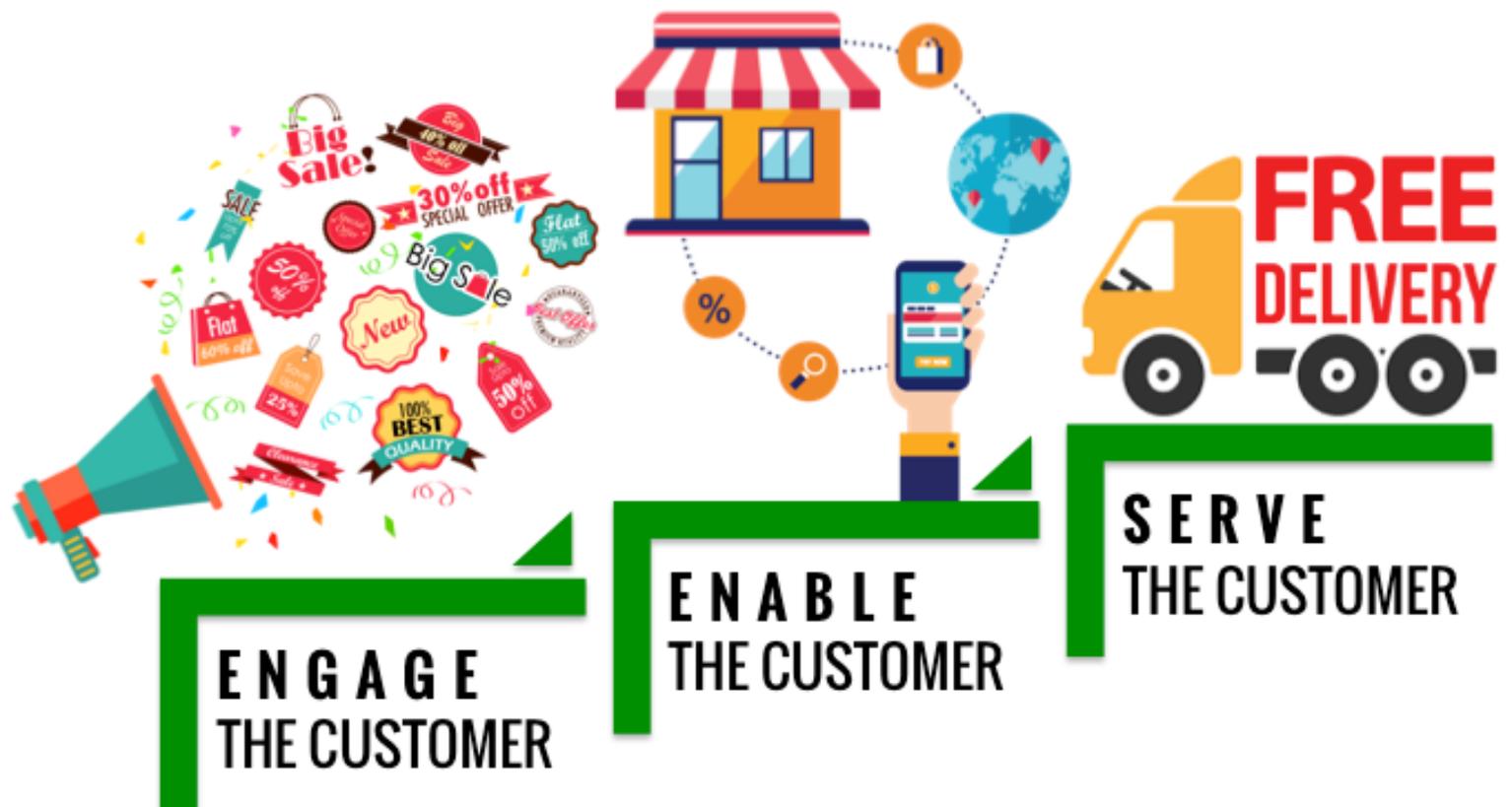




A MONTHLY RECAP OF THE DEVELOPMENTS WITHIN THE OMNICHANNEL ECOSYSTEM

NOVEMBER 2015



PYMNTS' VIEWPOINT

Locking Down The Omnichannel

The holiday shopping season is already in full swing and U.S. consumers are projected to spend more this year during the holidays than they ever have. According to research from the National Retail Federation, the average shopper is expected to spend nearly \$805.65 on gifts, decorations and food items this season.

