

PAYMENTS ORCHESTRATION

PLAYBOOK

FEATURE STORY

How Piano.io helps content platforms personalize payments to boost conversion

Page 8

NEWS AND TRENDS

Visa Token Service reaches milestone of 1 billion tokens issued

Page 13

DEEP DIVE

Optimizing international transactions by localizing the payments experience

Page 20



TABLE OF CONTENTS

PAYMENTS **ORCHESTRATION** PLAYBOOK

03 WHAT'S INSIDE

An overview of how businesses and governments across the globe are working to localize payments services to match their customers' and citizens' needs and expectations

08 FEATURE STORY

An interview with Trevor Kaufman, CEO of content management solution provider Piano.io, on payments' role in the personalization of digital content consumption

13 NEWS AND TRENDS

The latest headlines from the world of payments orchestration, including the suspension of WhatsApp's in-chat payments services in Brazil and Amazon's recent move to tokenize its shopper's credit card credentials

20 DEEP DIVE

A data-rich analysis examining the ways in which localization can help merchants optimize their cross-border payments operations and boost their bottom lines

24 ABOUT

Information on PYMNTS.com and Spredly

PYMNTS.com

Spredly

ACKNOWLEDGMENT

The Payments Orchestration Playbook was done in collaboration with Spredly, and PYMNTS is grateful for the company's support and insight. PYMNTS.com retains full editorial control over the following findings, methodology and data analysis.

WHAT'S **INSIDE**



The global economy is more interconnected than ever, with businesses not only looking to sell to local customers but aiming to reach those all throughout the world.

Selling to customers domestically takes tact, yet selling to customers abroad often requires merchants to deliver personalized online shopping experiences that do not require buyers to go through complex checkout procedures. This means they must accommodate the varied payment preferences of consumers in different countries, necessitating a great deal of technical coordination and integration.

Businesses looking to break into the Chinese market might need to implement QR code-enabled payment options, such as WeChat Pay and Alipay, to get their foot in the door, for example. The mobile wallets jointly **account** for 94 percent of Chinese mobile payment transactions. Those aiming to establish their presence in India, by contrast, might have more luck winning customers over by finding ways to **accept** cash-on-delivery payments — the most common way in which local consumers pay for eCommerce purchases. Businesses operating in either market must also be able to offer their customers both payment options and ensure that the transactions they facilitate are fast and frictionless.



Accommodating so many regionally specific consumer payment preferences can be prohibitively complex and expensive, especially for small to mid-sized businesses (SMBs), which often lack the resources needed to support them without enlisting outside help. Many SMBs thus turn to payment service providers (PSPs) for access to regionally specific payment gateways. Their customers can have a less-than-pleasant experience if the gateway crashes, becomes unavailable or wrongly flags a transaction as a false positive, however. This can lead customers to abandon their transactions altogether and take their business elsewhere. An even bigger problem can arise when a regional payment

gateway goes out of business as it can create a major commercial risk.

These issues tend to have a wide-ranging impact on transaction success rates across different geographies. A merchant that is entering a new market may thus discover that the success rates they had expected are no longer the reality. That is not only frustrating for cross-border merchant but it also creates bad customer experiences. Customers do not want to have to deal with the hassle of seeing their transactions falsely declined, after all.

This is where adding a payments orchestration layer can help. A payments orchestration layer can provide a single framework for businesses to manage their relationships with their various PSPs, determine whether the payment gateways they offer are functioning properly and help them discover how to switch to alternative gateways that are more dependable or that have greater transaction success rates.

ACROSS THE PAYMENTS ORCHESTRATION ECOSYSTEM

It is imperative for cross-border businesses to provide their customers with fast, engaging and seamless payment experiences. Some do so by partnering with PSPs, which can unlock access to multiple payment gateways.

Studies show that adding even one new gateway can help **increase** transaction

success rates and boost consumer experience for both domestic and international customers. Access to multiple gateways can create a backup in case one gateway falters, improving the chances that consumers' payments will be processed without a hitch.

Businesses can unfortunately face situations that are beyond their control, however. Brazil recently [suspended](#) WhatsApp's payment service in the country, for example, and the country's central bank maintains that suspending the messaging service will help support a "competitive environment." The decision coincides with the bank's efforts to build its own digital payment service, PIX, set to launch in November. The bank can impose fines and sanctions if WhatsApp's local payment partners do not cease transacting on the messaging system. This exhibits the challenges merchants can face when localizing payments.

For more on these stories and other recent headlines from around the payment orchestration space, read the Tracker's News and Trends section (p. 13).

PIANO.IO ON HOW PAYMENT AND CONTENT PERSONALIZATION IMPACTS DIGITAL CONTENT PLATFORM CONVERSION RATES AND USER EXPERIENCE

Digital content platforms have a monetization problem. They can publish content on the web for free and generate advertis-

What are the some the unique payment challenges that digital platforms face and how can payments orchestration help solve for those issues?

