



A MONTHLY RECAP OF THE DEVELOPMENTS WITHIN THE OMNICHANNEL ECOSYSTEM

OCTOBER 2015



PYMNTS' VIEWPOINT

Capitalizing On Mobile

If there is one thing we know for sure based on this month's tracker, it's that the push for mobile is booming and consumers are demanding it on all fronts.

When it comes to loyalty and rewards in the omnichannel landscape, consumers gravitate toward programs that work seamlessly within all the channels in which they shop. No longer are traditional punch cards and paper coupons enough — omnishoppers are embracing digitally enhanced promotions, especially those available on mobile.

Many retailers and payments providers are answering the call by ensuring not only are their product offerings omnichannel, but so are the benefits and loyalty programs they hope to use to entice consumers. With the latest release of Apple's mobile operating system iOS 9 comes the ability to [integrate rewards cards](#) with Apple Pay, allowing the company's Passbook app to evolve into a true Wallet.

When it comes to engaging consumers, mobile offers a significant opportunity, particularly when attempting to bridge the omnichannel gap. Being able to reach a consumer on their mobile device while they shop in-store can provide a unique chance to conveniently present an array of options and information. [Yext's latest product](#) aims to power real-time engagement with mobile customers. The new offering brings together Bluetooth beacons and the company's Location Management Platform to enable businesses to push out mobile moments and content screens to nearby consumers.

There has also been great deal of movement in the enablement of mobile payments. Along with the launch of both [Android Pay](#) and [Samsung Pay](#), research from Innovative Retail Technologies' report, "[The Digitization of The Shopper's Journey](#)," showed that mobile is now the "single most important technology-enabled influence on retail merchants and brand owners at the start of the 21st century."

Big merchants like Nordstrom, Kohl's and Macy's have all recently announced plans to make significant increases in the amount of money invested in their omnichannel strategies – including boosts to mobile offerings. Consumer behaviors and preferences are continuing to shift in the direction of mobile, and it seems merchants are ready to start following suit.

But pursuing the mobile platform does come with its fair share of challenges. While mobile can be a much-needed link between online and offline experiences, it still requires a great deal of insight and investment for merchants to make the move to mobile. Feeling the need to prioritize other digital strategies, as well as budget or implementation limitations, can factor into a company's decision to be weary of establishing a mobile presence.

No matter when an omnichannel push takes place, the results of October's tracker points to consistency being a critical factor in finding omnichannel success.

According to research from business intelligence firm L2, retailers and merchants will find the most success in their omnichannel initiatives when sufficient effort is put toward ensuring customers receive a harmonized experience across online, in-store and mobile channels. These efforts can significantly pay off by driving improved customer satisfaction, increased in-store basket size, higher order values and greater shopping frequency.

Are you doing enough to keep up with the mobile movement?

Happy Reading!

Karen Webster
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1: ENGAGE THE CUSTOMER

@WalmartLabs, the technology power behind Walmart's global eCommerce initiative, acquired customer engagement solutions company PunchTab. PunchTab is known for building software that enables brands to better understand and [engage](#) with customers online, via mobile and in-store. The technology aims to enhance Walmart's existing customer relationship management tools and the ways in which customers are reached on various channels.

Yext, a global Digital Location Management (DLM) provider, launched its new mobile audience [engagement](#) product, Xone, to serve shoppers in a new way during in-store visits. The product's core feature, Xone Tips, provides mobile content screens businesses can enable for customers who are within range of an in-store Xone Beacon. Xone Tips are fully customizable and can be used to provide useful content to customers including Wi-Fi codes, new product information, sales promotions and incentives to download a brand app or join a brand's social media audiences.

LOYALTY AND REWARDS

Supermarket chain Auchan launched the second generation of its Digidash, a bank-led mobile payment service that integrates with Bluetooth and NFC payment beacons at its retail supermarkets. Digidash enables shoppers to pay for purchases and collect [loyalty points](#) with their mobile phone. Each partner bank now allows its users to connect their Auchan Luxembourg loyalty card to its Digidash app.

