



E-NOVATION  
WEEK



# Revolutionizing Sales and Payment – the Evergrowing Importance of Omnichannel and Marketplaces

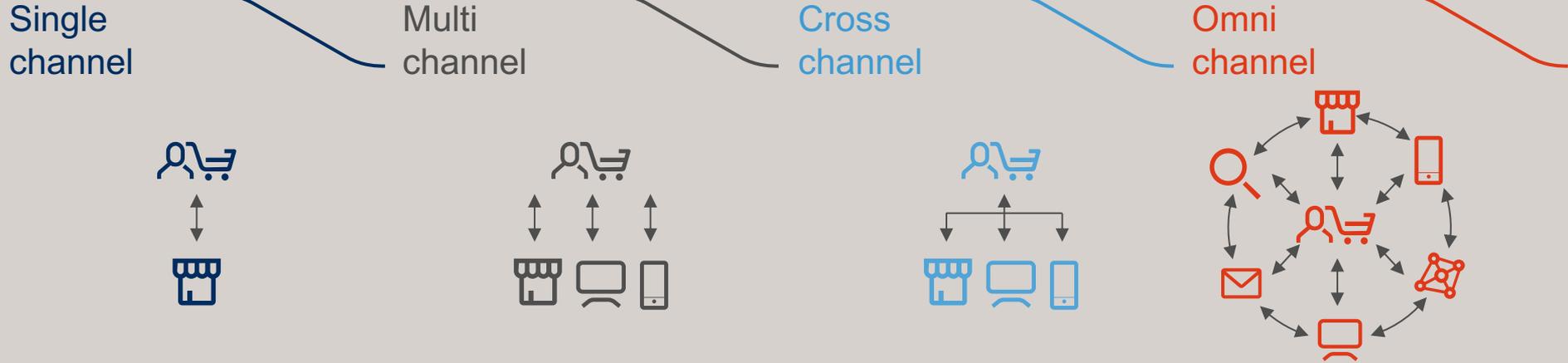
**Manuela Karam**

**Head Partner Management E-Commerce  
SIX Payment Services AG**

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# What is omni-channel?



## Anytime Anywhere Anyhow

The end-customer experiences a brand and no longer channels.

## Seamless Commerce

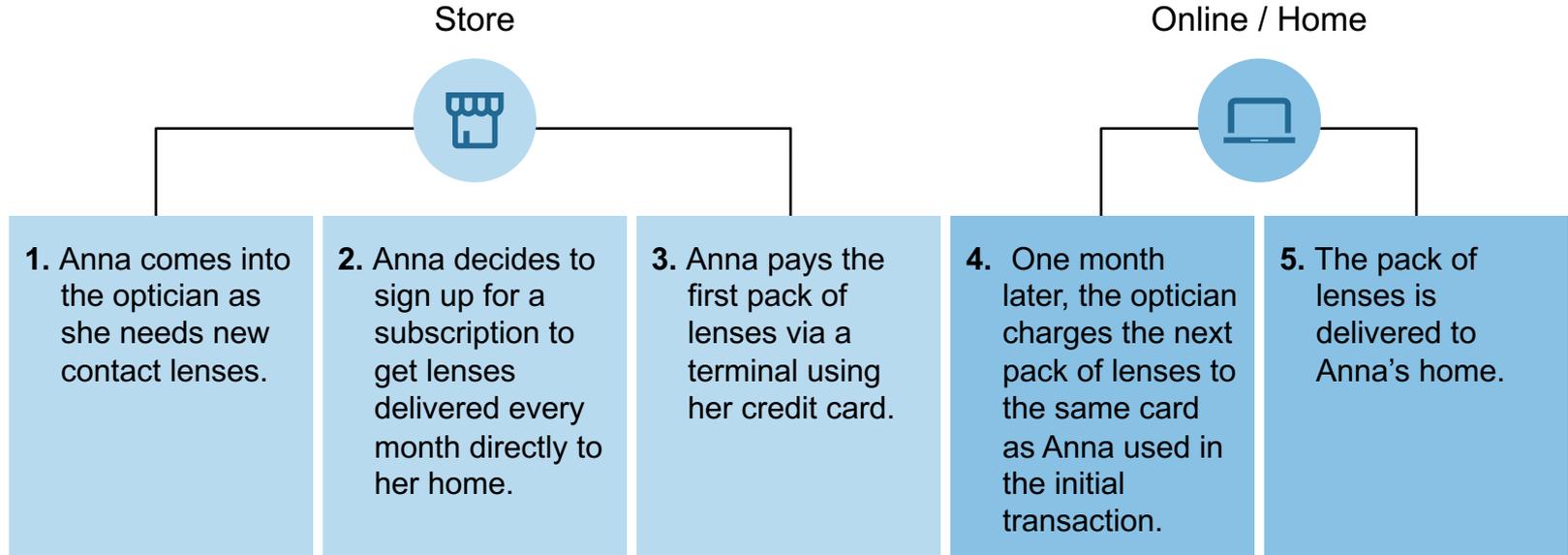
An end-consumer interaction leaves its footprint on the next interaction independently of channel and the experience is seamless.