The digital payments ecosystem is made up of many players — merchants, marketplaces, gateways, payment services providers and others. In many cases, merchants are categorized all together with no clarification on whether they capture payments from consumers directly or, as is more and more frequently the case, capturing payments across a variety of other merchants. This could be business models like food delivery services that work with restaurants, event ticketing companies that work with venues and brokers or travel aggregation tools that work with multiple travel services.

Platforms work with many businesses — as partners or customers — each with their own payment services, customer expectations and needs, and that adds layers of complexity. With payments orchestration, a platform can work with whom-ever they choose, quickly and safely, via one easily maintainable integration versus trying to independently build and maintain these integrations on their own. This frees up the platform to focus on what matters most — their own unique differentiators and the value they bring to the marketplace.

Lastly, as with any new and evolving solution, minimizing time to market is critical. With a well-developed payments strategy, platforms can pivot on new demands for immediate diversification among any payment gateways or services, and other needs of the merchants they integrate with, quickly and without heavy development and maintenance burdens.

LEE JACOBS,
director of product management
at [Speedly](#)



ing revenue, they can charge consumers to access content directly or they can choose to enact combinations of these two fundamental strategies – but how do they know which approach will yield the greatest returns? In this month's Feature Story (p. 8), PYMNTS spoke with Trevor Kaufman, CEO of content management solution provider [Piano.io](#), about how digital payments can be leveraged to provide a highly personalized content consumption experience designed to maximize conversion and minimize subscriber churn.

DEEP DIVE: SECURING INTERNATIONAL PAYMENTS TO OPTIMIZE USER EXPERIENCE

Accepting local payment methods is an important part of doing business abroad, but it is not the only thing to consider. Merchants sending and receiving funds across borders must also track myriad other factors, including transaction success rates, currency exchange rates and local anti-money laundering (AML) and know your customer (KYC) regulations. This month's Deep Dive (p. 20) explores the many complex factors merchants must contemplate when designing and implementing cross-border payments strategies and details how adding a payments orchestration layer can help.

5 FIVE FAST FACTS

PAYMENTS ORCHESTRATION PLAYBOOK

PYMNTS.com

Spredly

12

Potential percentage point increase in transaction success rates **from adding one new payment gateway**

\$4.3B

Projected size of the **global tokenization market** by 2025

94%

Share of transactions paid via **WeChat Pay and Alipay** in China

\$30T

Estimated size of the **global cross-border payments market** by 2030

680M

Number of digital tokens **Visa Token Service** issued in the past 12 months



■ FEATURE STORY

Why **Payments Personalization** Is Key To Enhancing User Experience For Digital Content Platforms



CONSUMERS HAVE COME TO EXPECT PERSONALIZATION IN THEIR SHOPPING EXPERIENCES,

whether using online marketplaces such as Amazon and Etsy or mobile apps such as Gilt or Poshmark. Product recommendations, informed by purchase histories and preferred payment methods, are becoming a standard aspect of digital checkout experiences.

Online content subscription purchasing experiences are far different from that ideal in practice, however. Magazines, newspapers, television networks and other content providers typically offer more uniform interfaces that may not consider their customers' geographies, content or payment preferences.

The standard approach to conversion that has been representative of the digital content ecosystem — the paywall — could be on its way to becoming a thing of the past, according to Trevor Kaufman, CEO of New York City-headquartered software-as-a-service firm [Piano.io](#), which offers an assortment of artificial intelligence (AI)- and machine learning (ML)-enabled content management products. Kaufman explained in a recent interview with PYMNTS how payment and content customization can impact consumers' digital user experiences.

Businesses generally prioritize getting customers on eCommerce sites or digital content platforms to make purchases above

“ ... rather than show you a paywall, ... we will say, **‘You can buy right now,’** ... and you are doing no new logging in [or] creating an account. ”



all else, and digital content platforms have leaned on paywall strategies to increase conversion. Consumers are eventually restricted from viewing site content until they subscribe or pay for additional access.

The trouble with deploying a paywall as a one-size-fits-all approach is that not all consumers are willing or able to commit to a subscription to begin with. Content platforms can thus lose potential customers who might not have wanted to pay for subscriptions but who may have considered paying piecemeal for access to specific articles, videos or other media. Kaufman

believes that a more customized approach to content monetization can help viewers have a better user experience by providing payments options that meet consumers when, where and how they want so as to ultimately help convert them into full-fledged buyers.