Auchan uses SEPA credit transfers to draw funds for purchases directly from the customer's existing bank account. The aim is to inspire new in-store payment practices and usages.

Proxama — a global mobile marketing, loyalty and payments provider — has entered a partnership with Ubiquitous, a U.K. provider of taxi advertising. The Proxama Network connects consumers to brands via their smartphones using Bluetooth Low Energy (BLE) beacons. The partnership plans to install up to 4,000 beacons in taxis in major U.K. cities, allowing passengers to receive [content-relevant messaging](#) as they travel to specific destinations.

Apple officially launched its latest software update, iOS 9, on Sept. 16. iOS 9 allows users to add [reward cards](#), like MyPanera and Dunkin' Donuts DD Perks within Apple Pay — making Apple Pay more a true wallet. The ability to store retail credit cards like the JC Penney credit card and the Kohl's charge card will soon be supported in the Wallet app.

PERSONALIZATION

RichRelevance, an omnichannel personalization provider, has been selected by TTS Group, an educational retailer, to deliver [customizable](#) experiences to its customers. With RichRelevance's Recommend solution, customers are directed to product pages based on related items they are browsing. Personalized recommendations for each customer are formulated based on their previous searches, views on the website, purchase history and peers' shopping preferences. Since the implementation, TTS has seen an increase in sales and repeat customer visits.

Certona, a real-time omnichannel personalization provider for the world's largest brands and retailers, received approval for a U.S. patent titled "System and Method for Quantifying and Detecting Non-Normative Behavior." The patent enables retailers to detect and eliminate [abnormal Web traffic](#) from Internet bots. Non-human Web traffic creates inaccurate data that impedes the delivery of optimized experiences for a brand's customers.

GOING SOCIAL

Shopify, a cloud-based multichannel commerce platform, partnered with Twitter to enable its merchants to sell products directly on [Twitter](#) through "Buy Now" buttons. Shopify merchants can start selling their products on Twitter by adding the Twitter sales channel so that any product tweeted from a merchant's store will automatically include a [buy button](#). Shopify has also recently partnered with Facebook and Pinterest to allow those platforms' merchants to enable buy buttons across various social media accounts.

2: ENABLE THE CUSTOMER

According to “The Retail CMO’s Guide to the Omnishopper,” a [report released](#) by MasterCard, eight out of 10 global shoppers’ purchase decisions are informed by a digital device, the preponderance of which has turned the average consumer into a patient, skilled, value-seeking missile. That’s not to say that modern retail consumption begins and ends online. On the contrary, digital devices are primarily only one component of the overall shopping experience in a retail landscape where in-store sales still account for more than nine-tenths of all spending.

Key findings include:

- Consumer over channel: The consumer is now the channel – single-channel and analog-only shoppers are history. So too is “omnichannel marketing.” Now the focus is on understanding that the customer has access to all available methods of information and purchase, subsequently making the customer the true channel.
- Shoppers have full faith in their skills: Eighty percent of respondents to the [MasterCard survey](#) said they are better shoppers than they were a few years ago, while 70 percent said they get more value out of their retail purchases than they did five years ago.
- The store remains central: eCommerce is here to stay, but it’s far from the mountaintop; worldwide, its portion of total retail sales remains below 10 percent. Where eCommerce is really making waves is in the path to purchase, where its stake stands at a robust 80 percent.
- Omnishoppers prioritize value, track record and convenience over loyalty rewards.
- Given the value that self-motivated product and merchant research holds for the savvy omnishopper, old-school promotions on the part of the retailer hold increasingly less stock. According to the MasterCard study, only 18 percent of respondents consider them important, instead well-informed shoppers find value at the intersection of price and quality.
- Sure, shipping policies and pricing can create friction for omnishoppers — but those aren’t the ultimate deal-breakers. That title goes to the very analog element of inventory, a retailers’ lack of which 73 percent of the survey respondents cited as their top point of frustration.

