

A MONTHLY RECAP OF THE DEVELOPMENTS
WITHIN THE OMNICHANNEL ECOSYSTEM



PYMNTS' VIEWPOINT

Power Is In The Eye Of The Omnishopper

Knowledge is a powerful thing, and consumers today have plenty to go around. From the proliferation of smartphones and other mobile devices to rapidly advancing information technologies, consumers have all the tools necessary to make succinct, well-informed decisions about when, where and how they want to shop.

In many cases, shoppers walk into most shopping experiences – whether it be in-store or digitally – armed with research and information about what they want to purchase and where and how they can find the product that best suits their needs.

According to the [“Great Omnichannel Expectations”](#) report released by iVend Retail, roughly 49 percent of the 1,000 consumers surveyed said they do prior research on an item before making any intention to purchase, while 44 percent admit to researching products online multiple times.

As consumers become increasingly more educated and digitally connected on their shopping journeys, omnichannel retailers must rise to the challenge and ensure they are offering the convenient and seamless experiences that will keep omnishoppers coming back for more.

iVend Retail's report points out that retailers have a “secret weapon” at their disposal to not only enhance the shopping experience for consumers, but also give them what they expect out of omnichannel shopping: convenience and seamlessness.

It starts with meeting consumers at the delivery and connection points they prefer.

More than half of the survey respondents (57 percent) said they have used buy online, pick up in-store services — and 25 percent said that if a retailer wants to improve the shopping experience offered, it should start by improving this capability for consumers.

This type of cross-channel feature presents a significant area of opportunity for merchants, both from a revenue standpoint as well as the ability to exceed the expectations of those consumers who dislike paying for shipping and waiting for deliveries.

But in order to ensure products are available for whatever channel the consumer prefers at the exact time they are looking for it, merchants must change the way they look at and approach [omnichannel fulfillment](#).

Research from RIS News shows that consumers must deal with the products they desire being “out of stock” or “back ordered” between 10 to 20 percent of the time when they shop. This type of inconvenience and friction can have detrimental impacts to a consumer's overall experience with a merchant. Luckily for retailers, the real-time visibility and inventory insight needed to ensure a consumer's shopping experience is seamless across channels can be assisted with the use of the right fulfillment technology and systems.

Deploying flexible and efficient inventory management is critical to supporting the type of product availability requirements retailers need in order to efficiently meet the demands of consumers across channels.

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When it comes to shopping, consumers do not just think in terms of channels. They place significant value on consistency, and the omnichannel fulfillment infographic from RIS News underpins how important it is for merchants to provide a shopping experience that works for their consumers no matter when and how they choose to purchase.

Unfortunately, it looks as though many merchants still have a long way to go.

While many retailers understand the importance of efficient inventory management systems, only 13 percent of retailers feel as though their multichannel fulfillment technology is up-to-date. The data also show that nearly 77 percent of omnichannel retailers offer shoppers the option to buy in-store and ship to home, but just 28 percent ensure their consumers can also buy online and pick up in-store.

But on the bright side, roughly 29 percent of merchants have plans to begin implementing upgrades to their order management systems within the next 12 months, while nearly 80 percent said they already have or will enhance their in-store shipping and fulfillment technologies within two years.

According to RIS News, the ability for a consumer to have a clear understanding of what a merchant does and does not have available to them is an important differentiator in the purchasing decision. Being able to support the omnichannel features and capabilities the educated and connected shoppers of today have come to expect can be the difference between fulfilling an order no matter the channel or being passed over for the next merchant who can.

Happy Reading!