A DATA-DRIVEN APPROACH TO ENHANCING THE PAYMENTS EXPERIENCE

Content platforms can enhance their customers' experiences by providing payment methods that match clients' specific preferences, according to Kaufman. This means

leveraging data analysis to match consumers with the payment methods they are most likely to use and then providing them with both those payment options and interesting content.

“Certainly, if Ashley pays with an American Express Platinum Card and I pay with a prepaid VISA debit card, I’m probably a bit more liquid and [likely to cancel my subscription] than she is — I might have different content preferences,” Kaufman explained.

Knowing what payment method consumers like Ashley prefer in this scenario is one of the key pieces of information that can be fed into AI-powered predictive systems to help platforms extrapolate not only whether individuals might be interested in certain content but also the likelihood that they will ultimately purchase or subscribe if offered certain payment options.

Offering local payment methods is part of the drive to provide customers with the payment methods they prefer. The same data analysis tools that are used to detect customers’ preferences for debit over credit cards can be used to pinpoint their geographic locations and identify the payment options that are popular in each. Tools that use AI and ML can help secure and automate the functions needed to make cross-border transactions compliant with local regulations once options are in place, and they can also help merchants

determine which payment gateways might be able to ensure the highest transaction success rates. These systems can also be used to selectively show content that users are most likely to find engaging or worth purchasing.

AI and ML can also help offer payment options that subscribers might be unaware of but could prefer. One example: giving consumers the option of making purchases using a mobile wallet without having to open their own accounts.

“If you have Apple Pay configured on your phone, rather than show you a paywall where you’d have to log in [to access] really unlimited content [such as by becoming a subscriber], we will say, ‘You can buy right now, you know, [with] Face ID [or] Touch ID,’ and you are doing no new logging in [or] creating an account,” Kaufman explained.

The added time and effort users might save by using a mobile wallet they already use often entices them to subscribe because the sign-up process is faster and easier. It therefore converts consumers who might not have been willing to commit to a full subscription if doing so required spending a great deal of time and effort entering their personal information.

CUSTOMIZING CONTENT FOR A PERSONALIZED INTERNET

The implications of using this type of data-driven model go far beyond the payments

experience, too. AI and ML tools can also be used to customize the type of content different users encounter to begin with.

Kaufman likens the personalization of digital content to the customized shopping experiences on eCommerce retail sites. The difference is that consumers browsing the sites of their favorite magazines and newspapers might receive recommended articles and videos rather than suggested articles of clothing or other products.

“[Women] are going to get certain recommendations for clothes that are for women, and I’ll get recommendations for clothes that are for men and that’s the kind of simplest way of thinking about it,” Kaufman said.

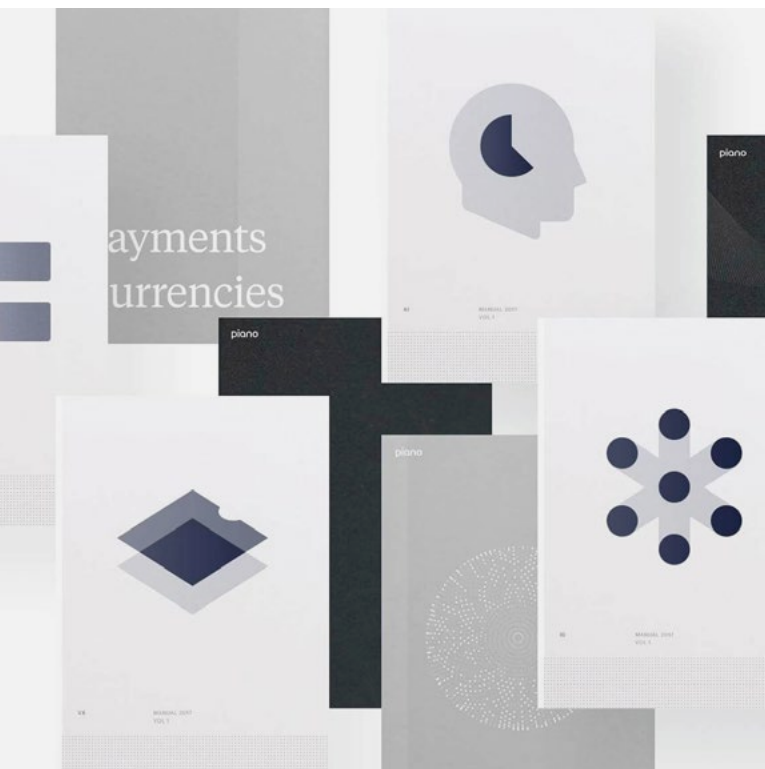
Readers are therefore exposed to more personalized content and less irrelevant content.

Kaufman explained that using AI and ML systems can also mean two different users could potentially never see the same content, even if they were browsing the same site at the same time.

