



New Solutions for Businesses in Mexico

MasterCard and Microsoft are teaming up to bolster economic development for the micro, small and medium enterprises (MiPyMEs) of Mexico, bringing exciting new solutions to businesses in the area, including improved communication and innovative payment methods. This alliance joins Microsoft's powerful technology with our innovative payment channels, a combination sure to promote the modernization and innovation of business practices for the MiPyMEs of Mexico.

Bolstering Financial Inclusion

"The MiPyMEs are a very important segment in Mexico, representing 99.8 percent of the companies in our country. It is very important to provide innovative technological tools that allow them to be more productive and competitive and grow in the national economy," says Antonio Junco, division president, GeoNorth, LAC. *(Photo: Speaking at the press conference, from left: Juan Alberto Gonzalez, CEO Microsoft Mexico and Antonio Junco, divisional president, GeoNorth.)*

To support our journey of displacing cash and fostering financial inclusion, the LAC team looked to elevate business practices for emerging businesses in Mexico and Central America. This particular alliance with Microsoft addresses various needs of the MiPyMEs of Mexico, greater use of electronic payment methods, and more formal technologies and services.

According to Juan Alberto Gonzalez Esparza, director general of Microsoft Mexico, "The MiPyMEs must operate in a challenging and highly competitive environment. Not only do they have to face other domestic companies and businesses, but they also must compete with companies from different parts of the world."

The Road Ahead

The MasterCard and Microsoft teams plan to assist businesses in integrating new technology into their everyday business practices, through training and assignment of an expert who will be available for product advice, activation and use. These experts are there not only for training and product selection, but also to clear any doubts business owners may have regarding the solutions. In addition, these businesses will now enjoy a variety of products and services including Office 365, Microsoft Azure, Microsoft Dynamics CRM Online and point of sale terminals.

“Our alliance with Microsoft strengthens the strategy we launched to include the MiPyMEs in the financial sector and to encourage them to accept different payment methods in their business plan. Microsoft is an important partner and player in the segment and we we’re excited to cement this alliance,” concludes Cesar Espinoza, senior business leader, New Business Development, GeoNorth.