ENABLING MOBILE PAYMENTS

A white paper from Innovative Retail Technologies shows how [vital mobile](#) has already become to the online landscape. While online and brick-and-mortar stores are still the primary place of purchase for many customers, smartphones and tablets are playing an increasingly larger role in the shopping process. The paper illustrates some of the growth the channel has seen in recent times. For example, in May 2015 alone, European mobile commerce sales were up 48 percent. Meanwhile in China, Alibaba reported that mobile devices accounted for 42 percent of total business in the Chinese marketplace, a 36 percent rate of growth from the third quarter of 2014. In North America, Walmart reported that 70 percent of orders from the retailer’s digital business involved mobile channels. As the Innovative Retail Technologies white paper suggested, mobile is now the “digital glue” that ties the shopping experience together, particularly when it comes to transitioning from channel to channel. People use mobile to inform their shopping decisions by checking inventory levels at nearby stores to see if an item is in stock, comparing prices in-store and quickly finding coupons as they wait in line.

2: ENABLE THE CUSTOMER

Global Mobile: Mobile Shopping Heats Up Everywhere



In the month of May 2015 alone, European m-commerce sales grew **48%***



European sales via smartphone outweighed tablets **107% to 32%***



Alibaba reported that mobile accounted for **42%** of total business on its Chinese retail platforms, up from **36%** in the quarter that ended September 2014.



During the 2014 holiday shopping season, mobile accounted for **70%** of the orders taken through Walmart's digital business.

**Interactive Media in Retail Group*

Source: *Innovative Retail Technologies: The digitalization of the shopper's journey, 2015.*

A new partnership between [Barclays and Verifone](#) will roll out a new mobile commerce solution aimed at enabling faster payments across 20,000 retailers. The deal will integrate Pingit as a payment method for retailers who use Verifone's mobile commerce gateway.

This partnership will involve integrating Pingit into the PAYware Ocius m-commerce gateway, allowing any online merchant or retailer to join the service seamlessly. Verifone and Barclays will also work to see how the Pingit service can be more broadly accepted using Verifone's terminals at physical retailers.

According to data cited by Barclays, 55 percent of U.K. smartphone users said they have abandoned a mobile payment purchase because of the slow loading times, or because it was too difficult at checkout. That's where Barclays hopes its Pingit app will address consumer friction points. Instead of having to put in payment card information or addresses, the retailers are able to instantly have access to that data in order to make the transaction more seamless on both ends.

Nordstrom has significantly invested in technology designed to provide customers with a seamless shopping experience. On top of a total of \$3.9 billion already committed to omnichannel practices in 2014, Nordstrom acknowledged the need for continued innovation matching customers' habits. Last month, Co-President Blake Nordstrom said the expansion of the company's [mobile platform](#) is a primary focus.

Alibaba's payments subsidiary, Alipay, struck a deal with McDonald's to enable its customers to make [mobile payments](#) in 2,100 Chinese locations. Shanghai will be the first to be decked out with the new technology, with the complete rollout set to occur by March 2016. To complete a transaction, customers will have to scan a QR code on their phone.

2: ENABLE THE CUSTOMER

Starbucks' [Mobile Order & Pay](#) system is now available to more stores nationwide. It serves more than 7,400 stores, including those in New York, Chicago and San Francisco. Additionally, Mobile Order & Pay is now available to Android users. Mobile Order & Pay enables customers to select food and beverage items from the in-app menu, select which store they want to pick up from by referencing an included store list and map, then pay using their Starbucks or other card to complete the transaction - all within the Starbucks Mobile App.