“If you were to go to Marketwatch.com, you would see a different Marketwatch.com than I would, because we are dynamically reconfiguring that webpage for Dow Jones to show content that is more likely to make you click,” he explained.

User A might therefore enter the site and see homepage A, while user B would enter the site to see homepage B. User A might then click on one of the articles on Homepage A and encounter a paywall, while User B could click on the same article and encounter no paywall on the same page — and perhaps never encounter a paywall at all.

Algorithmic tools like these that harness data and predictive analytics can therefore help companies drive conversion in a time when consumers have access to countless digital content options. The space continues to grow more competitive, and digital content platforms’ success will hinge on their ability to tailor their products, content, services and payments to meet the preferences of current and potential customers.



NEWS & **TRENDS**



ADDING NEW PAYMENT METHODS AND GATEWAYS **TO ENHANCE THE USER EXPERIENCE**

CITRON ACQUIRES OPAY TO EXPAND PAYMENTS SERVICES ABOARD

Mobile payments platform Citron has acquired Opay, an Ontario-based mobile PSP that operates both in-store and online payment gateways. The acquisition will allow Citron's global clientele to **accept** mobile wallet payments from consumers across the globe whether they shop online, in-store or via mobile devices. The acquisition comes at a time when social distancing mandates and shelter-in-place guidelines are still in effect in many countries, driving an increased demand for eCommerce. This is heightening the need for merchants to accept fast and convenient payment options that allow consumers to pay remotely from the comfort of their homes.

LOCAL BARRIERS TO GLOBAL PAYMENTS

NEW REGULATIONS PROPOSED IN INDIA AIM TO BOLSTER GOVERNMENT CONTROL OVER FOREIGN DATA

The Department of Promotion for Industry and Internal Trade of India's Ministry of Commerce has submitted an eCommerce policy draft taking aim at reducing the influence of internet giants like Google and Facebook and boosting the competitiveness of local startups. The **proposed** regulations appoint an eCommerce regulator to oversee the market and its competitiveness as well as allow the Indian government to access the source codes and algorithms of industry giants to eliminate what it refers to as "digitally induced biases" that could be used by eCommerce businesses to foster unfair advantages over competitors.

The law would require eCommerce companies to submit data pertaining to topics such as national security and law and order if enacted. It would also put into place yet-to-be-determined stipulations regarding whether certain eTailers would be able to store their proprietary data on foreign servers while selling to local consumers. Critics of the legislation charge that it could disincentivize foreign eCommerce firms from operating within India's borders and give the Indian government an excessive degree of control over how those companies are allowed to handle their data, which could work to the advantage of local technology startups.