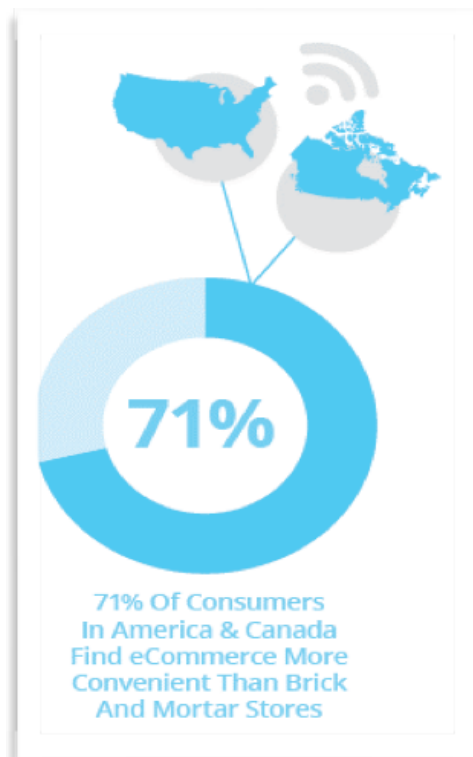
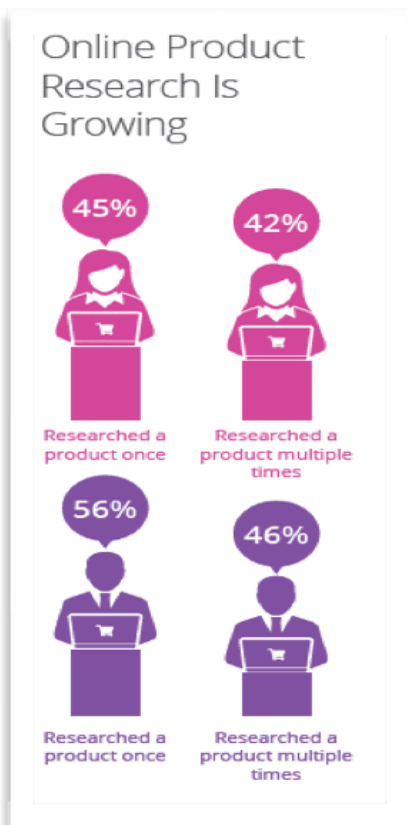
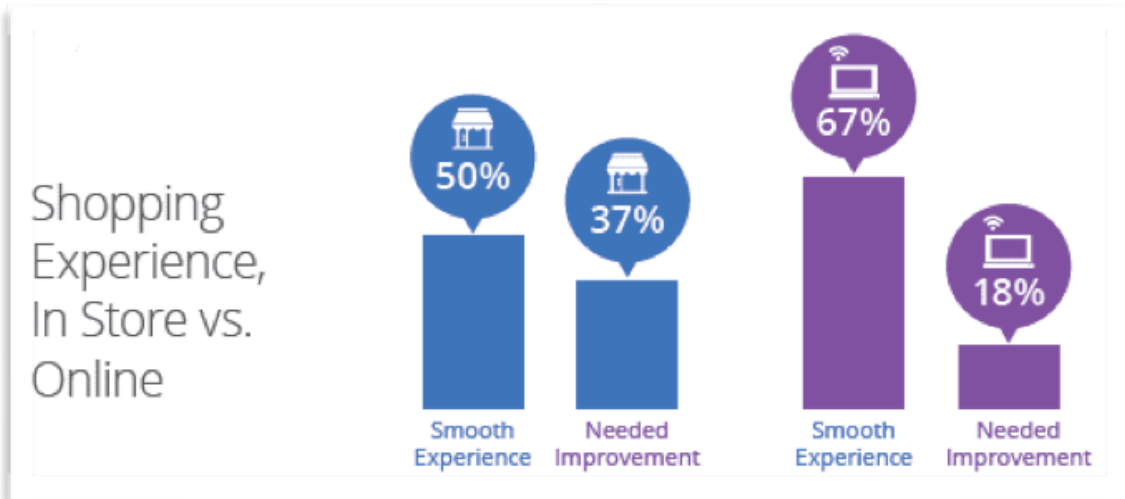
1: ENGAGE THE CUSTOMER

iVend Retail's "[Great Omnichannel Expectations](#)" report examines how retailers can deliver a seamless omnichannel experience. The report surveyed 1,000 customers from the U.S. and Canada and revealed that 71 percent of consumers agree eCommerce is more convenient than shopping in-store. Key factors for the preference toward online shopping include convenience, ease of use and personalization. However, receiving the product immediately, the ability to try the product in-store and store associates who can help shoppers are some of the reasons physical retailers' locations remain the place where retailers are able to generate the most profit.