## Holistic View

The merchant needs to maintain a holistic, integrated perspective to all aspects of the business to attain the best omni-channel experience.



# Example: Recurring Payments



Increases customer loyalty and satisfaction

31 % shoppers look for new ways to buy.

# Example: Recurring Payments



1. Anna buys lenses at the optician and sign up for a subscription.  
A credit card payment is done via a terminal and the credit card details are passed on to SIX.
2. The credit card details are encrypted and saved as a token with SIX.  
The merchant gets the token back.
3. The merchant sends another pack of lenses to Anna and uses the token to charge for it.  
The debit of the card was already authorized when paying in the store. This means that Anna does not have to do anything.

# Why marketplaces?



An **online marketplace** (or **online e-commerce marketplace**) is a type of e-commerce site where product or service information is provided by multiple third parties, whereas transactions are processed by the marketplace operator.



# Examples and Models of Online Marketplaces

## B2C (Business to Consumer)



- Amazon
- Allegro
- MENU
- UberTAXI

## B2B (Business to Business)



- Alibaba
- Wucato
- Tyre24
- 99designs

## P2P (Peer to Peer)



- AirBnB
- UberPop
- Willhaben
- Shpock
- ebay classifieds

## M2M (Machine to Machine) or IoT (Internet of Things)



- Amazon Dash Button
- DeliveryBy7