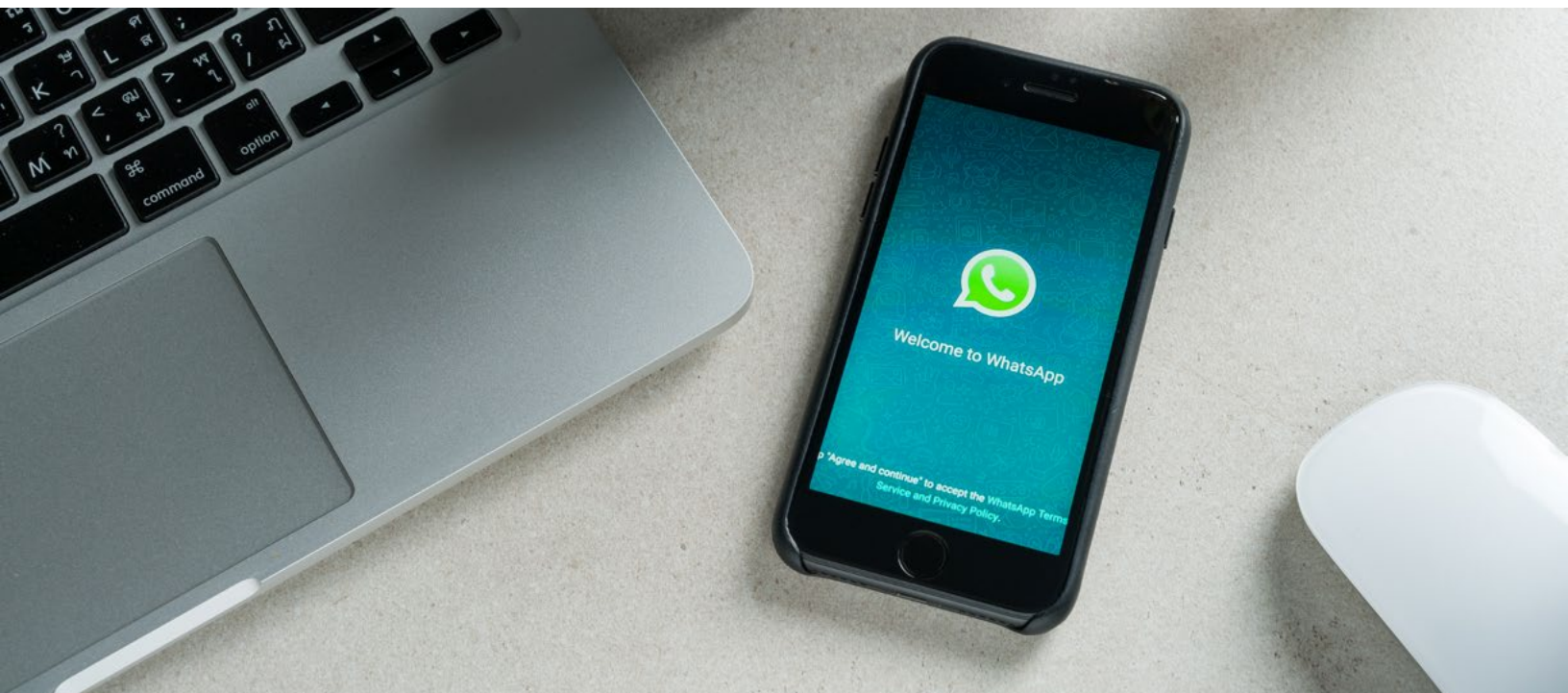


WHATSAPP PAYMENTS SUSPENDED IN BRAZIL ONE WEEK AFTER LAUNCH

Brazil is also taking active measures to limit foreign technology firms' influence over their domestic payment ecosystem. The central bank of Brazil has suspended Facebook-owned WhatsApp's in-chat payment services just one week after the service became available within the nation's borders. The bank [claims](#) that it had not had the opportunity to analyze the payment service prior to its rollout and that the decision to cease its operation will help preserve a competitive environment. Several Brazilian banks have subsequently requested that Mastercard and Visa — two of the payment partners that have helped support WhatsApp's in-chat payments — suspend their money transfer services via

WhatsApp, claiming that failure to do so could result in fines and sanctions. The decision notably comes as the central bank plans the November launch of its own digital payment service, PIX.

WhatsApp had a similar issue with local regulations when it attempted to launch its in-chat payment services in India, the platform's largest market. It has yet to receive regulatory approval to offer services in India, even after two years of testing within the country. Businesses looking to localize payments in the Indian or Brazilian markets may find it difficult to get their foot in the door without partnering with domestic payment service providers.





TOKENIZING TO ENHANCE CROSS-BORDER PAYMENT SECURITY

MASTERCARD AND AMAZON SET TO TOKENIZE CARD CREDENTIALS FOR USERS IN 12 COUNTRIES

Mastercard has announced that Amazon will be adopting its Mastercard Digital Enablement Service to tokenize the credit card credentials of users in 12 countries located within North America, Latin America, the Middle East and Europe. The move will **replace** card numbers with individualized tokens that are deactivated after being used to pay just once, not only decreasing the chances for fraud to occur but also potentially enhancing the user experience as users' card numbers will no longer need to be updated or verified during checkout.

MDES is currently used by 2,600 issuers and 1,200 other organizations requesting tokenization services across the globe. That number is also poised to increase, as Mastercard noted that its collaboration with Amazon comes during a broader shift in consumer demand for digital shopping options.

MAGTEK LAUNCHES TOKENIZED TOUCHLESS PAYMENT TECHNOLOGY

Anti-fraud solution and advisory service provider Magensa, a subsidiary of manufacturing firm MagTek, has filed a patent for tokenized touchless payment technology. The encrypted token is sent through a link via email or text and **contains** transaction data and merchant identification data. Clicking on the link brings users to a payment portal where they can enter the information contained in the token, which is then sent directly to Magensa's gateway services. The token may also be dispensed in the form of a QR code, which can be displayed on a mobile screen or printed out on a receipt and then scanned to initiate an immediate payment. It thus provides a touchless payment experience for both remote and in-store shoppers. The service is currently available on QwickPAY and Magensa's mobile payment app, and it will soon be accessible through Magensa Gateway Services.

Magensa's anti-fraud solutions rely on a **registry** of authentication information that is globally accessible. This allows international merchants, eTailers and government agencies to use its services to help enhance the security of transactions regardless of where they are initiated.

VISA TOKEN SERVICE ANNOUNCES THE ISSUANCE OF ITS ONE BILLIONTH TOKEN

Visa recently announced that its Visa Token Service (VTS) issued its 1 billionth token, and 680 million of these tokens have been **issued** in the past 12 months, according to Ansar Ansari, senior vice president of digital payment products at Visa. VTS tokens replace consumers' 16-digit card numbers with secure tokens that help reduce the risk of fraudulent transactions. There are now more than 13,000 merchants using Visa's card on file (COF) tokens and 8,200 issuers enabled on VTS in 150 markets across the globe. The announcement marks an important milestone for the international card network, which is undertaking a broader project to secure digital transactions amid the surge in eCommerce activity triggered by the COVID-19 pandemic.

