

## Case Study:

# Transforming Payment Processing with NuvoLinQ

## Client Overview

With over 25 years of expertise, Maverick Payments has built a strong reputation as a trusted full-service provider in the payments industry. Headquartered just outside Los Angeles, Maverick empowers Independent Sales Offices (ISOs), Independent Software Vendors (ISVs), and their customers, businesses of all sizes, to unlock new revenue streams and accelerate growth through its cutting-edge technology stack and proprietary dashboard. This powerful, all-in-one solution streamlines payment sales, monetization, management, and support. By seamlessly integrating advanced technology with personalized, in-house support, Maverick ensures its partners stay ahead of industry trends while enjoying responsive, 24/7/365 technical assistance.



### Challenge:

## Breaking Free from Limited Solutions

Before teaming up with NuvoLinQ, Maverick faced significant hurdles with their previous carrier. The relationship was transactional, limited to receiving SIM cards without tools for management or data visibility. Key challenges included:



Zero customer support



Lack of insight into data usage or connectivity options



Difficulty managing deployed devices, leading to inefficiencies and frustration

### Solution:

## A Game-Changer with NuvoLinQ

Maverick chose NuvoLinQ for its standout features, innovative tools, and user-first approach. The partnership addressed their pain points while unlocking new opportunities with:



### Real-Time SIM Management

The LinQView dashboard became a powerful tool for Maverick's deployment and support teams, offering self-activation, live diagnostics, and complete control over field devices.



### Reliable Connectivity and Stock

With fast shipping, consistent product availability, and seamless connectivity, Maverick's operations became smoother than ever.



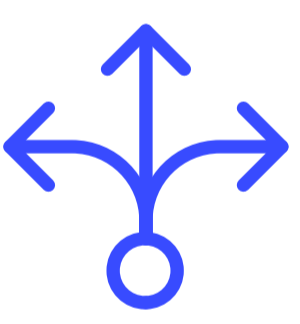
### Exceptional Support

NuvoLinQ's dedicated relationship manager and responsive customer support team provided solutions whenever needed, turning the partnership into a trusted collaboration.

### Results:

## Elevating Operations and Experiences

Since partnering with NuvoLinQ, Maverick has seen measurable improvements in both operations and customer satisfaction:



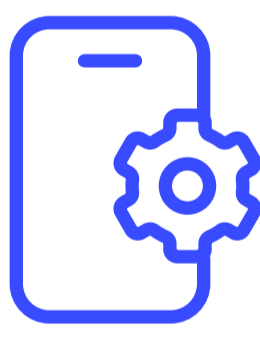
### Flexible Merchant Options

Maverick now offers tailored solutions for carriers and data usage, empowering their merchants to operate efficiently.



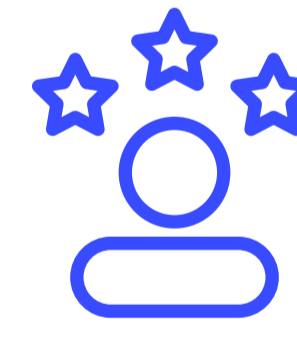
### Streamlined Billing

The simplified pricing model and clear, easy-to-read invoices have made life easier for Maverick's accounting team and improved billing accuracy for merchants.



### Revolutionized SIM Management

LinQView has transformed device deployment and management, resolving long-standing pain points and boosting team productivity.



### Enhanced Client Experience

With reliable connectivity and mobile solutions that simply work, Maverick's end-users enjoy an exceptional experience.

## What Maverick Says

“With NuvoLinQ, we feel like we have a partner that always has a solution. The experience has been exceptional. Our teams are thankful for the support we receive, the fast shipping, product availability, and zero connectivity issues. LinQView has been a game-changer for our Deployment and Technical Support teams.”

Maverick Payments

### Looking Ahead:

## A Growing Partnership

Maverick sees NuvoLinQ as more than a vendor—they view them as a partner in innovation and growth. With dependable service and cutting-edge tools, NuvoLinQ is well-positioned to support Maverick's ambitions as they continue to expand their operations. The future of this partnership looks bright, with both teams working together to drive success.

## Conclusion

Maverick Payments' collaboration with NuvoLinQ is a testament to how tailored solutions and dedicated support can transform a business. By addressing operational challenges, improving efficiency, and enhancing the end-user experience, NuvoLinQ has empowered Maverick to lead the way in payment processing. Together, they are setting new standards for connectivity and service excellence.