This presents a [huge opportunity](#) for omnichannel merchants, especially because more consumers are planning to browse and shop online than last year. Omnishoppers will rely on features such as online search, discovery and mobile ordering even more during this time of year, with an expectation that the ability to move back and forth between the channels in which they shop will be seamless and secure.

But merchants aren't the only ones looking to capitalize on the anticipated surge in holiday spending; cybercriminals are on the lookout to score big as well.

Which is why we devoted a section of this month's tracker to the omnichannel news surrounding security and fraud, in order to provide a glimpse into how some merchants are preparing for the increased [cybersecurity concerns](#) that come with the holiday season.

In an effort to minimize fraud in online and mobile shopping, some payments providers are choosing to team up with cybersecurity firms to help utilize their expertise in authentication and verification to help support secure payments for both domestic and cross-border commerce. These types of strategic partnerships can help retailers to reduce their fraud risk while improving authentication rates for digital transactions.

Merchants are also turning to real-time fraud prevention tools to help analyze and adjust their fraud management strategies. Fraud analytics tools can be helpful in utilizing real-time data to identify fraudulent transactions versus transactions that were wrongly flagged as fraud, providing merchants with the ability to quickly fine-tune their security measures and avoid [false declines](#).

A recent LexisNexis study found that nearly half of all orders (48 percent) are flagged for potential fraud, and about half of those (46 percent) go out for manual review — which [produces friction](#) during the checkout process.

Unfortunately, no matter how secure a commerce channel is, consumers still worry about the safety of their personal information while shopping online. According to a recent [Experian survey](#), nearly two-thirds of the U.S. adults surveyed expressed a fear of having their identity stolen as a result of participating in online shopping.

Anti-fraud technology company Early Warning is doing its part to help merchants mitigate the security concerns of shoppers as much as possible through the launch of its [Authenticate Platform](#). The new offering provides a more secure authentication process for a wide range of digital commerce-related activities, such as account creation and login, account activation, transaction verification, provisioning cards for mobile wallets or apps, peer-to-peer payments, eCommerce and mCommerce, the company said.

While omnishoppers continue to take advantage of the sales and shopping that come with the booming holiday season, merchants must be more aware than ever of any security vulnerabilities to ensure their omnichannel offerings can withstand the growing threat of cyberattacks.

Happy Reading!
Karen Webster
CEO | Market Platform Dynamics
CEO | PYMNTS.com

1: ENGAGE THE CUSTOMER

RIS News' "Merchandising In The Omnichannel Age: Matching Assortments To Shopper Demand" [report](#) examines how retailers are leveraging merchandising technology to meet shoppers' demands and enable customer-centric assortments of products and inventory. According to the report, assortment planning is no longer solely focused on satisfying the four seasons, but now must be able to respond to the continually changing needs of individual stores and channels.

In order for retailers to stay relevant to consumers and compete effectively, they need to deliver more personalized assortments by breaking down operational silos.

Key conclusions from the report include:

- Nearly 33 percent of merchants still don't truly understand the buying patterns of shoppers, leaving them unable to leverage many helpful tools and technologies. (Source: EKN Research)
- Most retailers (77 percent) tend to focus on inventory planning. This may be a key strategy to maintaining optimal merchandise levels but the role consumer demand plays in omnichannel optimized assortments is still significant. (Source: EKN Research)
- Twenty-eight percent of companies have successfully removed operational barriers in order to deliver customer-driven assortments, provide a single brand experience and eliminate disparate, channel-specific assortments. (Source: Boston Retail Partners)
- A majority of companies continue to operate their in-store channel independently from digital commerce channels — a practice that leaves 64 percent of merchants still trying to manage separate assortments and inventories for each of their various channels. (Source: Boston Retail Partners)

33%

Retailers that still lack an in-depth understanding of shopper buying patterns.

Source: EKN Research, "The Powerful Potential of Well-Tuned Demand Chain Management"

73%

Retailers that still have basic analytical and reporting capabilities.

Source: Boston Research Partners, "Annual Merchandise Planning & Allocation Survey"

77%

Retailers that focus on inventory planning.

