Fortis

Case Study
Visual Matrix

VISUAL MATRIX ™
Hospitality Operating Platform

▶ The Business

Since its inception in 2000, Visual Matrix has served the global hospitality industry as a pioneer in hotel property management technology. Based in Richardson, TX, Visual Matrix is the leading PMS supplier to Best Western Hotels & Resorts and currently serves over 3,000 properties across 30 countries.

▶ The Challenge

Visual Matrix needed an omnichannel, payment platform tailored to the hospitality industry. Their goal was to find a solution that provided their users with multiple ways to accept payments from their guests without leaving the Visual Matrix platform, and also allowed them to manage and streamline hotel operations all from one place.
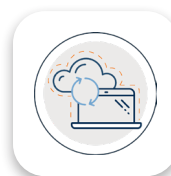
▶ The Solution

The Fortis API empowered Visual Matrix to fully integrate tokenization and payments into their software. Allowing them to simplify reconciliations, by eliminating double entry recording of payments at the front desk and prevent fraud with chargeback management, and by reducing card-not-present (CNP) chargebacks through the Fortis software integration. The Fortis gateway seamlessly integrated with Visual Matrix for desktop EMV card present transactions, signature capture, tokenization of both cards at the terminal and keyed in, running transactions using tokens, refund and void. The Fortis EMV architecture also greatly simplified the process of distributing terminals to hotels and implementation on hotel networks.

The Results

The Visual Matrix team complemented Fortis on their API set and the speed at which they could complete the integration, completing it ahead of the estimated schedule. Visual Matrix has currently boarded 121 merchants with Fortis.

APIs **+** Tokenization **+** EMV