Visa plans to expand its tokenization services going forward with such products as Token ID, which will help merchants scale their anti-fraud efforts and aid them in meeting regulatory requirements in countries with strict localization requirements, including Turkey and China.

INNOVATING SOLUTIONS FOR CROSS-BORDER PAYMENTS

LIQUID GROUP AND NICE PAYMENTS TEAM UP TO BRING CONTACTLESS CROSS-BORDER QR PAYMENTS TO KOREA

Singapore-based QR service provider Liquid Group has partnered with South Korea-based NICE Payments as its merchant acquirer, allowing its customers and issuance partners to **make** QR-enabled mobile payments via app and digital wallet. The partnership will also grant NICE customers access to Liquid Group's XNAP Network, allowing them to make cross-border QR code payments at 33,000 merchants and tourist destinations in South Korea and beyond. Users will also be able to **monitor** their account balances and track their transactional histories in addition to accessing these payment capabilities. Liquid Group confirmed that it will be looking to expand its QR code network by forming more international partnerships going forward.

N26 EXTENDS TRANSFERWISE PARTNERSHIP TO EXPAND CURRENCY OPTIONS

Berlin-headquartered mobile bank N26 has confirmed that it will be extending its partnership with international payments provider TransferWise in another global partnership move. The renewal **ensures** that N26 customers across Europe will be able to perform cross-border transfers in 30 different currencies using the bank's mobile app, which was recently redesigned to facilitate a more user-friendly mobile banking experience. The new app design supports N26 features like MoneyBeam, which can be used to split bills amongst friends and family members, and CASH26, through which users can withdraw and deposit cash at 14,500 retailers across Europe at no additional charge.

International money transfers are becoming more common as the global economy grows more interconnected and consumers require fast, easy ways to make cross-border transactions. Some of the most common types include bill payments, such as student loans and mortgage payments, as well as transfers to family members living abroad. Studies show that 43 percent and 35 percent of European consumers perform these cross-border payments, respectively.

DEEP **DIVE**

OFFERING **FAST AND SECURE LOCALIZED PAYMENTS** TO CROSS-BORDER SHOPPERS

Localized shopping and payment experiences are indispensable when selling to an international customer base. Enabling them, however, is often easier said than done. Merchants must navigate a range of operational complexities to localize payments, and the endeavor can be costly.

Funds transferred from one country to another are often sent across a network of corresponding banks, translated across different currencies and screened for AML and KYC standards by every bank involved. Each step in this process accrues a transaction processing fee, which can quickly add up and make cross-border trade an expensive venture for SMBs. It is therefore common for SMBs to rely on

payment service providers (PSPs) to manage the process for them.

Working with different PSPs to localize can also present a number of compliance and security challenges, however. Each transmission of payments data raises the risk of bad actors intercepting the data. Merchants thus face the challenge of striking a balance between meeting all the logistical requirements needed to support cross-border payments and keeping their customers' data safe and secure. This month's Deep Dive explores the numerous elements needed to support a localized payments experience and details how merchants can protect their transactions from bad actors.



LOCALIZE TO OPTIMIZE

Payment localization, the process by which merchants make their international customers' preferred payment methods available, is no easy feat. Enabling localized payments experiences requires complying with local AML/KYC regulations, translating into local languages, accounting for currency exchange rates and much more. The process usually begins with offering the right payment method.

This usually means that merchants must partner with PSPs that support local payment gateways. Consumers in the Southeast Asian market are likely to prefer paying with MOLPay, a multicurrency gateway popular in Malaysia, for example. Consumers in India are more likely to prefer paying with a Paytm wallet, while consumers in China tend to prefer paying via either Alipay or WeChat Pay. Merchants looking for a more global consumer base might even support all of them and more to cover consumer demands in other markets or to provide multiple payment options within the same market.

It is worth noting that a lack of use of multiple payment gateways that support localized payment experiences can not only result in an increased rate of false declines and cart abandonment. Merchants may also find themselves at risk of losing business if they rely on single payment gate-

ways that malfunction for one reason or another.

Having so many gateway options also begs the question of which payment gateways are best for processing transactions — a determination merchants must consider more than their customers' geographic locations. They must also weigh transaction success rates and currency exchange rates, which can both vary dramatically depending on which payment gateways are used and other extraneous factors.

Many merchants enlist help not only from payment gateways that are popular in the markets in which they hope to expand but also from PSPs that can help keep track of all these interchanging factors. The sheer volume of business relationships needed to maintain this complex system can quickly accumulate and become a significant development and maintenance burden if a payment orchestration layer that can simplify and streamline operations is not implemented.

