

MOBILE PAYMENT SOLUTIONS

YOUR CUSTOMERS ARE ALREADY MOBILE. ARE YOU?

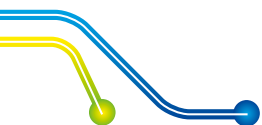
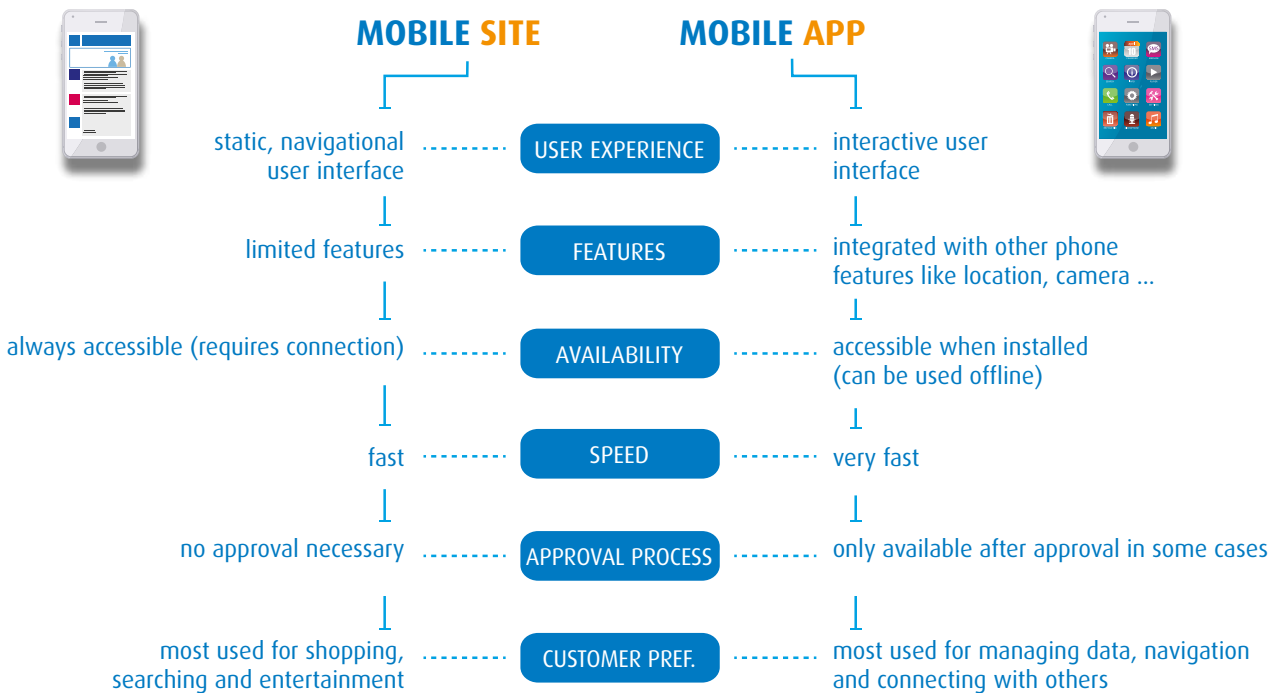
Research¹ reveals that 44 percent of smartphone owners use their phone to purchase products (including tickets, music and videos) online. As consumers increasingly turn to mobile devices for online shopping, mobile payments are now an indispensable component of your eCommerce strategy.

MOBILE APP OR MOBILE WEBSITE?

Ogone Advanced Solutions fit into every mobile payments strategy

Today you have two main options for implementing a mobile payments strategy:

- ➔ **A Native Mobile App** – Creating a mobile application that can be installed on a mobile device.
- ➔ **A Mobile Website** – Adapting an existing website for access from mobile Web browsers.



