

Retain and Grow Revenue. Drive Decisions with AI- Powered Portfolio Optimization Solutions



RevMax Studio: AI-powered insights and Actions

RevMax Studio is our all-in-one suite designed to help payment providers maximize revenue through proactive portfolio management, retention, cross-sale, agent network, faster activations and winback strategies. On average, our customers typically see a 1% increase in revenue within just six months.



Portfolio Manager

Gain complete visibility into your merchant portfolio with automated reporting and actionable insights.

- Benchmark your portfolio
- Track portfolio and merchant performance
- Easily segment merchants by size, profitability, and growth potential
- Make faster data-driven decisions
- Mitigate risk and identify upsale opportunities



Team Activity & Performance

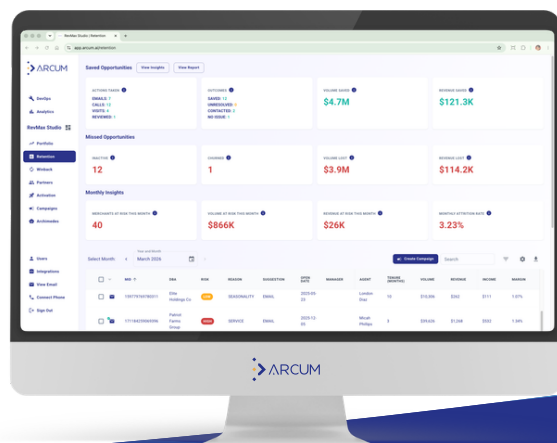
Monitor team and individual performance

- Track User Actions & Outcomes.
- Understand which actions yield the most impact.
- Spot coaching opportunities and enhance team effectiveness.

Retention Manager

Retention Manager, powered by Archimedes AI, identifies at-risk merchants likely to churn, enabling proactive engagement.

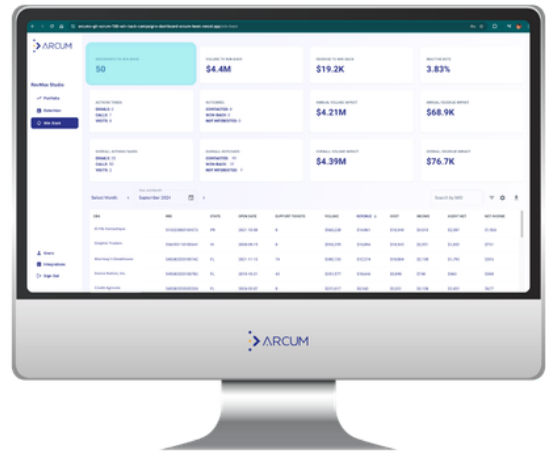
- Identifying reasons for potential churn
- AI-driven action/outreach recommendations
- Enhancing relationships, cross-selling opportunities, and merchant lifetime value



Winback Manager

Re-engage lost accounts with data-driven campaigns.

- View historical data for all accounts that have left your portfolio, including their final price and profitability
- Prioritize accounts to winback using metrics like revenue, volume, and net income
- Launch targeted outreach to rebuild trust and drive renewed growth



Partner Manager

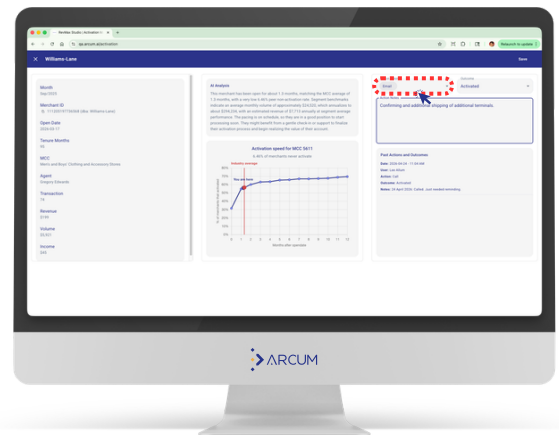
Expand your merchant portfolio by seamlessly adding and managing Sub-ISOs, ISVs, and Agents to your Arcum RevMax Studio account.

- Provide your downstream partners with AI insights, portfolio tools and outreach capability
- Agents easily add new merchant accounts to your portfolio
- AI generated health scores show which agents are performing, which need help and which agents are at risk of leaving

Activation Manager

Faster activation, earlier revenue, and fewer opportunities for competitors to step in.

- Identify merchants that haven't gone live
- Compare them against benchmarks like MCC peers and top performers
- Take action with AI-powered outreach and workflows



"AI is transforming the payments landscape, and our partnership with Arcum allows us to stay at the forefront of this transformation."



Peter Galvin
CMO



RevMax Studio helps you stay ahead by retaining revenue, reducing churn, and unlocking the full potential of your partners and agents.

For more, please contact us at : (404) 981-5839 or info@arcum.ai or visit www.arcum.ai

Expand your ISV channel

Give ISV partners access to the full capabilities of RevMax Studio



- Maintain oversight and control through integrated partner management tools
- Help ISVs drive their own success with powerful data and AI-driven insights
- Strengthen your overall portfolio by increased ISV performance

Insights resulting from deep diving into data and powered by AI

Leverage powerful segmentation tools to analyze your customer base by size, profitability, growth rate, account tenure, and more. These insights enable you to target key segments with precision, improving retention and growth. Archimedes AI uses its predictive analytics to suggest the next actions to take and reasons for doing so.

Team activity & performance

Leverage powerful segmentation tools to analyze your customer base by size, profitability, growth rate, account tenure, and more. These insights enable you to target key segments with precision, improving retention and growth.

User's Actions & Outcomes

Start Date: 05/26/2025 to End Date: 06/25/2025

ACTIONS TAKEN
EMAILS: 71
CALLS: 119
VISITS: 0
REVIEWED: 7

OUTCOMES
SAVED: 6
UNRESOLVED: 0
CHURNED: 2

VOLUME SAVED
\$2,160,287

REVENUE SAVED
\$62,099

USER	EMAILS	CALLS	VISITS	REVIEWED	SAVED	UNRESOLVED	CHURNED	VOLUME SAVED	REVENUE SAVED
Jenny Marr	19	7	0	1	0	0	1	\$0	\$0
Suzanne Vega	19	65	0	3	5	2	0	\$2,095,196	\$57,786
David Syllan	27	33	0	3	1	0	1	\$185,084	\$7,596

AI-Powered Insights That Drive Action

- Use advanced segmentation to analyze and target customers by size, profitability, growth rate, tenure, and much more
- Identify cross-sale opportunities across your portfolio
- Get predictive insights from Archimedes AI with recommended next best actions to maintain a healthy portfolio
- Understand the "why" behind each recommendation to drive smarter decisions