Boku, a global provider of [carrier billing-based mobile payments](#), has entered a partnership with Japan-based coffee chain Ueshima Coffee to bring carrier billing to its brick-and-mortar coffee shops across Japan. With Boku, Ueshima Coffee customers are able to add money to their Ueshima Coffee cards via the Ueshima mobile app or website. The funds are instantly added to their card. At the register, customers can use the magnetic stripe on their physical Ueshima card.

U.K. restaurant chains ASK Italian, Zizzi and Carluccio's have signed up to offer Qkr! with MasterPass, MasterCard's mobile payment solution that enables customers to pay their bill [directly from the table](#) using their mobile device. The service will be made available in all three chains toward the end of 2015 via the MasterPass mobile app.

Best Buy has begun testing its checkout systems for NFC compatibility, opening the door for contactless payments like [Apple Pay](#) and Android Pay to be accepted in-store. Despite it being one of the founding members of MCX, the retailer consortium behind the CurrentC Wallet, Best Buy has made no secret of its plans to accept Apple Pay as soon as it was contractually free to do so. Both payments systems are expected to roll out in stores later this year, as Best Buy's contract with MCX reportedly ended at the end of August.

3: SERVE THE CUSTOMER

L2 conducted research that examines retailers' efforts to drive customers from site to store and back again. L2 attempts to determine the brands and best practices that are removing [organizational and technological barriers](#) to deliver a true omnichannel experience.

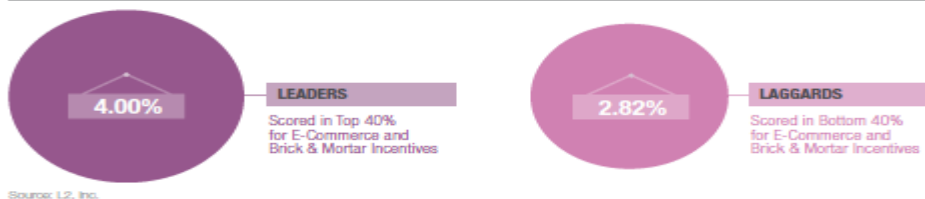
According to the research, eCommerce pure plays typically net 77 cents on the dollar (due to costly returns that average 23 percent of order value), but retailers that offer both in-store pick-up and returns have seen shoppers leaving the store with 107 percent of their original basket size after exchanging goods and making incremental purchases.

Main conclusions on companies who are leaders versus laggards when it comes to in-store technologies are:

- Those merchants who are considered omnichannel leaders have, on average, closed nearly 4 percent of store locations, while laggards have only closed 2.82 percent of their stores. However, the remaining stores were significantly more productive — 89 percent of leaders reported positive same-store sales growth in the most recent fiscal year, as opposed to only 50 percent of laggards, L2 said.

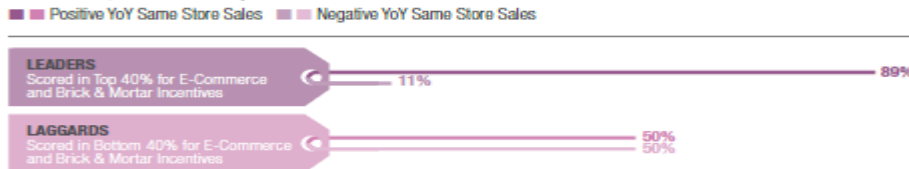
- “Successful omnichannel brands synchronize their view of the customer across online, in-store, and mobile channels in order to drive higher customer satisfaction, order values and shopping frequency,” L2 stated. However, a slim 6 percent of retailers are currently able to identify customers via smartphone when they walk into a store — and the use of beacons also remains under-penetrated, with only 8 percent of brands testing the technology, 10 percent having written it off completely and 31 percent keeping an eye on the tech for future consideration.