Source: EKN Research, "State of the Industry Report Series Q4: A Step-by-Step Approach to Improving Omnichannel Customer Profitability"

28%

Retailers that have removed operational barriers, a move that can offer a single brand experience, eliminate disparate, channel-specific assortments, and deliver customer-driven assortments.

Source: Boston Retail Partners' "2014 Annual Merchandise Planning & Allocation Survey."

64%

Retailers that still maintain separate assortments and inventories for different channels.

Source: Boston Retail Partners, "2014 Annual Merchandise Planning & Allocation Survey"

Source: *Ris Retail Info Systems News: "Merchandising in the Omnichannel Age: Matching Assortments to Shopper Demand," 2015.*

1: ENGAGE THE CUSTOMER

RetailNext, a retail analytics provider for brick-and-mortar stores, acquired Pikato, a cloud-based software for mobile marketing. The acquisition extends [RetailNext's analytics platform](#) to offer Pikato's mobile shopper engagement solution, which includes the deployment of targeted in-store marketing solutions. The new Targeted Marketing & Engagement solution is expected to deliver three major capabilities: the planning and execution of targeted, mobile interactions at scale; delivering offers directly to consumers based on in-store shopper data and employing machine learning; and management of personalized engagement across all of a retailer's communication channels.

LOYALTY AND REWARDS

Sherri Hill, a leading American fashion designer, selected Ixonos to design and deliver a next-generation [omnichannel customer experience](#) using a user-centric design that will integrate a loyalty program and social sharing. The creative technology company's strategic partnership with Gigya, a provider of customer identity and access management (CIAM) and loyalty solutions, will empower the omnichannel strategy for the Sherri Hill mobile app. The collaboration between Ixonos, Gigya and Sherri Hill will leverage cloud-based marketing technology and data-driven strategies to provide an engaging shopping experience and drive brand loyalty.

Google will launch a [loyalty program](#) for Android Pay, and Coca-Cola will be the new program's first merchant. Customers will be able to tap a mobile device with Android Pay on an NFC-enabled Coke vending machine, get a Coke and then have points added into their Android Pay account for future purchases. There are nearly 20,000 NFC-enabled Coca-Cola vending machines where consumers will be able to accumulate reward points.

Gordmans Stores, a value-price department store, [selected retail solutions provider OLR](#) to implement Oracle Xstore Point of Service (POS) and Oracle Retail Customer Engagement Cloud Services to drive omnichannel growth for the apparel and home décor retailer. The Oracle Retail Xstore POS is designed to help speed up the checkout process and will offer access to real-time inventory levels within store locations and distribution centers. The use of Oracle Retail Customer Engagement Cloud Services will aim to simplify offer tracking and redemption for Gordmans' gRewards loyalty program.

1: ENGAGE THE CUSTOMER

[Blackhawk Network](#), a global prepaid and payments company, announced a partnership with Samsung Pay to allow the integration of gift cards into the [Samsung Pay](#) mobile payment solution. Samsung Pay is compatible with most existing payment terminals through the combination of Samsung's Magnetic Secure Transmission (MST) technology with Near Field Communication (NFC), which will allow gift card users to make payments from select Samsung phones at many merchant locations where gift cards are accepted.

Mobile payment platform [OmnyPay](#) launched its integrated mobile loyalty, rewards and payment solution created specifically for retailers. OmnyPay's system eliminates the need to carry or scan coupons, vouchers, or reward cards by delivering promotions automatically to the mobile app that can be applied at the point of sale. The solution also offers omnichannel functionality across Web, app and physical stores by ensuring retailers can accept payments across all channels with no additional POS equipment required and light software integration. OmnyPay utilizes an end-to-end tokenized-HCE solution to ensure payment data is kept secure and transactions are safe.

2: ENABLE THE CUSTOMER

According to a recent report from Payvision and CardNotPresent.com, cross-border purchases accounted for nearly 20 percent of all global online trade in 2014 and is expected to steadily rise to 27 percent, [reaching \\$1.6 trillion by 2020](#).

Nearly 70 percent of the global eCommerce experts surveyed for the “Key Business Drivers and Opportunities in Cross-Border Ecommerce” report agreed that selling cross-border is a profitable venture.