Some key findings from the report include:

- More customers see the process of online shopping as a smooth experience in comparison to in-store purchases (67 percent and 50 percent, respectively).
- Nearly half (49 percent) of consumers are doing online research before they visit a store to make a purchase, which means retailers must ensure seamless channel integration so that customers can purchase what they researched online in the store.
- Shoppers do not like paying for shipping or waiting for deliveries. Buy online and pick up in-store is becoming widely accepted, with 57 percent of consumers saying they have ordered an item online for collection in-store.
- For many retailers, outdated or inefficient loyalty programs are a missed opportunity. Consumers missing out on using loyalty cards or paper coupons before the expiration date is a growing concern that can be addressed through digital loyalty programs. Research showed 42 percent of consumers would prefer loyalty offers delivered directly to their email accounts, while 30 percent would like offers sent to their mobile devices.
- Improving the in-store experience for shoppers starts with making it more like shopping online. Nearly 42 percent of consumers said they would like to receive exclusive offers right on their phones as soon as they enter the store, which they can then access with a digital wallet like Apple Pay or Google Wallet. The surveyed shoppers also expressed an interest in having sales associates use tablet devices to take payments so that they can avoid the checkout lines.

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Source: iVend Retail: "Great Omnichannel Expectations: How Retailers Can Offer More Personalized, Consistent Shopping Experiences That Increase Sales And Deepen Customer Loyalty," 2015.

1: ENGAGE THE CUSTOMER

Brickwork launched a SaaS platform to drive the [conversion of online traffic to in-store sales](#). The platform powers digital content and services for a retail location, while also supporting search-optimized store pages, an event and promotion management system, and an appointment and scheduling management solution for in-store services.

[Referral marketing](#) platform Extole launched a partner program to optimize customer acquisition-based marketing campaigns across mobile, email, Web and offline channels. The program has 10 CRM, social, mobile, and email marketing companies as initial partners, and it was designed to help companies integrate a referral marketing program through every step of the customer lifecycle. Extole's new offering takes advantage of the fact that referred customers are three times more likely to refer a friend than any other customer.

Genesys has partnered with visual communication solution provider Vidyto to incorporate its [video conferencing](#) technology to manage customer engagement within the Genesys AppFoundry marketplace of applications, integrations and services for customer experience solutions. Video-enabled contact center agents will have the ability to interact with customers (via mobile or online) for a visual customer service experience.

LOYALTY AND REWARDS

Microsoft updated its wallet app by enabling Windows 10 mobile users to add [retail loyalty card](#) by hand or through scan. The update now allows the use of either a smartphone or physical credit-card like option to redeem loyalty points from retail stores.

Samsung added [50 new merchant gift cards](#) to its digital wallet, Samsung Pay, with more expected within the coming months. Moreover, another interesting feature of Samsung Pay is that it enables consumers to buy and share those gift cards through the app itself.

Revionics, a pricing and merchandising solutions provider, has acquired MarketYZe, an online competitive pricing intelligence, inventory optimization and merchandising solutions provider, for its advanced big data pricing intelligence, provided via SaaS to both online and traditional retailers. The acquisition will provide Revionics customers with intelligence across market, competitive and customer data to [execute omnichannel strategies](#). It also enhances Revionics' Dynamic Pricing solution, providing increased real-time competitive price monitoring and analytical insights from a single solution.

PERSONALIZATION

As the use of digital channels continues to grow, a new report sheds light on the importance of communicating with consumers on a 1:1 basis. The Ascendant Network and Kahuna released the paper "The Future Will Be Personalized," which provides insight into opportunities, challenges and the current state of [marketing personalization](#). Based on surveying members of the Ascendant Network, its main findings are:

- While 100 percent of the marketing professionals interviewed are committed to omnichannel engagement with their customers, only 6 percent said they have reached a mature omnichannel execution.
- Omnichannel communication is seen as critical, and the top 3 reasons for developing an omnichannel strategy are: to increase revenue, to foster deeper engagement and for customer retention.

