Today, it has become increasingly challenging to successfully compete in both consumer and business-to-business markets. Pressure continues to mount to introduce new and differentiated products and services that are cost-effective, while at the same time will allow you to acquire customers, increase usage, reduce attrition, and ultimately increase profitable revenue.

You must find ways to continue to grow your business, while also meeting a growing number of varied cardholders’ needs. Consumers want flexible, personalized, and convenient financial management tools, while businesses want to reduce fraud, streamline payments, and ensure control and compliance with company policies.

**An empowering solution:**
**MasterCard® inControl™**
A powerful, flexible platform, MasterCard® inControl™ delivers an array of advanced authorization, transaction routing, and alert controls designed to help you create new, enhanced, and differentiated payment products.

This platform is scalable and fully customizable, and helps you launch new and enhanced products more quickly and cost-effectively. Beyond the significant cost efficiencies and speed-to-market benefits, the platform can extend card programs into new payment categories with enhanced controls and other features, resulting in the potential for new revenue opportunities.

MasterCard inControl offers both “off-the-shelf” and customizable solutions, depending on customer needs. With MasterCard inControl, you can leverage a seamless and turnkey solution.

**Differentiate your brand and help grow your business**
Among the advanced features that can be leveraged in support of consumer or commercial card portfolios are:
- Enhanced authorization controls that direct how, when, and where cards may be used to a greater level of specificity than previously supported.
MasterCard inControl empowers you to develop differentiated solutions that help drive business growth.

- Intelligent routing capability that enables a transaction to be routed through to the appropriate funding source at authorization time, depending on the transaction characteristics.
- Robust alert functionality that provides personalized, real-time communication of transaction activities.
- A virtual number feature that allows authorization, spending limits, and controls to be set on a transaction-by-transaction basis, providing enhanced levels of security, control, data capture, and traceability on every transaction.

MasterCard inControl allows you to “turn on” or combine various features and capabilities in order to develop new applications based on your business needs or customer requirements. Whether utilizing off-the-shelf features or designing new applications, MasterCard inControl empowers you to develop differentiated solutions that help drive business growth.

The possibilities are endless with MasterCard inControl
With its flexible capabilities, MasterCard inControl puts you in control of how you want to develop and manage your payment programs. MasterCard inControl takes developing new products or enhancing existing products to a completely new level.

Increased control and convenience for small-business owners and consumers

MasterCard inControl features can be combined to deliver greater convenience, security, and control to small businesses and consumers. For example, small-business owners can benefit from enhanced controls on preset spending limits and other parameters on payments cards for their employees.

Enhance and streamline corporate payments

When MasterCard InControl is used by companies as a Web-based workflow tool or accounts payable tool, its features can help reduce fraud, ensure compliance, streamline payments, and automate reconciliation.

Configure your advantage with MasterCard inControl

MasterCard inControl can be leveraged to deliver a unique value proposition for your customers while enabling you to differentiate your business in ways that are only limited by your imagination.

Call your MasterCard account manager or e-mail incontrolinfo@mastercard.com today to learn more about how MasterCard inControl can help you achieve your business objectives.

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