Omnichannel Retail: Percent of Stores Closed Year on Year 2014 to 2015, n=16 Public Companies

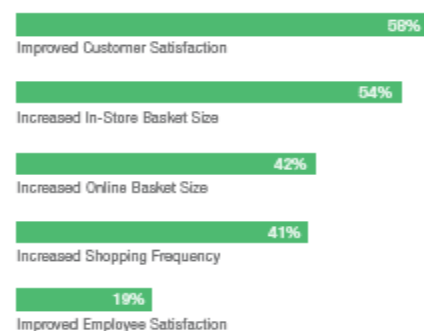


Source: L2, Inc.

Omnichannel Retail: Same-Store Year-on-Year Sales Growth Percent of Brands 2014 to 2015, n=19 Public Companies

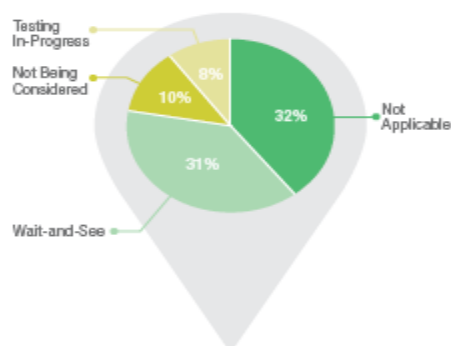


Omnichannel Retail: Benefits of Synchronized Customer Information Across All Channels n=124 Retailers, October 2014



Source: "The Omnichannel Challenge: Strategies That Work," Oracle, October 2014.

Omnichannel Retail: Beacon & Geotargeting Technology Implementation Status February 2015



Source: RIForCommerce, February 2015.

Source: L2: Omnichannel retail 2015, September 2015.

3: SERVE THE CUSTOMER

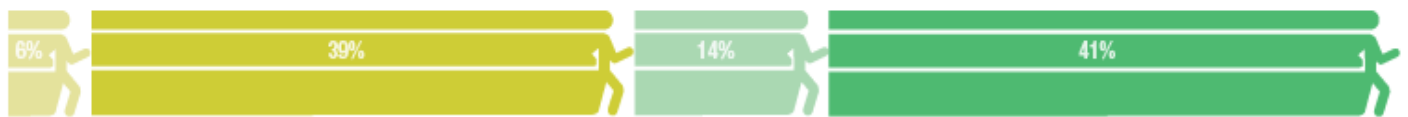
Omnichannel Retail: Net Sales Given Omnichannel Capabilities

	INITIAL PURCHASE VALUE	RETURN/EXCHANGE LOSS	PICK-UP RECOUP	RETURNS RECOUP	NET SALES
PURE PLAY E-COMMERCE	100%	▽-23%	N/A	N/A	77%
BUY ONLINE, RETURN IN-STORE	100%	▽-23%	N/A	▲+18%	95%
BUY ONLINE, PICKUP + RETURN IN-STORE	100%	▽-23%	▲+12%	▲+18%	107%

Omnichannel Retail: Identifying the Customer via Smartphone In-Store

Ability to ID Customers When They Walk In, By Implementation Status

March/April 2015 ■ Implemented ■ Implement within 2 years ■ Implement in 3-5 years ■ No Plans/Longer Term Time Horizon



Source: "CRM/Unified Commerce Survey" Boston Retail Partners, March/April 2015.

Source: L2: Omnichannel retail 2015, September 2015.

Pierre Audoin Consultants (PAC) conducted a study on [omnichannel strategies](#) by interviewing senior business and IT stakeholders at 200 large retailers in Europe. The research found that 73 percent of retailers expect the in-store channel to become more strategically important by 2020, however, 69 percent said that expanding their digital presence is the top short-term priority. This shows the importance omnichannel strategies have acquired over the years.

The study also highlights various maturity levels of omnichannel strategies based on regional location:

- 85 percent of German retailers expect the store to become more strategically important versus 62 percent in the U.K.;
- 60 percent of retailers in the Netherlands already use their physical stores as a collection point for online orders versus only 30 percent in France and Germany;
- 70 percent of U.K. retailers track increases in Net Promoter Score as a key measure of the success of their omnichannel strategy versus 56 percent in Italy.