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- While marketers see personalization as an important feature in the near future, less than 10 percent of respondents feel they have or fully utilize the tools they need. Nearly 78 percent of companies surveyed said resource constraints limit their progress for omnichannel personalization.
- As the importance of using digital channels has emerged, particularly with mobile, new challenges have surfaced for 83 percent agree that mobile is a critical component of omnichannel communications, but only 46.9 percent said they have the tools to align mobile with other channels.

Marketers know the need for omnichannel



Top 3 reasons for developing an omnichannel communication strategy

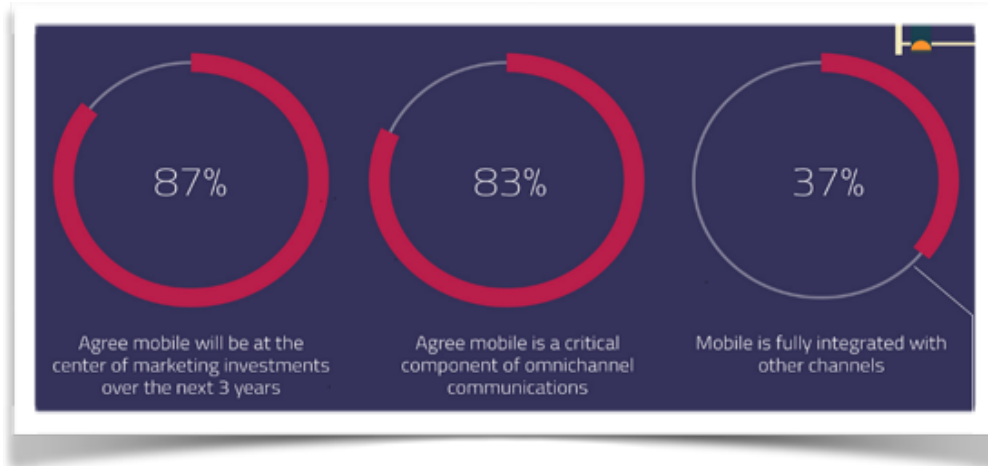
- 1 Increase Revenue**
- 2 Deeper Engagement**
- 3 Customer Retention**
- 4 Customer Insights
- 5 Improve Brand Sentiment/Affinity
- 6 Deliver a Unified Voice
- 7 Customer Acquisition
- 8 Increase Store Traffic (Online or Offline)
- 9 Increase ROI

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The challenges of omnichannel communication



Mobile is playing a large role



Source: Kahuna: "The Future Will be Personalized: How Marketers Will Deliver Personalized Omnichannel Experiences," 2015.

Genesys, an omnichannel customer experience and contact center solution provider, has acquired SpeechStorm, a self-service application provider for mobile, Web and interactive voice recognition (IVR) channels. Through the acquisition, additional [omnichannel self-service capabilities](#) were added to the Genesys Customer Experience Platform, thus enhancing the company's self-service IVR and Web engagement solutions.

Nike has invested in its digital and mobile over the last several years, and the channels will continue to be an important objective for the company as it wants to raise its eCommerce revenue to \$7 billion by 2020 by driving the connection of its online presence to its broader digital strategy. The company said will continue to make the [digital experience](#) more tailored toward the individual and focused more on a single access point for the Nike

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brand. In its second quarter 2016 results, the company has increased its eCommerce business by 50 percent. This is partially explained by expanding its online markets to Canada, Switzerland and Norway in the last three months, and planning to add Mexico, Turkey and Chile.

