

WL • Omncommerce solutions

energizing commerce
a new world
of omncommerce solutions



worldline
e-payment services

an atos company

Omnicommerce is more than digital

Retail and commerce are experiencing a profound revolution that will only increase in speed, complexity and breadth.

91% of retail sales in the EU-7 were offline in 2014***

Personalizing the customer experience increases sales **by +14%***

On average, consumers use approximately **3 different channels** before completing a transaction.*

The digital revolution involves a tsunami of change directly impacting your business and the way payments and customer engagement take place.

* retail touchpoints 2015 - for US consumers
** Adobe, Digital Trends 2015 *** Forrester



Worldline's truly progressive approach to digitize your business

We have entered this age of disruption. Adapting to it is necessary, as integrated digital processes are blurring the lines between the digital and physical worlds and rendering the consumer decision-making process easier.

Six pillars towards progressive digital transformation



Bridge the digital divide. Provide direct access to products at the right time of engagement



Offer fast & simple engagement



Capture and leverage data to understand customers better for ultra-personalized interactions



Leverage the store as a key asset while improving its efficiency



Be recognized as an innovative brand



Manage risk better without sacrificing customer experience

A new world of omnicommerce solutions energizing every business process, customer interaction and transaction

WL Digital Platform

A real-time oriented and scalable platform

- Providing a set of business services
- Interfaced with the legacy IS
- Securely storing business referential to expose essential data to appropriate channels in real time.

WL Digital Signage & WL Connected Store

A complete stand of interactive digital services not only to promote your catalog but also to engage your customers.

- **10% of issued coupons redeemed on a digital wall at the Barcelona airport during MWC2015***
- **Triple your in-store catalog**

WL Merchant Wallet

A vault of the consumer digital identity to access digital retail services

Beyond payment, WL Merchant Wallet secures the consumer digital identity during the entire customer journey to make the shopping experience seamless, while reducing fraud and increasing security. Your loyalty program and couponing, or any ticketing, as value added services, can be interfaced with the white-label wallet platform.

** during a one-week pilot*

WL Sips

The online payment solution

An international development through 50+ payment means and 100+ acquiring connections.

WL Store acceptance

A simple and central management

Transactions collection, terminals fleet administration, terminals maintenance

Centralized merchant payment services to smoothly run merchant businesses thanks to a consolidated overview of their omnicommerce activity.

WL mPOS solutions

Directly accept client payment highly secured without waiting the free cashier.

A large range of mPOS terminals empower sales assistant and enhance in-store shopping experience in order to push customers' purchase decision.

Worldline's key points

Worldline creates a consistent way of shopping through cross-channel touch points keeping your customer focusing on his own journey

- **A business and IT partner** dedicated to your business
- **A Global responsibility with a local presence**
- **#1 payment service provider** in Europe
- **#1 internet payment gateway** in continental Europe

Client testimony

“Our digital ambitions are strong to meet the challenges of our customers' new uses and Worldline is a global player in this momentum. As a company controlling the entire transactional value chain, we have found one of our partners to expand our inter-channel commitment.”



Jean-Noël PENICHON,
VP Information
Technology (IS & Digital) -
McDonald's France

**Click
& Collect**



1,300
restaurants
deployed
at end of 2015

They trust us

Aeropuerto de Barcelona, Auchan, Casino, Cineworld, Damart, Darty, Delhaize, Iberia, Leroy Merlin, Monoprix, McDonald's France, SNCF, Vodafone, Redspottedhanky, Virgin Trains East cost, TravelClub, Premier Inn, Renfe, vente-privée.com, Paylib, Bonpreu, Condis, Courses U, ...

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