisis.

Aspirants are more open to change

More strategic in their vendor selection

More willing to invest in comprehensive solutions

More likely to switch if a vendor can enable their platform vision

More focused on capabilities (issuing, payouts, marketplace) than cost

More global in their ambitions

The top triggers for switching payment providers

Platform Aspirants

Entering new geographies/verticals — 72%

New business model (marketplace/issuing) — 59%
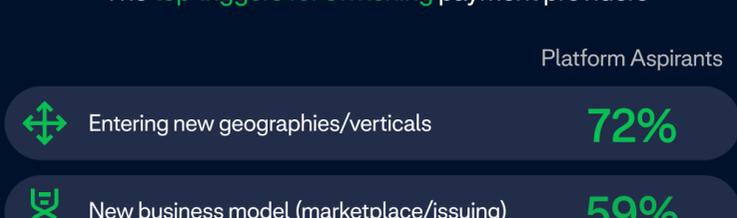
Why Adyen?

Who fits best?

Do you view payments as a core, strategic asset? Are you prioritizing control and integration over flexibility? Are you aspiring to be a comprehensive financial ecosystem for your customers?

If you answered "Yes" to these questions, you may be a good fit for Adyen's capabilities.

Platform aspirants were 17% more likely to consider Adyen as a payments provider.

Why? Because Adyen supports ambitious software players through deep integration, consolidation, and orchestration.

Learn more