



Pathway to a BIN

 Suede
www.gosuede.com



Inc. 5000

FEATURED IN 2024 & 2013

2,057
RANK OVERALL

193
IN NY, NJ & PA

163
IN NEW YORK

118
RANK OVERALL

Suede, formerly Merchant Industry, established in 2007, is a leading nationwide credit card processing service provider. We excel in delivering best-in-class products and exceptional customer service to ISOs and their merchants.

40,000+
Merchants

\$250+ MILLION
Saving Passed to Merchants

\$9.5+ BILLION
Yearly Volume

1,200+
New Merchants Added Each Month

3 HEADQUARTERS
Offices in New York, Florida, and India

2,000+
Equipment Options



What is a BIN?

A BIN (Bank Identification Number) is a 6 digit number that helps identify the bank or institution processing credit card payments. It's like a fingerprint for payment transactions.

Key Requirements

For ISOs, having your own BIN means you get more control over how payments are handled and more ownership of your business. It allows you to manage your portfolio, customize pricing, and keep a bigger share of the profits.



How do you get a BIN?

Obtaining a BIN is a challenging process that requires financial stability, a strong operational infrastructure, and strict compliance with regulatory and technical standards set by card networks like Visa or MasterCard. Businesses must undergo rigorous approval processes, including due diligence by sponsor banks, and cover significant costs for registration, compliance, and operations.

What is the cost of a BIN?

Acquiring and maintaining a Bank Identification Number (BIN) involves various costs, which can vary based on the sponsoring bank, card network, region, and scope of services. Here's an overview of some of the typical expenses:

- Initial Registration Fee
- Annual Fees
- Compliance & Regulatory Costs
- Operational Expenses
- Risk Management Reserves
- Transaction Fees



Difficulties of getting a BIN

Limited Access to Card Brands and Banks

ISOs often struggle to establish direct relationships with card brands or banks due to their size. They lack the scale required to secure these vital partnerships independently.

High Infrastructure Costs and Complexity

Becoming a full-scale processor involves significant infrastructure investments, including compliance, risk management, and technical support. These costs and complexities can be prohibitive for many ISOs looking to expand.

Need for a Streamlined/Supported Pathway

Without a comprehensive and supported solution, ISOs face barriers that hinder their growth. There is a clear need for a streamlined process that allows ISOs to achieve processing independence while minimizing operational burdens.

For those unable to meet these requirements directly, partnering with a Merchant Service Provider to access a BIN is often a more viable path.

Suede's BIN-in-a-box Program

Our BIN-in-a-Box program provides ISOs with access to a BIN and its benefits without the complexity of obtaining one directly from a card network or sponsor bank.

This comprehensive solution allows ISOs to gain processing independence by becoming their own processor while leveraging our existing infrastructure and expertise.

By using Suede's BIN, you avoid the financial requirements and commitments, and we provide the necessary technology, infrastructure, and compliance support.

BIN-in-a-box Benefits

- Faster Time to Market
- Lower Setup Costs:
- Reduced Complexity
- Ongoing Support
- Access to Payment Infrastructure
- Scalability
- Increased Flexibility
- Focus on Core Business

Suede's BIN-in-a-box Program

Benefits

- **Infrastructure In Place**

Back Office Support, Admin Support, Underwriting, Risk & Compliance, Tech Support, Operations, and Finance Departments.

- **No Escrow Reserve**

- **Leveraging our buy rates**

- **White glove / partnership**

Pathway to a BIN

Benefits

Deal/ Processing Volume commitments (Forward pricing to Tier 2 for first 12 months)

Tier 1

Up to 1 - 899+ approved deals per year – 80%

Tier 2

900+ approved deals per year – and \$27M (in monthly processing volume) – 85%

Tier 3

1800+ approved deals per year – and \$72M (in monthly processing volume) – 90%

Tier 4

2400+ approved deals per year – and \$100M (in monthly processing volume) – 95%

Tier 5

7500+ approved deals per year – and \$225M (in monthly processing volume) – 98%

Join Our Trainings

View all our upcoming training sessions for 2026 by scanning the QR code or visiting the link below.



Training Topics Include:

- White Label Opportunities
- Why Suede is The Best for Cash Discounting, Dual Pricing, & Surcharging
- Credit Line Opportunities

Scan to view our 2026 Training Calendar or visit: gosuede.com/iso-training/

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