Other key findings of the report show:

- Fewer merchants have yet to take advantage of China’s free trade zone (FTZ), causing slow development of FTZ-driven cross-border import in China.
- The continued rise of mobile and omnichannel commerce remains a noteworthy driver of cross-border eCommerce. Merchants that reported boosted sales from adapting their website checkout process for mobile devices grew from 62 percent in 2014 to 74 percent in 2015.
- While more merchants focus on reaching emerging markets via cross-border commerce, there is less of a focus on establishing shared language and culture for cross-border expansion.
- In 2015, security breaches remain a major concern for 64 percent of survey respondents, but nearly 57 percent of those surveyed agreed that encryption, tokenization and other measures have made network intrusions less likely than they were two years ago.

ENABLING MOBILE PAYMENTS

Ingenico, a French-based global payments provider, has paired up with BitPay to bring bitcoin payments to the [point-of-sale terminal](#). This payment integration was created by BitPay but installed on an Ingenico terminal, ICT250. For those consumers wanting to cash in their bitcoins at the POS, they can do so by showing a QR code, which can be scanned on a mobile phone to make a payment.

Banking and payments processing consulting firm FIS announced the integration of its mobile payment enablement gateway solution with SAP to [optimize payments](#) for drivers fueling up at gas stations across the country. Through integration with SAP’s cloud- and vehicle-based systems and FIS’ mobile pathways, drivers will be able to use their phones or their sufficiently equipped car consoles to pay for their purchases, thus eliminating the need for any physical interaction with a fuel pump to pre-authorize payment, activate the pump or complete the transaction. The integration of the SAP Vehicles Network, built on SAP HANA Cloud Platform with the FIS Mobile Payment Enablement Gateway, is expected to provide direct payment processing to merchants, as well as support other payment processors as a transaction gateway in North America. The solution doesn’t require a hardware upgrade, and software upgrades will take care of any updates needed for EMV or NFC technology.

[Verizon will support Samsung Pay](#) through an “upcoming software update,” which means that the service will be made available across a range of devices, such as the Samsung Galaxy S6, S6 edge+ and Note 5, among others. During its unveiling in September, Samsung Pay received major support across payments companies such as Visa, MasterCard, Discover and American Express. The issuers crowding to support Samsung Pay included Chase and Bank of America. The service uses tokenization and Samsung Knox to ensure payments security.

2: ENABLE THE CUSTOMER

Chase launched its [Chase Pay mobile wallet](#) with MCX as a partner. Gordon Smith, CEO of Consumer & Community Banking at JPMC Chase Cards, introduced Chase Pay as a mobile payments solution that provides a “true omnichannel” payments experience in-store, in-app and for online purchases. One of its key differentiators is its embrace of a “merchant-friendly” value proposition in the form of favorable payments economics, integration of existing merchant loyalty programs into its mobile payments platform and its indemnification of the merchant against any consumer-initiated fraud. The partnership links Chase and its customer base with CurrentC’s network of retailers, restaurants, grocery stores and fueling stations, which process over a trillion dollars in transactions annually at more than 100,000 U.S. locations, Smith confirmed. The rollout of the 100,000 merchant locations that are part of the MCX network will begin in mid-2016.

Capital One has become the first U.S. bank to enable [contactless payment capability](#) within its own mobile app. Through the use of MasterCard Digital Enablement Service (MDES) and Visa Token Service (VTS) platforms, the mobile app is designed to offer Capital One customers with Android phones a better, faster way to both bank and pay. The app uses NFC to transmit a secure payment token at the point of sale. The app also offers spending management tools, real-time notifications, instant rewards redemption options, and quick access to balance and transaction history.

Officials from [Visa and Chevron](#) announced that they are kicking off a new mobile payments program that will allow drivers to pay for their purchases at more than 20 Chevron stations around California with nothing other than an NFC-enabled device.

MCX announced it was adding Buy It Mobility Networks’ (BIM) ACH payments to CurrentC, the mobile payments app being created by the consortium of big retailers. This will enable consumers to [connect checking accounts](#) to the CurrentC mobile wallet app, which will then allow them to make mobile payments at the register, at restaurant tables, at certain gas pumps and 70-plus brands nationwide. BIM’s technology was chosen for its seamless integration with CurrentC, security features and fraud prevention capabilities. The announcement also noted that CurrentC is still in its first implementation stage and should debut in the U.S. in 2016.