REDUCING EXPOSURE WITH TOKENIZATION

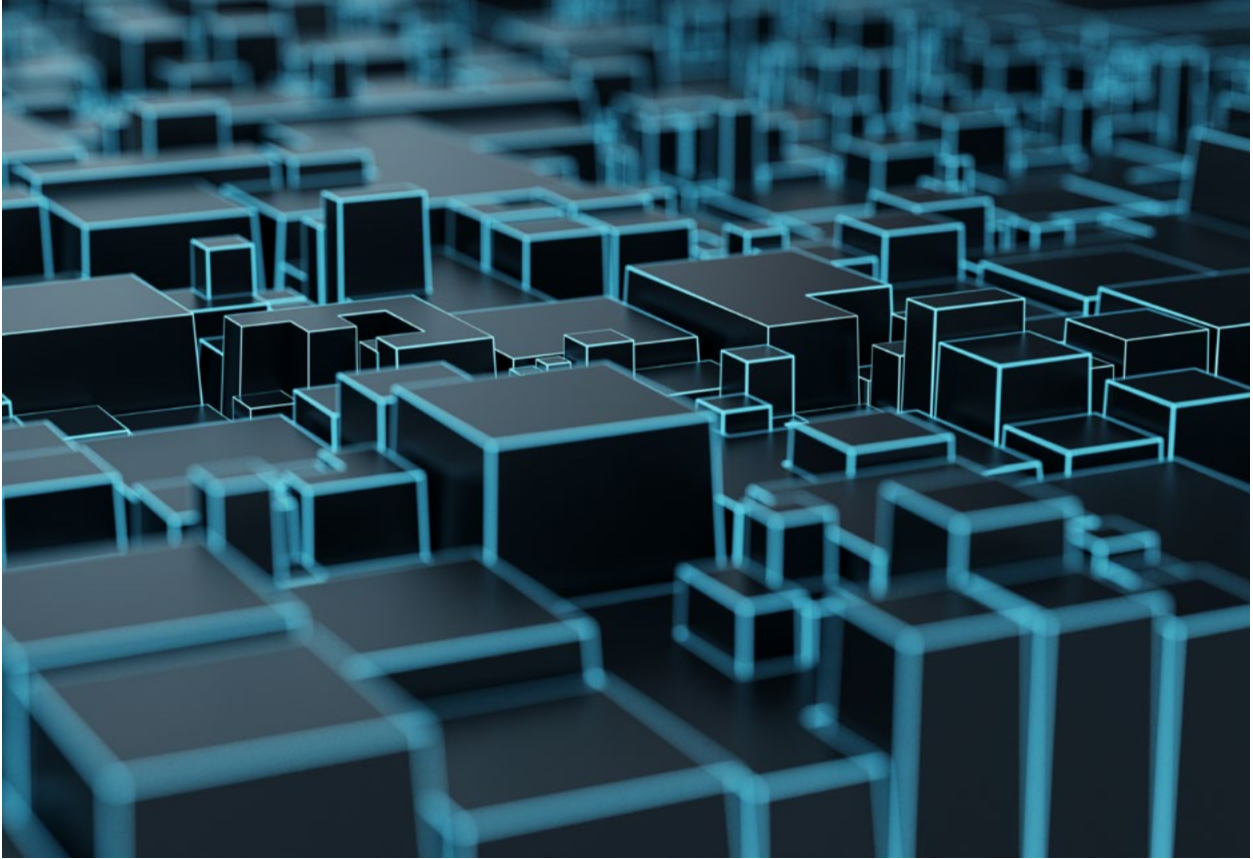
Security is yet another potential issue with working with many different service providers and this is something a payments orchestration layer can help solve. Consumers' information is passed between several or many different PSPs and other

THE NEED FOR
TOKENIZATION
HAS INCREASED
SINCE THE
BEGINNING
OF 2020
BECAUSE
**DIGITAL
PAYMENTS
MAKE UP
A LARGER
PORTION
OF ALL
TRANSACTIONS**
THAN THEY DID
BEFORE THE
COVID-19
PANDEMIC
BEGAN.

firms that help support their operations when cross-border credit and debit card payments are processed. This creates many opportunities for consumers' information to be intercepted, especially as AML/KYC regulations can vary dramatically between countries.

One notable tool that can help secure that information is tokenization, which enhances payment security by reducing the exposure of consumers' personal payment information. It can replace customers' 16-digit credit or debit card numbers with an encrypted token that acts as a decoy. The token facilitates the transfer of funds and masks the actual card details. The process means that card numbers are never shared with the merchants from which they purchase their items and can therefore not be intercepted by fraudsters and others who might be able to make a profit from stolen card information.

