

# CyberSource Alternative Payments Suite

Locally popular payment methods deliver a better customer experience, helping to boost sales conversions







Today's consumers use a wide variety of payment methods—from mobile apps, messaging platforms, and mobile wallets to credit and debit cards, cash on delivery, and online bank transfers. When they have a choice of merchants, consumers may favor one that accepts their preferred payment method.

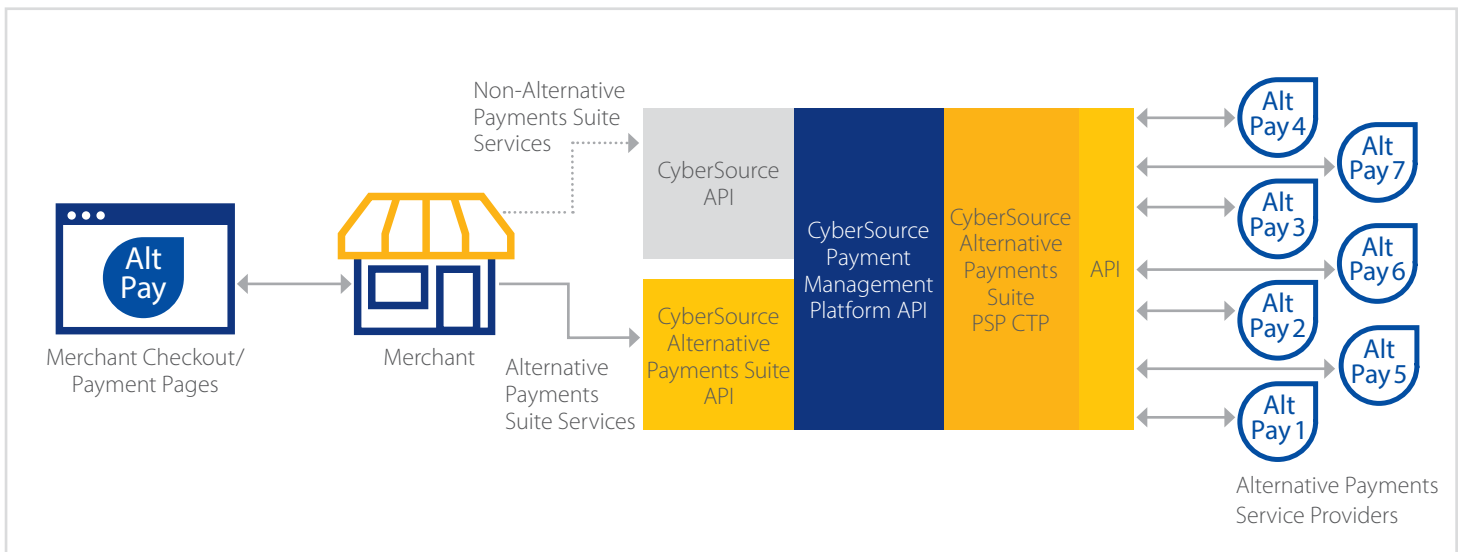
Merchants need to accommodate these preferences to win and keep customers in such a competitive environment. As they look to accept more cross-border orders and expand into new geographic regions, merchants must support popular local payment methods and provide a familiar, convenient payment experience.

But while alternative payment methods may help increase customer acquisition, improve sales conversion, and foster loyalty, they can be challenging to implement. According to a recent survey, more than 50 percent of merchants agree that eCommerce payment management becomes more difficult and costly with the more options they provide their customers.<sup>1</sup> Adding and maintaining alternative payment products, managing contracts, and sustaining compliance involve time-consuming tasks that pull internal team members away from more strategic projects.

## Key Benefits

- **Improve the user experience** and increase conversions by reducing checkout friction and offering familiar local payment types.
- **Convert more cross-border customers** by accepting non-card-based payments popular in other countries.
- **Accelerate time to market** for accepting alternative payment types by using a highly efficient, developer-friendly platform.

<sup>1</sup> Merchant Risk Council, "2018 MRC Global Payments Survey," in partnership with CyberSource, May 2018.



Payment service providers integrate to the common transaction protocol (CTP) by coding to the CyberSource API. Merchants can then simplify acceptance of multiple alternative payments with only minor code changes for each new payment type. In addition, merchants can easily tap into a variety of other CyberSource services through the CyberSource Payment Management Platform API.

The CyberSource Alternative Payments Suite can help your business reduce the complexity of accepting alternative payments. By simplifying integration, maintenance, and management, this suite lets you focus more time and resources on enhancing the user experience, improving customer acquisition and retention, and increasing sales conversion.

## Seizing Emerging Opportunities

According to a recent survey, more than 80 percent of retailers worldwide agree that cross-border eCommerce has proven to be profitable.<sup>2</sup> Consumers are increasingly willing to purchase from merchants based in other countries. Accepting commonly used and locally relevant payment methods can help merchants make the most of this important trend.

