NEWS RELEASE

Mastercard Advances Commercial Payments With AI-Powered B2B Analytics Solution

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Introducing Mastercard Advanced B2B Analytics, unlocking greater value from supplier payments through new levels of visibility and control for issuers and corporates.

PURCHASE, N.Y.--(BUSINESS WIRE)-- We hear it time and time again. One of the biggest pain points for banks and corporates is supplier payments. That's why we're introducing Mastercard Advanced B2B Analytics, a card acceptance analytics platform that provides dynamic, accurate and actionable supplier payment insights in minutes. Issuers can now drive commercial card spend at scale, capture additional revenues and help corporate clients identify opportunities to optimize working capital.

"Businesses today are sitting on vast amounts of payment data, but too often it remains fragmented and underutilized," said Marc Pettican, global head of Corporate Solutions at Mastercard. "With Advanced B2B Analytics, we're combining powerful insights with our deep commercial payments expertise to help issuers identify where card acceptance can deliver the greatest value, engage suppliers more effectively and drive measurable growth."

Issuers and corporate buyers today often lack an insight-driven way to identify and prioritize supplier acceptance opportunities. Fragmented data and manual processes can slow conversion and prolong reliance on less efficient payment methods, despite growing demand for smarter payment experiences, with **nearly half of suppliers expecting buyers to request card payments more frequently** in the years ahead.

Actionable insights, measurable growth

Advanced B2B Analytics helps financial institutions and their corporate customers identify supplier payment opportunities with greater precision by transforming accounts payable insights into actionable insights. Combined with consulting expertise from the Mastercard Advisors & Transformation team, the platform helps streamline procurement processes, reduce costs and accelerate commercial card acceptance at scale.

Through Mastercard's latest commercial payments innovation, issuers can enable their corporate customers to:

- Identify suppliers most likely to accept card payments using dynamic acceptance propensity scoring enabled by an underlying AI-powered infrastructure
- Gain actionable insights from accounts payable intel through interactive dashboards and analytics
- Optimize working capital with greater visibility into payment flows
- Scale commercial card adoption and improve supplier engagement through more targeted outreach
- Access Mastercard expertise and recommendations to support supplier prioritization and growth strategies

For financial institutions, Advanced B2B Analytics offers a differentiated way to deepen client relationships and accelerate commercial card growth, helping capture a share of the approximately **$80 trillion** addressable B2B payments opportunity.

Absa Group and Emirates NBD are among the first financial institutions to offer Advanced B2B Analytics to their corporate clients, leveraging data-driven insights to identify supplier acceptance opportunities and unlock greater value from their payables. This capability will help clients optimize working capital, accelerate virtual card adoption and drive efficiencies across commercial payments.

"We understand that businesses need meaningful insights to make important decisions every day. Our partnership with Mastercard gives clients a smarter way to understand their payment ecosystems, unlock value across their supplier networks and improve cash flow management," said Pascalle Albrecht, Executive for Commercial Issuing, Product at Absa Business Banking. "Through this new capability, we are helping businesses operate more efficiently and succeed in a rapidly changing environment."

Mastercard's role in an AI-powered future

By connecting payment, acceptance and performance insights, Mastercard is building toward a future where intelligence is embedded across the commercial payments lifecycle.

Mastercard Advanced B2B Analytics is the first foundational B2B capability to support that vision. As fast as AI is evolving, Mastercard will further extend intelligence and insights to the supplier and acquirer side of the ecosystem, progressively scaling across the commercial payments journey to create more connected, proactive and personalized experiences.

This reflects Mastercard's broader strategy of embedding data, analytics and AI into the infrastructure that powers payments, helping customers make smarter decisions and optimize outcomes for every payment interaction. From Advanced B2B Analytics to innovations like **Mastercard Virtual C-Suite**, Mastercard is translating its data & AI vision into practical, measurable value for businesses of all sizes.

Visit **here** to learn more about Mastercard Advanced B2B Analytics.

About Mastercard

Mastercard powers economies and empowers people in 200+ countries and territories worldwide. Together with our customers, we're building a resilient economy where everyone can prosper. We support a wide range of digital payments choices, making transactions secure, simple, smart and accessible. Our technology and innovation, partnerships and networks combine to deliver a unique set of products and services that help people, businesses and governments realize their greatest potential.

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