Most retailers see business challenges as more important than IT for their omnichannel strategy, however, almost 50 percent of retailers plan for significant IT investment within the next two years to support their omnichannel strategies. Main areas of spend include: webshop systems, mobile shopping apps and online/mobile payment software.

Kohl's has launched five new [omnichannel initiatives](#), covering engagement, enabling and features to serve the customer. The new initiatives include:

- A new store mode for Kohl's mobile app which enables customers to search store inventory and find in-store promotions that can be applied to their purchase.
- Enhanced mobile payment options, including the possibility to [pay with Apple Pay](#) in-store and on the Kohl's app, Kohl's charge card as a form of payment within Apple Pay, and Visa Checkout on Kohls.com.
- An omnichannel shopping bag that can be accessed via smartphone, tablet or desktop.
- Buy online, pick-up in store availability across all channels.
- A redesigned mobile Kohls.com site and tablet app.

3: SERVE THE CUSTOMER

INVENTORY MANAGEMENT

RELEX Solutions, a supply chain solutions provider, is releasing its latest development that enables eCommerce and omnichannel retailers to manage their supply chain, reducing inefficiency and increasing customer satisfaction. By using [rich data](#) available within the supply chains, the solution addresses the planning challenges retailers face in relation to demand forecasting for different delivery models, inventory management, assortment management and returns.

Adelie Foods, a “Food to Go” business supplying the U.K. retail, coffee shop, travel and contract catering sectors, partnered with RELEX Solutions to increase its [supply chain visibility](#) and availability. With six manufacturing locations, eight distribution centers and additional expansion objectives, Adelie is implementing RELEX’s solution to tackle the challenges of demand forecasting, replenishment and availability.

ORDER MANAGEMENT

Free shipping has transformed into a sought-after feature retailers are using in order to gain market share and compete for customers. As this unconditional free shipping is not widely applied in the market, many sellers are lowering the [free shipping threshold](#) required for online purchases. Some examples in the industry include Walmart lowering its threshold for free shipping from \$50 to \$35 and Toys ‘R’ Us offering free shipping for orders of \$19 and higher, a stark reduction from the previous \$49 minimum. Toys ‘R’ Us now boasts the lowest free shipping threshold of the Top 50 merchants of Internet Retailer’s Top 500.

BUY ONLINE, PICK-UP IN-STORE

Home decor retailer Kirkland’s saw a high share of sales coming from customers who bought online and [picked up in-store](#) in its Q2 earnings. The company’s CEO stated that Kirkland’s shoppers who pick up online orders in-store spend nearly twice as much money online compared with those who opt to have their purchases shipped directly to their homes. In the retailer’s Q2, more than 70 percent of its online revenue of \$7.7 million, about \$5.4 million was a result of the buy online, pick-up in-store option. In the second quarter earnings call, Kirkland’s CFO Adam Holland said in-store delivery was preferred because it brings another store visit, with evidence showing that once customers go into the store they are bound to spend more.

CHECKOUT

goCatch, an Australian taxi booking and payments app, has partnered with Mint Payments to begin a trial run of mPOS terminals in its taxi market. The system uses a pocket-sized card reader connected to the taxi driver’s smartphone or tablet as the terminal, marking the first time goCatch will attempt to process card-present transactions via an in-cab payments terminal.

Legends Hospitality, a merchandising and restaurant manager for sporting venues, selected Revel Systems, iPad-based point of sale provider, to power retail and concessions stands located throughout the Indianapolis Motor Speedway (IMS). IMS is considered to be the highest-capacity sports venue in the world, with the capacity to seat approximately 400,000 patrons. Revel’s iPad Point of Sale will be deployed during the 2015 Verizon IndyCar Series.

