

deluxe<sup>®</sup>  
EXCHANGE > 2025





# Achieving Success in a Competitive ISV Market

ROUNDTABLE DISCUSSION

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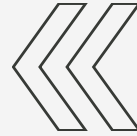


WHO'S WHO + WHAT'S WHAT

# Intros and Agenda



# About Your Host



## Andrew Isenberg

- » 14 years leading national marketing and sales initiatives at Deluxe with focus on maximizing revenue, accelerating time to market, and driving value
- » Key roles in acquisitions and transitions, including First American and MyCorporation
- » Expertise in partner success, business development and revenue strategy
- » Holds an MBA in business administration and management from Hamline University





# Agenda



- 1. Powering Growth**  
*Strategies and Innovations*
- 2. Standing Out**  
*Product Innovation and Differentiation*
- 3. Customer Acquisition**  
*Winning in the Market*
- 4. Customer Experience**  
*Seamless Service and Satisfaction*
- 5. Sustainable Growth**  
*Balancing Scale with Quality*



TOPIC 1

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# Powering Growth: Strategies and Innovations



# To Discuss

- » What innovations or tools are you currently finding value in?
- » How do AI and automation play into your growth strategy?
- » What role does payments play in your overall growth strategy?



## TOPIC 2

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# Standing Out: Product Innovation and Differentiation



# To Discuss

- » What strategies have helped you stand out through unique product features or enhanced user experiences?
- » How do you identify and prioritize features that resonate most with your target audience?
- » How do you ensure your product remains innovative in a rapidly evolving and competitive market?



### TOPIC 3

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# Customer Acquisition: Winning in the Market



## To Discuss

- » How do you ensure your product stands out in the market against your competitors?
- » What's one challenge you've faced when trying to reach new markets?



## TOPIC 4

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# Customer Experience: Seamless Service and Satisfaction



## To Discuss

- » How do you measure customer satisfaction, and how do you translate that feedback back to your team to improve customer experience?
- » Have embedding payments impacted customer satisfaction? How?
- » What tools, platforms or approaches have you found most effective for streamlining software onboarding?



## TOPIC 5

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# Sustainable Growth: Balancing Scale with Quality



## To Discuss

- » What strategies have you used to scale operations while maintaining quality and efficiency?
- » How have you prioritized process improvements when scaling rapidly?
- » How have you balanced investing in technology vs. expanding your team during growth phases?