

## Ingenico Payment services processed its first cross-channel transactions

### **Leveraging Ingenico Payment services in-store and online platforms to enable merchants to provide seamless consumer purchasing experience across all sales channels**

Ingenico Group (Euronext: FR0000125346-ING), global leader in seamless payment, announced today that Ingenico Payment Services had been processing its first cross-channel transactions this quarter.

Today, consumers want a fast, simple and secure purchasing experience whether they are in store, at home or on the street, whatever the device or technology. All this increases complexity for merchants eager to build a unique consumer experience with a simple and seamless purchasing experience for all distribution channels: in store, on line or mobile. Finalizing sales as soon as consumers have made their purchasing decision, whatever the point of interaction and in a way that supports their brand promise, is critical to merchants.

Ingenico Payment Services has successfully managed to combine payment transactions into a single back-office interface consolidating both card present and card non present flows. As a result, merchants will access consolidated KPIs such as on-line transaction successful rate or average basket value, through a unique web interface.

This achievement paves the way for new cross-channel payments solutions which will be available in Q1 2015, allowing retailers to:

- offer consumers a seamless payment experience whatever the channel,
- increase in-store and online conversion rates,
- engage consumers whatever the point of interaction.

*"We are very satisfied with these first cross-channel transactions, which demonstrate how our time-to-market advantage helps merchants' adapt to new challenges in today's commerce" said Pierre-Antoine Vacheron, VP Europe-SEPA, Ingenico Group. "This is a significant first step towards our comprehensive cross-channel offer which is to be launched in Q1 2015 and aims at eliminating the borders between all channels. Today more than ever, Ingenico Group is committed to continue to simplify payment for merchants and being their trusted partner to empower commerce".*

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## About Ingenico Payment Services

Ingenico Payment Services provides a comprehensive range of secure payment services to enable merchants to consolidate payment channels and optimize financial services. Supporting 150 international and local payment methods, we help merchants to manage, collect and secure payments and prevent fraud on digital transactions. Ingenico Payment Services is part of the Ingenico Group, the global leader in seamless payment. More at [www.payment-services.ingenico.com](http://www.payment-services.ingenico.com)

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