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Deluxe Launches Generative AI Enterprise Platform

New AI assistant, DAX, enhances partner support and customer service

MINNEAPOLIS--(BUSINESS WIRE)-- Deluxe (NYSE: DLX), a trusted Payments and Data company, today introduced DAX, a new AI-powered assistant designed to help partners make faster decisions and achieve better outcomes. By turning complex data into clear, actionable insights, DAX empowers users to improve daily performance—creating value for both customers and shareholders. Now live within the Deluxe Merchant Services Daily Dashboard, DAX is built on the Deluxe.ai enterprise platform, which blends artificial intelligence with human expertise, all grounded in privacy, compliance, and responsible AI practices.

Powered by natural language processing and trained on pre-approved Deluxe content, DAX provides 24/7, human-like support for common product and portfolio questions. The result is a streamlined user experience and faster, more informed decision-making for partners.

“DAX is more than a chatbot, it’s a building block for how we scale AI to enhance service and simplify engagement,” said Yogaraj “Yogs” Jayaprakasam, SVP and Chief Technology and Digital Officer at Deluxe. “With Deluxe.ai, we’re investing in practical tools that deliver value to our customers while preserving the personal service Deluxe is known for.”

Key use cases enabled by DAX include:

- **Merchant Partner Chatbot:** Embedded in the Daily Dashboard, DAX offers real-time, self-serve answers backed by curated Deluxe content, with seamless handoff to live agents when needed.
- **Customer Service Agent Assist:** An internal tool that provides agents with real-time access to product information and documentation, enabling faster responses and improved customer outcomes.
- **AI-Powered Website Assistant:** A digital assistant designed to help customers and interested parties navigate key Deluxe solutions—like Deluxe Payment Exchange+ (DPX+)—enabling faster self-service access to product and usage documentation through conversational, natural language interaction.

While tools like DAX improve speed and convenience, live support remains a critical part of the experience. AI assistants are meant to enhance—not replace—the trusted, human service Deluxe partners rely on.

Deluxe.ai, recognized with a 2025 CIO 100 award, reflects the enterprise-wide approach to innovation at Deluxe. The platform is designed for reusability, secure integration with Large Language and Foundation Models, and is supported by a Trust Layer that ensures strong cybersecurity, regulatory compliance, and ethical AI outcomes.

About Deluxe

Deluxe, a Trusted Payments and Data Company, champions business so communities thrive. Our solutions help businesses pay, get paid, and grow. For more than 100 years, Deluxe customers have relied on our solutions and platforms at all stages of their lifecycle, from start-up to maturity. Our powerful scale supports millions of small businesses, thousands of vital financial institutions and hundreds of the world's largest consumer brands, while processing more than \$2 trillion in annual payment volume. Our reach, scale and distribution channels position Deluxe to be our customers' most trusted business partner. To learn how we can help your business, visit us at www.deluxe.com.

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