LG is developing its own mobile payment platform to compete against rival offerings from Samsung, Google and Apple. LG applied to register the [G Pay](#) trademark in the U.S., and the name is specifically listed in categories that relate to smartphones, smartwatches, mobile devices and data transmission. The company is reportedly working with financial services in South Korea to bring the service to market.

2: ENABLE THE CUSTOMER

Microsoft is planning to revamp its Windows Wallet [mobile payments app](#). Windows users can expect to see the new mobile payments solution integrated with Windows Hello, a biometric authentication system that provides access to the device and enables it to recognize users through touch or by face. "Windows is going to have a wallet concept. You've seen it on phones before. We're going to continue to iterate it. We're going to think about the range of payment scenarios," stated Joe Belfiore, Microsoft Corporate Vice President of Operating Systems.

Mobile commerce platform P97 Networks is partnering with MasterCard to bring mobile payments to the gas pump. The [MasterCard Fuel Solution](#) will leverage P97 Networks' mobile cloud-based payment platform capabilities and industry standards-based integrations to retail fueling site systems to enable consumers to pay for fuel from the comfort of their car. The MasterCard solution relies not on NFC, but on multifactor authentication and geolocation services to match the consumer to the point of purchase. Additionally, the solution will provide CRM (customer relationship management) capabilities for gas stations and their on-site convenience stores — all of which will be monitored, from the cloud to the site systems.

3: SERVE THE CUSTOMER

L2's [Digital IQ Index: Specialty Retail](#) benchmarks the digital performance of 73 specialty retail brands in the U.S. Despite the recent positive outlook for U.S. retail sales, the 2015 report found that only some brands are truly making headway. According to L2, retailers who invest in digital marketing and omnichannel initiatives continue to win market share, setting themselves apart from laggard peers. Overall, retailers have become more adept at incentivizing consumers through digital channels, but there is still a significant gap between those merchants that are investing in omnichannel pursuits and those that are not:

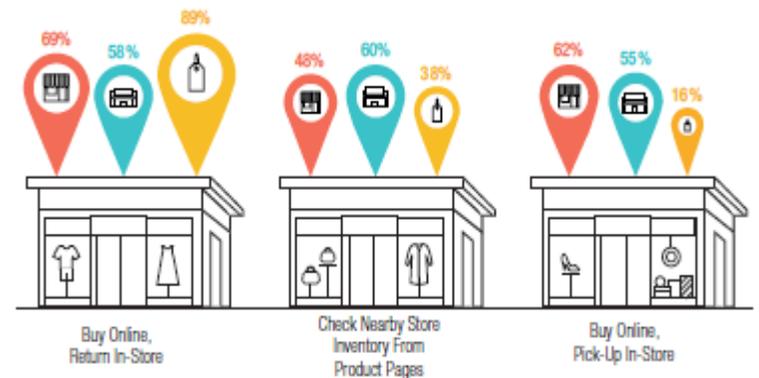
- While 100 percent of the 73 retail brands analyzed support eCommerce and 77 percent offer some mode of free shipping, only 16 percent offer the ability to pick up an online order in-store.

- Only 18 percent offer promotions that are redeemable in-store via email, demonstrating an ongoing promotional bias toward eCommerce operations.
- Only 22 percent of brands use a mobile user's location to feed them directions to nearby stores.
- Despite near-universal mobile site optimization, only 38 percent of brands showcase an offline path to purchase from mobile product pages.
- Mobile apps that offer additional utility like barcode scanning for in-store are only utilized by 33 percent of brands.

Retail: Comparative Omnichannel Investments by Retail Vertical

Percentage of Brands with Given Feature in Q3 2015

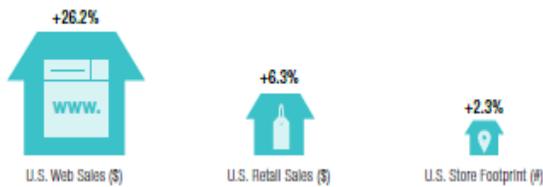
■ Department Stores, n=58 ■ Big Box, n=62 ■ Specialty Retail, n=73



Source: L2 Digital IQ Index[®]: Specialty Retail, October 2015.