GOING SOCIAL

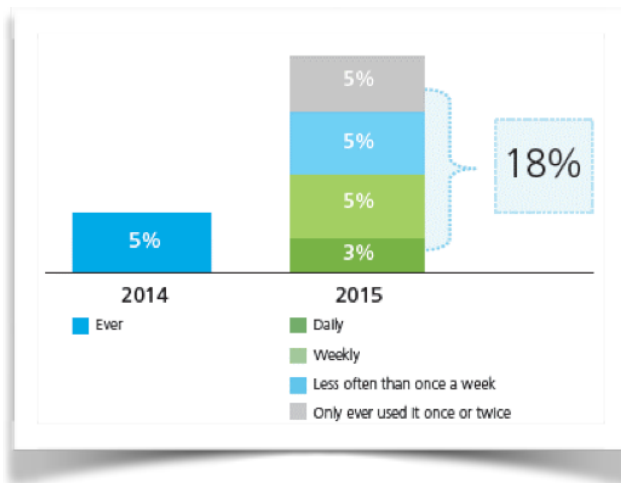
Since June, apparel/accessories retailer Fossil has promoted its products on social media platform Instagram to [drive traffic and boost sales](#). The company noted the importance of images and said that social platforms must include images to be relevant. Fossil has seen a 20 percent increase in traffic from using Instagram; its sales from the visually based platform are substantially higher than the ones from Twitter or Facebook. Fossil also allows its customers to upload photographs of their merchandise on their website, which are later published on Instagram, giving credits to the user who submitted the post. As Fossil focuses on social media marketing, this year the company will launch functionality that enables customers to buy products directly from images in social posts.

2: ENABLE THE CUSTOMER

The “2015 Global Mobile Consumer Survey: U.S. Edition The Rise of the Always-connected Consumer” report from Deloitte shows an increase of almost four times of customers using [mobile phones for in-store purchases](#), from 5 percent in 2014 to 18 percent in 2015. Other key mobile payment findings from this report include:

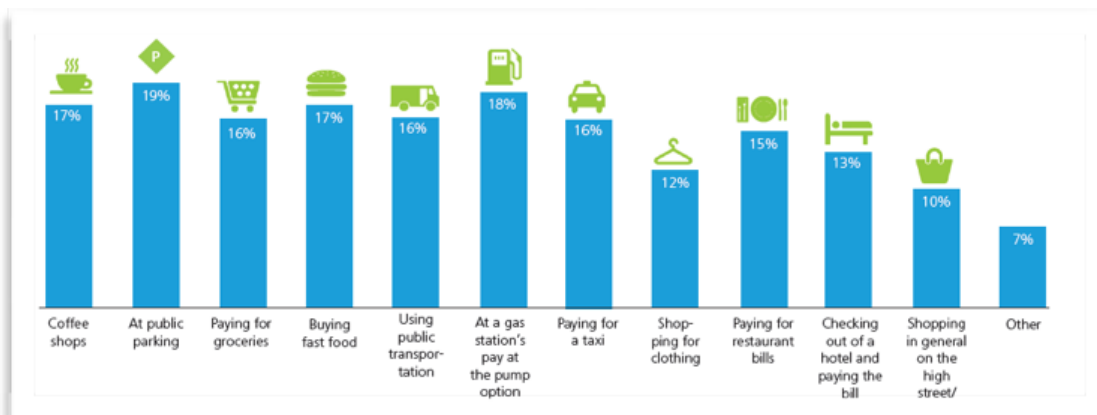
- The use of mobile payments in-store is mostly driven by 25- to 34-year-old customers (36 percent).
- Top mobile in-store payment usage scenarios were identified as public parking (19 percent), gas station purchases (18 percent) and at coffee shops and fast food establishments (17 percent each).
- Main reasons for consumers to choose not to make an in-store purchase on their mobile device include security (50 percent) and a lack of clear benefits (36 percent).

How frequently, if at all, do you use your phone to make an in-store payment?



Source: U.S. edition, Deloitte Global Mobile Consumer Survey, July 2014, July 2015

In which, if any of the following scenarios do you/would you find it beneficial to pay by using your mobile? (Those who have not used their phone to make in-store payments)



Source: U.S. edition, Deloitte Global Mobile Consumer Survey, July 2015

2: ENABLE THE CUSTOMER

ENABLING MOBILE PAYMENTS

A survey conducted by Retale showed an increasing expectation from consumers on mobile payment adoption and the seamless experience it delivers. The number of consumers who expect retailers to [support mobile payments](#) in-store has raised from 57 percent in 2014 to 63 percent in 2015. Also, there has been a significant jump in the amount of consumers who see mobile payments as convenient, which rose from 71 percent in 2014 to 83 percent last year. However, the concern among shoppers about using mobile payment haven't changed in recent years, with 59 percent expressing reluctance due to data breaches and 55 percent citing possible loss or theft of their mobile device as a major point of concern.