The need for tokenization has increased since the beginning of 2020 because digital payments make up a larger portion of all transactions than they did before the COVID-19 pandemic began and also because fraud instances have spiked as cybercriminals work to exploit the pandemic to their own advantage via COVID-19-themed phishing scams. These factors, among others, are accelerating market adoption of API-driven tokenization services, and the global tokenization market is expected to **grow** at a compound annual



growth rate (CAGR) of 22.5 percent between 2017 and 2025. It is then projected to be valued at approximately \$4.27 billion, up from \$685.78 million in 2016.

The security value of tokenization for offering localized payments is not lost on major card networks and eCommerce firms, either. eCommerce giant Amazon, for one, recently partnered up to [tokenize](#) the card credentials of its customers in 12 countries across North America, Latin America, the Middle East and Europe.

Tokenizing transactions through a payments orchestration layer can give businesses a strategic advantage. It can enable free and secure movement of payment information as needed without sacrificing the customer experience. It also helps mitigate the need for businesses to rely on third party vendors to secure their transactions.

There is no global payment rail and no universal regulatory structure governing cross-border transactions. There is thus value in embracing payments orchestration in their absence to help navigate the maze-like international payments ecosystem.

about

PYMNTS.com

[PYMNTS.com](https://pymnts.com) is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

Spredly

Build best-in-market payment systems by connecting to any payment service. Enable, optimize, and analyze online revenue with Spredly’s flexible payments platform. See how you can start today at www.spredly.com.

Connecting to multiple payment services, known as payment orchestration, is the new standard. Building and maintaining custom payment integrations is slow and expensive. Our PCI compliant solution lets you connect once and stay ahead of your payments strategy.

We are interested in your feedback on this report. If you have questions or comments, or if you would like to subscribe to this report, please email us at feedback@pymnts.com.

disclaimer

The Payments Orchestration Playbook may be updated periodically. While reasonable efforts are made to keep the content accurate and up-to-date, PYMNTS.COM: MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, REGARDING THE CORRECTNESS, ACCURACY, COMPLETENESS, ADEQUACY, OR RELIABILITY OF OR THE USE OF OR RESULTS THAT MAY BE GENERATED FROM THE USE OF THE INFORMATION OR THAT THE CONTENT WILL SATISFY YOUR REQUIREMENTS OR EXPECTATIONS. THE CONTENT IS PROVIDED "AS IS" AND ON AN "AS AVAILABLE" BASIS. YOU EXPRESSLY AGREE THAT YOUR USE OF THE CONTENT IS AT YOUR SOLE RISK. PYMNTS.COM SHALL HAVE NO LIABILITY FOR ANY INTERRUPTIONS IN THE CONTENT THAT IS PROVIDED AND DISCLAIMS ALL WARRANTIES WITH REGARD TO THE CONTENT, INCLUDING THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT AND TITLE. SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES, AND, IN SUCH CASES, THE STATED EXCLUSIONS DO NOT APPLY. PYMNTS.COM RESERVES THE RIGHT AND SHOULD NOT BE LIABLE SHOULD IT EXERCISE ITS RIGHT TO MODIFY, INTERRUPT, OR DISCONTINUE THE AVAILABILITY OF THE CONTENT OR ANY COMPONENT OF IT WITH OR WITHOUT NOTICE.

PYMNTS.COM SHALL NOT BE LIABLE FOR ANY DAMAGES WHATSOEVER, AND, IN PARTICULAR, SHALL NOT BE LIABLE FOR ANY SPECIAL, INDIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, OR DAMAGES FOR LOST PROFITS, LOSS OF REVENUE, OR LOSS OF USE, ARISING OUT OF OR RELATED TO THE CONTENT, WHETHER SUCH DAMAGES ARISE IN CONTRACT, NEGLIGENCE, TORT, UNDER STATUTE, IN EQUITY, AT LAW, OR OTHERWISE, EVEN IF PYMNTS.COM HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

SOME JURISDICTIONS DO NOT ALLOW FOR THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, AND IN SUCH CASES SOME OF THE ABOVE LIMITATIONS DO NOT APPLY. THE ABOVE DISCLAIMERS AND LIMITATIONS ARE PROVIDED BY PYMNTS.COM AND ITS PARENTS, AFFILIATED AND RELATED COMPANIES, CONTRACTORS, AND SPONSORS, AND EACH OF ITS RESPECTIVE DIRECTORS, OFFICERS, MEMBERS, EMPLOYEES, AGENTS, CONTENT COMPONENT PROVIDERS, LICENSORS, AND ADVISERS.

Components of the content original to and the compilation produced by PYMNTS.COM is the property of PYMNTS.COM and cannot be reproduced without its prior written permission.