

CREATING AN EFFECTIVE AND SEAMLESS PAYMENTS EXPERIENCE WITH OMNI-COMMERCE

Joe Pappano, SVP, Managing Director, Vantiv Entertainment Solutions, looks at how omni-commerce is taking the gaming payments world by storm.

The rapid evolution of the gaming and entertainment industries, as well as the rise of new types of gaming (social/digital), renders omni-commerce increasingly important.

Gamers today – regardless of the platform – expect a payment experience that is both seamlessly integrated into gameplay and simple to execute. And no operator wants

world by storm and is inevitably starting to make its round in every corner of business.

Amid varying definitions, the idea at the heart of omni-commerce is ensuring a seamless and effective consumer transaction across multiple experiences, whether online, via mobile or in a brick-and-mortar establishment.

For example, many casinos offer far

they are in-house at a counter, at a kiosk, online or using a mobile device.

One more layer to the omni-commerce mix: social and digital gaming

It's an exciting time in the gaming and entertainment industries, especially given the rise of social and digital gaming. These games have grown exponentially in popularity in recent years with the global digital games segment generating \$74.2B in revenue last year alone (Source: SuperData).

They are reaching and captivating several audiences simultaneously, including the next generation of gamers. In the digital space, there is a demand for instant-gratification, and a propensity to use an on-file stored credit, debit or prepaid card to fund play, so it's important that payments be more unified than ever before.

As your business explores and implements a social or digital component, it's equally as important to incorporate an omni-commerce solution so it complements your overall business.

Safe and secure

The presence of EMV – making it very difficult to conduct card-present fraud in a brick-and-mortar establishment – is now driving fraud to card-not-present environments. EMV technology combined with naturally growing e-Commerce traffic has led to a perfect storm for fraudsters to focus on digital mediums.

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to see a player leave their game because the payment experience is clunky or slow.

It has never been more vital to discuss the correlation of all of your business' moving parts. Treating the industry holistically and creating multiple points of interaction ensures a seamless and effective player transaction across multiple experiences.

It all begins with omni-commerce and understanding its power.

Defining omni-commerce

It's a buzzword that has taken the payments

more than just on-property gaming. Casino operators in some states now offer online gambling like poker and slot play, either free-to play or pay-to-play, depending on the jurisdictions in which they operate. Traditional casinos can also include spas, retail, restaurants, self-service ticketing kiosks and golf all within a property's confines.

Payment solutions today should help you offer payment options that meet the needs of your customers and provide efficiencies to your operations. These options should be secure, easy to use and available whether