Specialty Retail: Sales Growth by Channel vs. Rate of Brick & Mortar Expansion

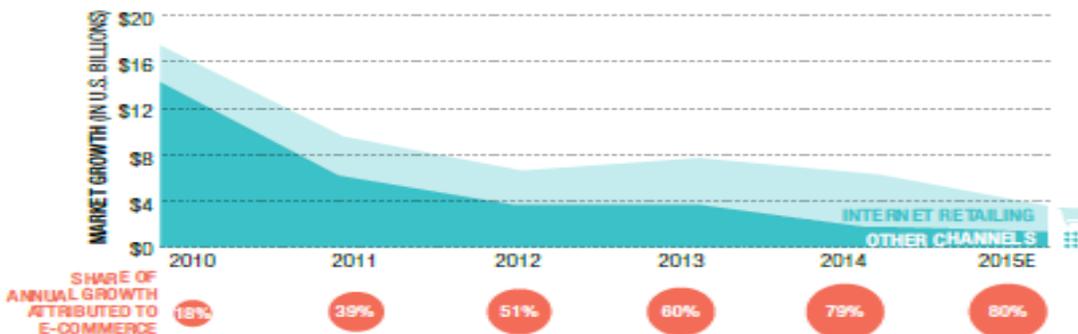
U.S., FY2013–2014, n=17 Publicly Traded Organization with Complete Regional Data



Sources: L2 Analysis of most recently filed Annual Report (10-K); Internet Retailer, 2015.

Apparel & Footwear: Annual Market Growth by Channel Attribution

U.S., 2010–2015E



Sources: L2 Analysis of Euromonitor Industry Data, May 2015.

Source: L2: L2 Digital IQ Index: Specialty Retail, 2015.

3: SERVE THE CUSTOMER

MANAGEMENT

The "[Omnichannel: Shipping & Fulfillment](#)" report from L2 stated that Amazon has galvanized the retail sector through its Amazon Prime program as well as significant investments in its warehousing infrastructure. In order to compete, L2 pointed out that many U.S. retail brands have begun offering a combination of free, reduced cost and/or expedited shipping options. The report underpins the notion that omnichannel benefits can be "financial game changers" for more traditional retailers.

In a review of 116 brands, L2's "Intelligence Report: Omnichannel Retail 2015" provides the following takeaways:

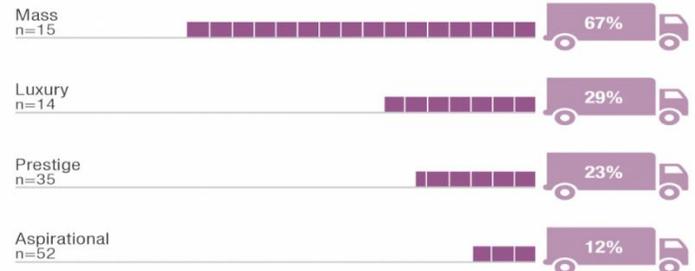
- Over three-quarters of the retailers utilize free shipping, but only a quarter offer it as an always-on service.
- Despite the fact that in-store returns are offered by three-quarters of retailers, just a quarter of those brands support click-and-collect services, while only 8 percent offer the ability to reserve online and purchase in-store. Brands that fall within the mass retailer price point tend to be the most willing to adopt the click-and-collect service, at 67 percent.
- Generally, mass retailers have made the most significant, long-term investments in inventory management systems and warehousing infrastructure for omnichannel fulfillment.

Average Fees by Shipping Method.

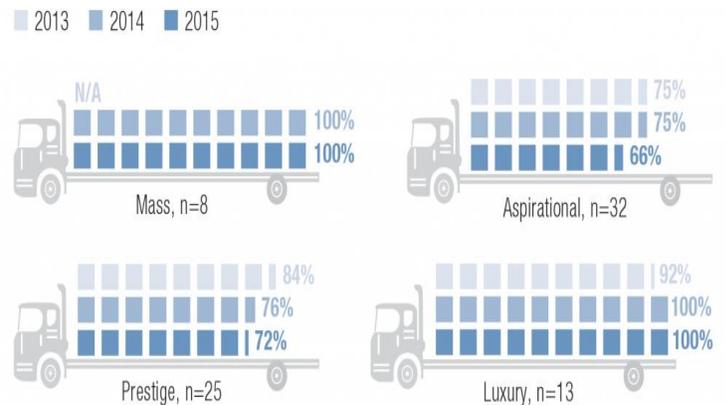


Source: L2: "Omnichannel Shipping & Fulfillment," October 2015.

