



# Leveraging Payment Technology to Power Your Omnichannel Ecosystem



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# Customer expectations are changing, and businesses are adapting.

People want to have a frictionless commerce experience at the point when they want to transact. And that's not just at the point-of-sale; it's across the entire experience.



# Often payment technology is isolated by channel resulting in disconnected systems and a poor customer experience.



eCommerce Solution



Mobile/App Solution



Retail POS Solution



Curbside Solution



Invoicing Solution



Subscription Solution



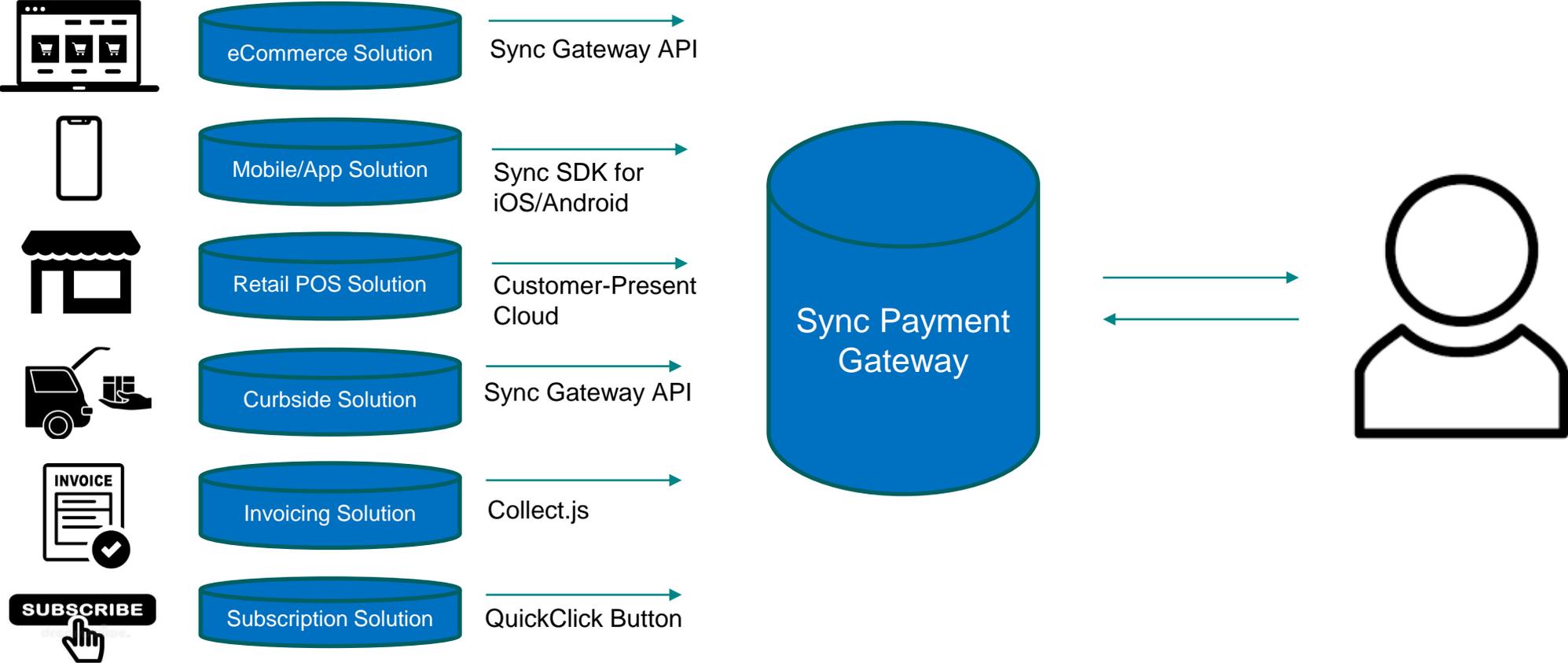
# Omnichannel Payment Technology



Integrates all of a business's payment technology together, giving a single view of your customer interactions, while also providing a seamless customer experience.

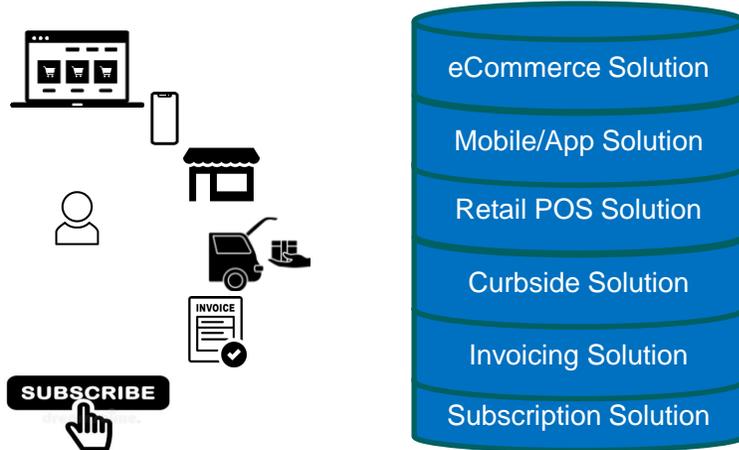


# The right payment gateway can power a true omnichannel ecosystem with systems integrations that enable the ideal customer experience.



# Set yourself up with an expandable technology stack that allows for future flexibility to empower and support growth.

## Initial Commerce Interaction



## Subsequent Interactions



# Multichannel Commerce Integration Success Story



It is amazing to have a good partner like Sync who understands and respects the value of our sub-distribution channel. I wish we could use their solutions across all our global markets.

— Bertrand Fontaine, President



## About Client

Sync has been working with the globally recognized powerhouse's sub-distribution channel, State Beauty Supply, since being referred to them in 2011



## Challenges

L'Oréal's SalonCentric desired to implement a national ecommerce site for all sub-distributors, enabling multichannel frictionless checkout experience



## Key Initiative

Sync worked with technology partners, SomethingDigital (Magento Partner) and MD Pro, to deliver a multichannel payment vault-and-token solution



## Business Impact

Enabling ecommerce without having to capture a payment card with each checkout increases US sales by 8% while enhancing loyalty. Post-supply chain interruption market share is expected to increase substantially



QUESTIONS?

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