Many merchants are already spending significant amounts of time and money to create a strong customer experience. They are developing customer-friendly sites and apps, and continuously refining them to help maximize their appeal. Incorporating locally preferred payment methods is a smart way to improve results. However, merchants need the agility to introduce new payment methods swiftly so they can provide a friction-free experience and stay ahead of the competition.

<sup>2</sup> Payvision, "Key Business Drivers and Opportunities in Cross-Border Ecommerce 2017," in collaboration with Juniper Research, October 20, 2017.

## Facing the Challenges of Accepting Alternative Payments

Many merchants are eager to improve the customer experience and take advantage of cross-border transaction trends. But incorporating new forms of payment can present challenges. Merchants need ways to simplify integration of multiple new payment methods and partners so they can speed time to market and optimize gains.

At the same time, they need ways to streamline ongoing administrative tasks. They need to enhance the efficiency of conducting reconciliation, deploying payment service provider (PSP) platform version updates, maintaining compliance with new regulations, and managing various provider contracts. The more time and resources they spend on these tasks, the less they have available for improving the customer experience.

## Adding Alternative Payments and Reducing Complexity

The CyberSource Alternative Payments Suite removes the complexity of integrating, maintaining, and managing multiple payment products to support local payment preferences. The software-as-a-service solution is integrated into CyberSource's global payment management platform. Built on secure Visa infrastructure, the CyberSource platform offers the payment reach and fraud insights of a \$427 billion global processing network.

With the CyberSource Alternative Payments Suite, your business can improve the customer experience, enhance agility, and simplify management.

### Improve the customer experience

- **Enable seamless, convenient payments:** Provide a familiar, localized, user-friendly experience by accepting commonly used and locally relevant payment methods. Maintain payment consistency no matter which payment option your customers select. Increase sales conversions by reducing friction.

### Enhance agility

- **Accelerate time to market:** Add alternative payment methods quickly and help avoid high development costs by using an efficient, developer-friendly platform. The platform includes a single API and standardized payment integration across payment types.



### Simplify management

- **Reduce maintenance burdens:** Decrease the impact of payment service provider maintenance updates and stay current with the latest updates. A normalized merchant interface maintains the integration version updates and maps changes to the API.
- **Speed reconciliation:** Gain fast insight into financial performance. Generate a single reconciliation report that includes both card and non-card payment transactions.
- **Streamline contract management:** Reduce the time and effort for contract negotiations and management. Use a single financial settlement services contract governing all available alternative payment types. Or take advantage of direct pricing contracts with some PSPs while accessing their product through the CyberSource platform.
- **Maintain compliance:** Comply with existing and emerging regulations, such as the European Revised Payment Service Directive (PSD2). Access PSD2-enabled Payment Initiation Service Providers (PISPs) through CyberSource.

# Unique Features



## Payment Integration

- **Standardized payment integration across payment types:** Enable payments through CyberSource from a set of common API services. The solution standardizes transaction status and response codes for all payment methods you implement.
- **Single API:** Add new payment methods with only minor code changes for each new type. Using a single API standardizes the integration process while enabling you to own your customer interface and route transactions according to your needs.
- **Common transaction lifecycle:** Simplify development and customer support using a single set of status values to reflect transaction status across alternative payment types. All alternative payment types follow the same transaction lifecycle.



## Customer Experience

- **Intelligent payment type presentment:** Streamline the user experience and increase conversions. The Sessions API allows you to send transaction information before the consumer reaches the checkout page. If a payment type does not support the transaction, the payment option will not be shown.
- **Refund consistency:** Pass refunds through the original payment method as well as alternative refund methods where the original method does not support refunds.