Gartner predicts that 50 percent of consumers in mature markets will use smartphones or wearable devices for mobile payments by 2018. Innovations in apps, mobile devices and mobile services are some of the factors influencing how customers use technology and their personal preferences for the ways in which they pay. The report also points to an expected [limited adoption of NFC-enabled payments](#) as consumers see little value in them, coupled with the lack of arrangements and support from retailers and financial institutions. Based on the report, cloud-based payment technology solutions will have a better adoption rate, as they do not impose any limitations based on in-store or face-to-face options and can also reach a wider audience.

Various reports are pointing to the possibility that [Target](#) may be developing its own mobile wallet, but the company has yet to confirm or deny the rumors. Nevertheless, unknown sources said the company is in the beginning stages of creating their mobile wallet, which may be similar to those in the market that allow consumers to pay with their phones at the POS. The reports of a possible Target mobile wallet, coupled with the news that Walmart is launching Walmart Pay, had led many to believe MCX may be even closer to the chopping block.

Walmart's own mobile payments platform, [Walmart Pay](#), is not leveraging MCX and will instead modify the Walmart.com app to enable consumers to pay at the physical point of sale. To use Walmart Pay, customers open the app at checkout, activate the scanning capability and scan a unique QR code that appears on the reader or on the self-checkout registers. The app connects the customer's basket to his or her preferred payment method on Walmart.com.

Dunkin' Donuts is one of the newest additions to the list of [Apple Pay](#) supporters. Customers can gift or reload virtual Dunkin' Donuts cards through the Dunkin' mobile app, which adds a layer of security by tokenizing transactions. The move to support Apple Pay was seen as a response to Starbucks' recent announcement of its plans to accept Apple Pay starting in 2016, which continues to fuel the [ongoing battle](#) between the two companies for dominance in the mobile payment space.

Xbox has launched [The Mall](#), a virtual shopping destination that not only allows shoppers to browse a shopping mall from their couch, but also enables the ability to try on clothes via the Kinect motion in a virtual dressing room and then purchase with a tap of a button. The checkout takes place through Powa Technologies' PowaTag app by scanning a QR code on the screen with a mobile device. Payment details are entered into the system the first time the app is used — and from there on purchases are tap and go.

Google's payment solution, [Android Pay](#), is taking its service to the next level by allowing consumers to use the service within Android apps and expanding to more countries. The contactless payment method is already

2: ENABLE THE CUSTOMER

accepted in more than 1 million stores in the U.S., and the company plans to continue the global expansion of the payment method.

Microsoft has partnered with Sprint and Boku in order to increase its presence in the [carrier billing](#) space by providing consumers with the ability to buy from their mobile or desktop in the Windows Store, without having to enter their credit cards details. Later on, what they have purchased is added to their carrier bill.

In a move to expand its functionality, [Samsung Pay](#) will soon allow users to make Web-based purchases via its payment platform. The move will put Samsung into a more head-to-head competition with PayPal, currently considered to be a go-to source for online payments.

California Tortilla restaurant chain has [enhanced its mobile app](#) with a single sign-on capability for mobile ordering through its app. The improvements allow customers to identify themselves, view their account status, obtain rewards and search for store locations. California Tortilla will now have a single view of a customer no matter which way they purchase, giving the restaurant chain the opportunity to send targeted marketing messages, support shorter wait times for customers and increase the number of orders that can be processed.

3: SERVE THE CUSTOMER

In a trendgram from RIS News and Lightwell, achieving optimal and flexible [omnichannel fulfillment](#) requires retailers to have real-time visibility and support centralized order management systems. Currently, only 13 percent of retailers said they have sufficiently up-to-date multichannel technology, with 29 percent planning to upgrade to order management systems within 12 months and 80 percent planning to upgrade to in-store shipping and fulfillment within two years . Key insights of the research include:

- While 77 percent of omnichannel retailers offers “buy in-store, ship to home” capabilities to consumers, only 28 percent support buy online pick up in-store services.
- The multichannel services preferred by customers include buy online pick up in-store (46 percent), being able to check to see if an item is in stock before shopping in-store (60 percent) and the ability of employees to solve out-of-stock issues with mobile devices (46 percent).
- Though 50 percent of retailers enable customers to look up in-store availability, only 15 percent allow customers to refine their searches online to show only products that are available in-store.