Click and Collect, by Price Point.



Brands Offering Regular Free Shipping, by Price Point.



3: SERVE THE CUSTOMER

CHECKOUT

Affirm, the financial technology company led by PayPal co-founder Max Levchin, announced its [installment payments product](#), offered to shoppers at checkout by popular eCommerce websites, is now available to brick-and-mortar stores and telesales operations. For both telesales and in-store purchases, the salesperson facilitating a customer's transaction receives an approval notification seconds after the consumer completes the application process and is approved for a loan. Affirm also announced a partnership with First Data to integrate Affirm's installment payments on First Data's Clover line of point-of-sale terminals, alongside credit, debit and mobile payment methods.

Cloud-based POS platform Lightspeed and mobile payment service iZettle partnered to equip restaurants across the U.K. and Europe with [mobile payments solutions](#). iZettle's card reader connects to Lightspeed Restaurant through an iPad or iPhone and can be used at the customer's table to complete their transaction via credit card, debit card or Apple Pay, ensuring secure and efficient payments.

Cayan, a payment technologies company, partnered with mobile point of sale (POS) technology provider CardFlight, to offer [EMV-ready mobile payment](#) acceptance solutions to its partners and merchants. As part of the partnership, Cayan will offer CardFlight's SwipeSimple product as its preferred mobile POS solution for merchants looking to accept credit and chip card payments from smartphones and tablets.

European mobile point of sale player SumUp launched its mobile payments platform in the U.S. According to SumUp, its platform is the [first fully certified EMV mPOS system](#) to cover the entire payment process. Through SumUp's contactless card terminal and payment process offering, merchants are able to integrate EMV card acceptance into their existing POS solutions while accepting all major credit cards.

4: FRAUD AND SECURITY

A survey conducted by IT company Experian and its anti-identity fraud service, ProtectMyID, found that nearly two-thirds of the more than 1,000 U.S. adults surveyed said they [fear having their identity stolen](#) while shopping online. While about half of the survey respondents stated they have increased the number of security precautions they take compared to last year, the results of the survey showed many are still overlooking small measures that can help prevent identity theft. More than 50 percent do not confirm there is a lock icon on a website which indicates it is secure, nearly 50 percent admitted they do not use a password to protect their smartphones and 55 percent forget to close Web browsers after accessing an online account. One of the biggest offenses is the 15 percent of respondents who still keep a written record of passwords and PINs in their wallet, on a mobile device or on a computer.

Anti-fraud technology provider Early Warning launched the [Authentify Platform](#), bringing together multiple modes of authentication into a suite solution to strengthen the accuracy and speed of risk-management while optimizing the consumer experience. Through a single API, merchants can tap into seven authentication layers that ensure safer online, mobile or in-store transactions biometrics, NFC, device binding and two-factor out-of-band via voice and SMS.

Computop, a payment service provider, and CardinalCommerce, an authentication network provider, teamed up to [minimize fraud](#) in online and mobile commerce by integrating Cardinal's Consumer Authentication into the Computop Paygate platform. This will provide retailers in the U.S., Europe and other key international markets with secure payments for their eCommerce and mobile operations, including cross-border transactions.

Nok Nok Labs launched the latest version of its NNL S3 Authentication Suite to enable organizations to better support existing and emerging methods of [biometric authentication](#). The company said its solution is ideal for organizations looking to deploy customer-facing applications that require Internet scale authentication supporting the latest mobile devices with biometric authentication.

Key features of this latest version of the Nok Nok S3 Authentication Suite include:

- Fingerprint-enabled authentication on leading mobile devices such as the Samsung Galaxy 6 or TouchID-enabled iOS devices.
- Out-of-band authentication allowing users to leverage FIDO capabilities to authenticate logins and transactions initiated on a separate device, such as a desktop Web browser.
- Reducing “friendly fraud” by only allowing fingerprints authorized by the primary user or the application to authenticate an account.
- Coverage of both new and legacy devices, as well as a range of biometric authenticators, including fingerprint sensors, iris recognition, voice biometrics, and face biometrics.

ABOUT THIS REPORT

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