Payment startup ShopKeep acquired Ambur, a mPOS software company that powers payment processing for over 1,500 restaurants, pushing the total number of ShopKeep-powered merchants to well over 20,000. Ambur provides a feature-rich set of options specifically designed for full-service, quick-service and fast casual restaurants, along with bars and food trucks. The acquisition allows ShopKeep to further its reach into the restaurant industry and expand its overall market share amongst independent merchants.

Bindo, a cloud-based business management solution for brick-and-mortar merchants, launched a beta version of its new iPad POS system, called Bindo POS for Restaurant. The system allows restaurants to: manage inventory and sales from a centralized back-office dashboard; accept and schedule reservations from a centralized cloud-based platform; and maximize seating capacity and table turnover by enabling bookings through an integrated CRM and floor-planning system.

3: SERVE THE CUSTOMER

314,000 merchant locations equipped with chip-activated terminals

40% of terminals estimated to be capable of accepting chip cards by end of 2015

Source: Visa, Inc.

October 1, 2015 was a significant milestone in the movement to chip technology in the U.S. Ahead of this important date, which officially marked the EMV liability shift, [Visa](#) released its EMV Chip Adoption in the U.S. Fact Sheet.

According to the [fact sheet](#), as of September 15, 2015:

- More than 314,000 merchant locations were estimated to have chip-activated terminals equipped, representing a 470 percent increase from last fall.
- The Payments Security Task Force (PST) predicted the number of chip cards in the U.S. will grow to 60 percent by year-end, expanding to 98 percent by the end of 2017.
- The PST estimated that nearly 40 percent of terminals will be capable of accepting chip cards by the end of 2015.

According to a recent report from RIS News, retailers can take steps to [future-proof POS systems](#) in many ways, such as adopting more flexible architectures, order management, mobility and payment processing. These initiatives can assist brands with ensuring front-end devices are equipped to sustain both current business needs and emerging functionality. The POS is an important part of omnichannel, and retailers must support a consistent user experience between digital and physical channels, as well as integrate the expanding ordering and fulfillment options.

Key components of today's point of sale include:

- Omnichannel Integration: 55 percent of companies make omnichannel integration one of their top store priorities.
- Fulfillment: Tech-savvy consumers are demanding more flexible fulfillment options, ranging from ship-to-store to vendor drop shipping.
- Mobility: 40 percent of companies consider mobile-enabled processes and apps key components to omnichannel strategy

The report goes on to state that the ideal centralized platform can effortlessly integrate mission critical operations, while also blending the largest omnichannel experience influencers, enabling chains to use Web and local shopping interchangeably at the store level.

The report found that the biggest influencers for today's unified commerce-supported POS are:

- Mobile POS: worldwide shipments grew by 77.4 percent in 2014.
- New Payment Option Support and Security: 44.1 percent of retailers are currently up to date on point-to-point (P2P) encryption technology, meanwhile 48.5 percent are using tokenization.
- Order Management: 45 percent of companies expect to improve or invest in buy online/pick-up in-store, ship-from-store, and inventory visibility services —up significantly from 26 percent last year.

2/3

Online consumers that visit a physical store before or after the transaction.

Source: RIS Retail Info Systems News: Retail's next POS: How to make it future proof, 2015.

ABOUT THIS REPORT

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Vantiv, Inc. (NYSE: VNTV) is a leading, integrated payment processor differentiated by a single, proprietary technology platform. Vantiv offers a comprehensive suite of traditional and innovative payment processing and technology solutions to merchants and financial institutions of all sizes in the U.S., enabling them to address their payment processing needs through a single provider. The company aims to build strong relationships with its customers, helping them become more efficient, more secure and more successful. Vantiv is the second largest merchant acquirer and the largest PIN debit acquirer based on number of transactions in the U.S. The company's growth strategy includes expanding further into high growth payment segments, such as integrated payments, payment facilitation (PayFac™), mobile, prepaid and information solutions, and attractive industry verticals such as business-to-business, eCommerce, health care, gaming, government and education. For more information, visit www.vantiv.com.

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