



Omnichannel Commerce

Personalized customer experiences across all channels

Say Goodbye to Silos

Verifone's Omnichannel Commerce solutions break down the silos between your business' in-store, e-commerce, mobile, call center, and catalog sales channels. Gain a better understanding of how customers are interacting with your business and enhance their shopping experience, independent of sales channel.

With consolidated customer data from all sales channels at your disposal, you'll provide more relevant, personalized offers to drive better conversions and strengthen brand loyalty. With the ability to track your customers across all channels, you'll be able to offer expansive value-added services like:

- Buy online/return in store
- Buy in store/ship from vendor
- Subscribe in store/pay monthly
- Reserve online/pick up in store
- Buy in store/deliver to home

Level the Playing Field

The way people shop continues to change, making access to data about your customers—their buying habits and preferences—even more critical. In many cases, merchants with multiple sales channels have been at a disadvantage, because they're often unable to see across their internal channels and truly understand their customers.

To compete effectively, merchants need to know when, where, and how their customers are choosing to shop with them. By integrating Verifone's payment gateways, tokenization engine, and reporting capabilities, true omnichannel commerce becomes a vivid reality. You'll be able to see data clearly across your sales channels to access more relevant information, develop a more complete picture of your customers, and offer services that enhance the consumer experience.



A Gateway to Success

Verifone's extensive network of gateways safely supports your business across channels and payment types. By processing customer transactions through Verifone's network, you'll be able to see across all of your sales channels and provide enhanced customer experiences. Verifone gateways essentially act as an overlay to your current payments and services infrastructure, connecting sales channels and providing a more fully realized view of your customers.

The Benefit of Tokenization

Getting a clear view of your customers' preferences and buying habits is made possible via Verifone's tokenization engine, which replaces sensitive card data with a unique digital identifier—aka a token. These randomly generated tokens can be used to retrieve, access, and analyze customers' information. Tokens, and the extensive data they provide, are essential for understanding how your customers are interacting with your business.

Analyze, Optimize, Capitalize

Verifone's reporting systems allow you to view your transactions from any vantage point: by sales channel, time period, geographical location, currency, and more. Use additional filters and drill down into the details for a better understanding of when, where, and how your customers are making purchases.

Perfect execution of your sales strategy requires quality data; use Verifone reporting solutions to plan for peak periods, target the right customers, and make other key decisions that help your business run more efficiently and effectively.



WHY VERIFONE

It's easy to be different, but difficult to be better.

36

For over 36 years, Verifone has delivered innovative products and services, while also providing uncompromised security.

~5.4B

Verifone devices across the globe process approximately 5.4 billion transactions per year. With a market share of that size, we're constantly pushing ourselves to innovate and deliver.

30M

We've deployed 30 million Verifone devices worldwide, empowering businesses of all sizes to provide their customers with an interactive point of sale experience.

\$226B

We process \$226 billion in transactions through our systems on a rolling, 12-month basis—all secured through our advanced encryption and tokenization technology.