¹ Nielsen's U.S. Digital Consumer Report

IN-APP PAYMENT LIBRARY

ACCEPT PAYMENTS FOR YOUR NATIVE MOBILE APP

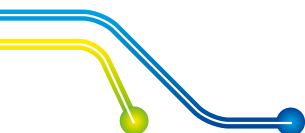
WHAT IS AN IN-APP PAYMENT LIBRARY?

Available for iOS and Android

An in-App payment library is a software component that can be embedded with only little integration efforts into your native mobile app. It allows your customers to complete an online purchase payment within the app i.e. without redirecting your customers to the mobile browser (in-App payment). Ogone in-App payment libraries are available for iOS and Android operating systems thus widely covering the app market: 83 percent of app downloaders use iPhone or Android smartphones according to a recent Nielsen survey.

BENEFITS

- Reduced integration efforts ●
- Reduced PCI-DSS compliance efforts ●
- Reduced transaction costs ●
- Full look & feel flexibility ●
- Enhanced usability for your customers ●
- Process recurring transactions/following orders without asking for your customer's credit card details each time (Alias Manager) ●
- Available for all major credit card brands and direct debits ●
- High security standards: no credit card data storage on mobile device ●
- 3D-Secure/Cardholder Authentication supported (web view) ●



MOBILE PAYMENT PAGE

ACCEPT PAYMENTS THROUGH YOUR MOBILE WEBSITE

Today you have two main options for accepting payments on your mobile website:

- ➔ **Mobile Payment Page hosted by yourself** – You can design and host your own mobile payment page and use Ogone's Alias Gateway to process the payments.
- ➔ **Mobile Payment Page hosted by Ogone** – You can redirect your customers from your mobile websites to Ogone's mobile payment page to process the payments.

MOBILE PAYMENT PAGE HOSTED BY YOURSELF

By using Ogone's Alias Gateway you can keep the cardholder on your mobile website throughout the entire checkout process. You create and host the mobile payment pages, however your customers' credit card details are submitted directly from their mobile browser to the PCI-DSS certified secure Ogone servers thus reducing your PCI DSS compliance efforts and allowing you to have an optimal checkout process for your mobile customers.



BENEFITS

Customers stay on your mobile website during the entire checkout process. Ogone is not visible to your customers ●

Seamless integration for various mobile checkout scenarios ●

Full look & feel flexibility for your mobile payment page ●

Since you don't have to store sensitive credit card data the PCI-DSS compliance efforts are drastically reduced ●

Available for all major credit card brands and direct debit ●

Offer Cross-Selling and Up-Selling within your mobile checkout (Alias Manager) ●

3D-Secure/Cardholder Authentication supported ●

MOBILE PAYMENT PAGE HOSTED BY OZONE

Instead of hosting your own mobile payment page you can redirect your customers from your mobile websites to Ogone's mobile payment page to process the payments. You can easily adapt its look & feel to match the look & feel of your mobile website.



BENEFITS

Quick and easy integration

Ogone Mobile Payment Page offers 10+ customizable parameters to match the look & feel of your mobile website

Cardholders enter credit card details on the secured Ogone servers thus reducing your PCI-DSS compliance process drastically

Available for more than 80 payment methods

3D-Secure/Cardholder Authentication supported



PRICING / HOW TO ACTIVATE?

Our mobile payment solutions are available within our bundled offers. Please contact your account manager at Ogone.



Mobile Payment Page Examples

Ogone International

Tel. +32 (0)2 286 96 11

Ogone Austria

Tel. +43 (0)1 890 63 85 00

Ogone Belgium

Tel. +32 (0)2 286 96 11

Ogone France

Tel. +33 (0)1 70 70 09 03

Ogone Germany

Tel. +49 (0)221 455 30 180

Ogone India - EBS

Tel. +91 (0)44 4488 7000

Ogone Netherlands

Tel. +31 (0)297 255 411

Ogone North America

Tel. +1 (0)415 568 2151

Ogone Switzerland

Tel. +41 (0)44 277 55 00

Ogone United Kingdom

Tel. +44 (0)203 147 4966

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