- Samsung Fridge

### Real Estate

#### Storefront



#### B2B



#### Recruiting



#### Delivery



#### Personal Productivity



#### Local



#### Construction & Logistics



#### Digital Design & Photos



### Education



### Finance



### Beauty, Health & Wellness



### Home Services



### Professional Services



### Crowdfunding



### Hospitality



### Food



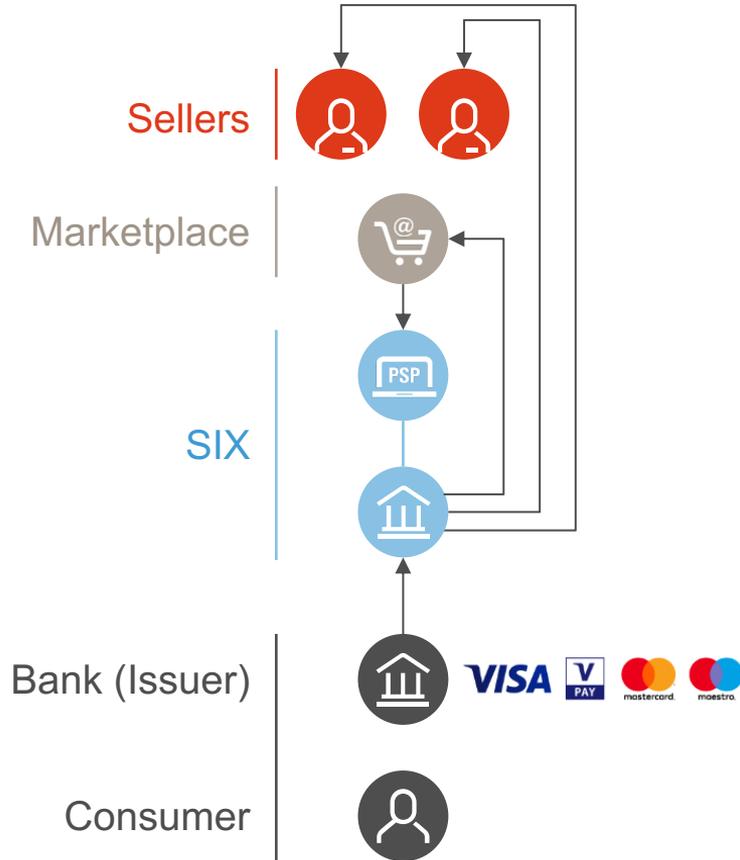
### Consumer Goods



### Transportation



# In a nutshell



SIX manages the splitting of payouts. Therefore, marketplaces are compliant with financial regulatory standards



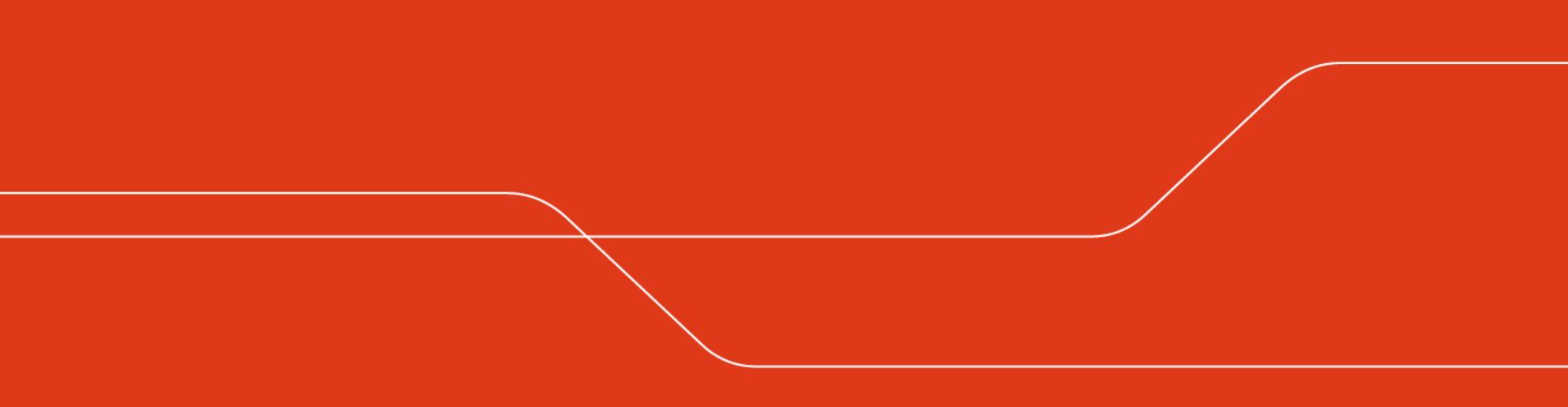
Full flexibility for the marketplace - each transaction is processed with an API between the marketplace and SIX using the Gateway/PSP Saferpay



No contracts needed between SIX and the marketplace's sellers – SIX only needs some data due to regulation purposes



Support of all SIX features for Visa and Mastercard including over 80 transaction currencies, Dynamic Currency Conversion (DCC) and Card on File (tokenization)

The image features a solid red background with three horizontal white lines. The top line is a simple straight line. The middle line starts as a straight line, then curves downwards in a smooth, S-like shape, and then curves back up to become a straight line again. The bottom line is a simple straight line.

Thank you!

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