Source: RIS News, “25th Annual Retail Technology Study”



Source: NRF-FitForCommerce, “The 2015 Omnichannel Retail Index”



Source: IBM Commerce (IBM Institute of Business Value), “2015 Omni-channel Order Fulfillment”

3: SERVE THE CUSTOMER



Source: NRF, "National Retail Federation's Holiday Consumer Spending Survey"

MANAGEMENT

DSW is partnering with eBay to offer a better [omnichannel experience](#) for its customers by launching a new in-store pickup and ship-to-store program in 467 stores. The main objective of enhancing the online-to-offline (O2O) experience DSW offers its shoppers is to ensure designer shoes are available to consumers wherever they are wanted, whenever they are wanted.

In an effort to recover from a 12 percent decline in profits (driven by an increase in inventory as a result of delayed deliveries) in its third quarter, athletic apparel company Lululemon plans to improve its supply chain management and [digital capabilities](#). The retailer has already introduced RFID technology and beacons to learn more about customers and deliver a customized browsing experience, but consumers are also demanding a "buy online, pickup in-store" program as well as a website redesign. The company said it will begin investing in these efforts in order to drive eCommerce growth and enhance the digital customer experience it currently provides.

CHECKOUT

Alia Technologies has raised \$4.5 million in a new financing round from private investment firm Romulus Capital to accelerate the adoption of its [mobile-based, in-store retail solutions](#). The company said it plans to grow the reach of its retail technology solutions, which transform tablets and other mobile devices into point of sale terminals, interactive kiosks, handhelds for associates and digital advertising portals by adding proprietary barcode imaging technology into mobile products.

French startup Think& Go, with payments solutions firm Ingenico Group, will debut the world's first [multi-payment connected screens](#) early this year. The payment technology is expected to offer a multi-merchant point-of-sale terminal designed to transform the sales and distribution channels at kiosks on the street, at train stations, metro stations, airports, shopping malls, etc. Consumers can pay using the screens by tapping NFC mobile phones or contactless payment cards. The screens also work with Apple Pay-enabled devices.

Payvision announced a strategic investment and agreement in payment software company [PayPlaza](#). The partnership will enable Payvision to add POS and mPOS capabilities to its product offerings and allow

3: SERVE THE CUSTOMER

merchants to take advantage of a single platform for cross-border, omnichannel strategies with one central interface and unified reporting.

[Mint Payments](#) announced the signing of three agreements with an international payment technology provider to increase the distribution of its products and payment capabilities. The agreements cover: the partner's distribution of Mint's mPOS terminal devices to its merchants; the provision of a new acquiring partnership in Australia for its omnichannel payments solution and partners and merchants on the Mint Payments platform; and the capability for Mint to distribute its solutions to any financial institution or enterprise merchant connected to the partners' payment processing network.

TouchBistro will relaunch its [iPad-based POS application](#) for restaurants and bars, TouchBistro 7.0, to be compatible with the latest iPad Pro, which boasts a 12.9 inch screen. The new app will take advantage of the iPad Pro's speed and larger display, while adding convenience features such as optional right- or left-hand interface, unlimited menus and floor plans, and payment acceptance of all kinds, including digital and EMV chip and PIN cards.

Creditcall gained PCI-verified point to point encryption (P2PE) compliance for its [ChipDNA solution](#). ChipDNA is an omnichannel, EMV-ready payment gateway solution aimed at Web and app developers. It can be integrated into Android and iOS-based mobile POS (mPOS) payment solutions, as well as Windows and Linux semi-integrated environments.

Infinite Peripherals, a provider of mobile payments hardware, has launched an all-in-one mPOS solution for the iPod Touch and iPhone 5 called the [Infinea mPOS and Infinea mPOS Flat](#). This new system will allow merchants to process transactions from magnetic cards, chip cards and contactless payments all across the store, and check inventory in order to make a better use of the floor space.

ABOUT

ABOUT PYMNTS

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