## Management

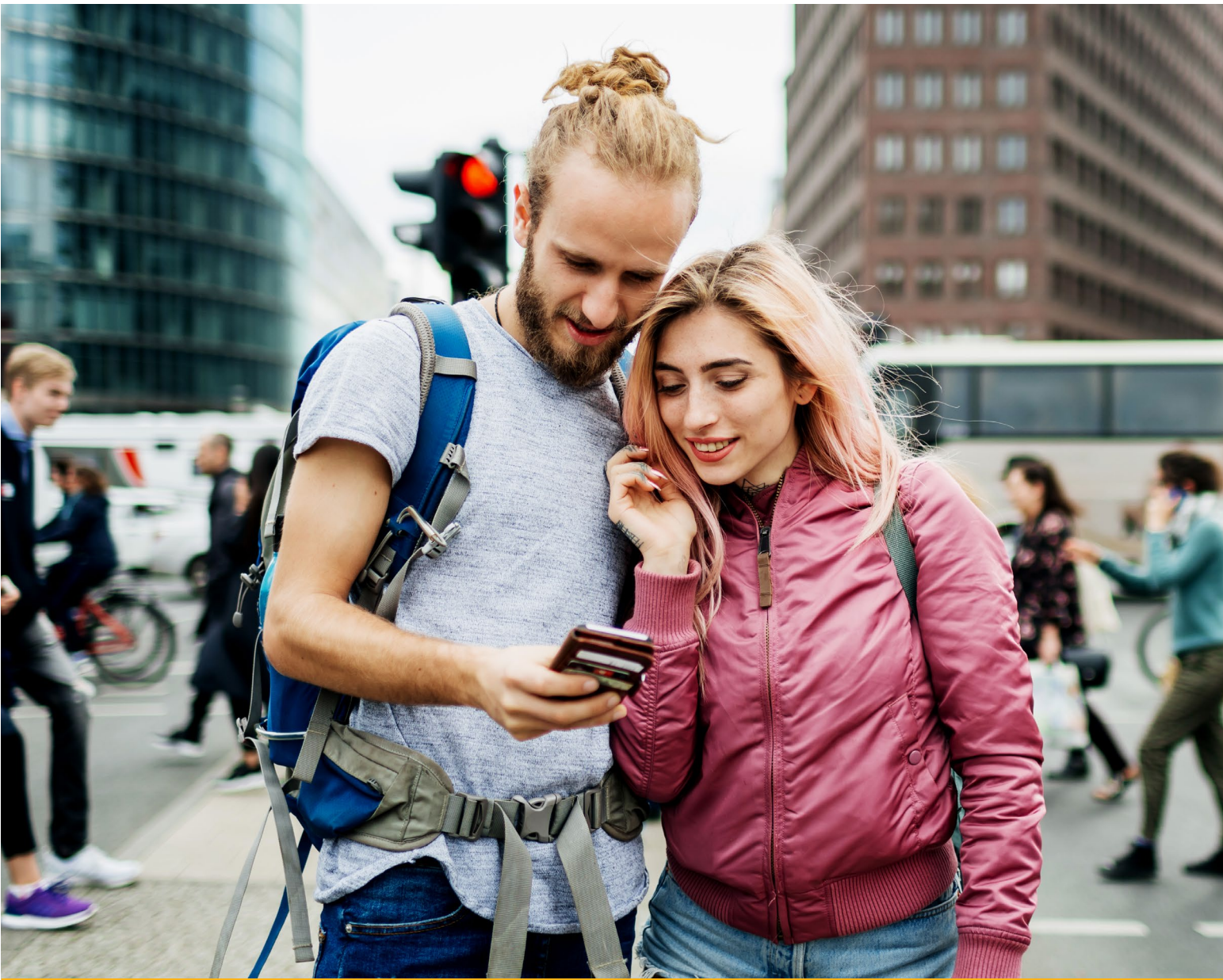
- **Scalable model:** Avoid time-consuming PSP integration. PSPs code to CyberSource, allowing you to run multiple integrations in parallel. The integration specification is defined as a solid, secure, and advanced back-end standardized API.
- **Normalized merchant interface:** Essentially eliminate the need for continuous PSP updates. CyberSource maintains PSP integration version updates and maps changes to the existing CyberSource APIs.
- **Single reconciliation report:** Simplify reconciliation with a single set of reports on transaction cycle events, funding, and settlement for both card and non-card transactions.
- **Single financial settlement services contract:** Manage one contract for multiple payment types. Reduce the time and effort for contract negotiations, and implement more payment choices faster.
- **Split pricing from processing:** Establish and maintain direct pricing with PSPs and a technical gateway contract with CyberSource.
- **Access other integrated CyberSource services:** Simplify the addition of popular non-card-based payment types, such as Apple Pay and Android Pay. Reduce fraud risks with CyberSource Decision Manager.



# Staying Ahead of the Competition with CyberSource

Consumers today often have a wide range of merchant choices, and many are willing to make purchases across borders. To succeed in this competitive global environment, you should deliver a seamless payment experience—one that enables consumers to use their preferred local payment method.

The CyberSource Alternative Payments Suite enables you to incorporate a wide variety of popular payment methods while helping avoid complexity. You can capitalize on growing cross-border opportunities by providing a familiar, convenient experience that helps you acquire and retain customers.



Find out more about CyberSource Alternative Payments Suite at  
[www.cybersource.com/alternativepayments](http://www.cybersource.com/alternativepayments)

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CyberSource is a global, modular payment management platform built on secure Visa infrastructure with the benefits and insights of a vast \$427 billion global processing network. This solution helps businesses operate with agility and reach their digital commerce goals by enhancing customer experience, growing revenues, and mitigating risk. For acquirer partners, CyberSource provides a technology platform, payments expertise, and support services that help them grow and manage their merchant portfolio to fulfill their brand promise. For more information, please visit [www.cybersource.com](http://www.cybersource.com)

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