IBM propose le service de paiement Apple Pay à ses clients e-commerce

12 000 e-commerçants pourront offrir à leurs clients un moyen plus sûr, confidentiel et rapide pour le règlement de leurs achats

Paris, France - 14 juin 2016: IBM (NYSE: IBM) annonce la disponibilité d'Apple Pay pour ses clients sur Internet afin de faciliter et de sécuriser leur paiement sur Safari depuis leur iPhone, iPad ou Mac et ce en un clic.

Selon BI Intelligence quatre des cinq principales raisons d'abandon du processus d'achat en ligne par les clients viennent de la logistique liée à la saisie des informations de paiement (sur ordinateur ou mobile). Dès cet automne, les clients d'IBM seront en mesure d'offrir aux consommateurs en ligne la possibilité d'utiliser Apple Pay sur Internet pour aider à éliminer les étapes fastidieuses nécessaires lors d'un achat depuis iPhone, iPad ou Mac. Assurant ainsi une diminution du taux moyen d'abandon de panier.

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IBM (NYSE: IBM) today announced that it will offer Apple Pay on the web to its online clients, bringing their customers easy, secure and private payments in Safari on iPhone, iPad and Mac with a single touch.

According to BI Intelligence four of the top five reasons users abandon the checkout process stem from the logistics of entering information through desktop or mobile. Beginning this fall, IBM clients will be able to offer their online customers the option to use Apple Pay on the web to help eliminate time-consuming steps required when making a purchase on iPhone, iPad or Mac to help ensure completion of every sale.

Consumers will no longer have to manually enter personal details, track down credit cards and share specific payment information when checking out. With Apple Pay on the web, they can securely complete purchases with a single tap of their finger while at home on their Mac or on the go using their iPhone or iPad.

Apple Pay on the web will be made available to clients that use IBM's WebSphere Commerce or IBM Commerce on Cloud. WebSphere Commerce currently powers over 12,000 storefronts for online retailers globally, helping these businesses deliver seamless, consistent and personalized omni-channel shopping experiences.

"Customer loyalty is everything and businesses must bring relevance, ease and privacy to every step in a transaction if they want to maintain it," said Harriet Green, General Manager, Watson IoT, Commerce and Education, IBM. "IBM Commerce solutions can help businesses deliver flawless customer experiences. By

offering Apple Pay on the web, we are making it even easier for consumers to complete purchases without having to waste time looking for credit cards or putting their most private information at risk."

IBM offers the most comprehensive commerce portfolio for businesses, including nine of the Top 10 US retailers. Its offerings include exclusive cognitive technologies that help retailers learn, predict and guide customer engagement through every step of their brand experience, and are now bolstered by the single-touch capability of Apple Pay that helps ensure easy and secure check out experiences for Apple device users shopping online.

Security and privacy is at the core of Apple Pay. When a consumer uses a credit or debit card with Apple Pay on the Web, the actual card number is not stored on the device, nor on Apple servers. Instead, a unique Device Account Number is assigned, encrypted and securely stored in the Secure Element on the device. Each transaction is authorized with a one-time unique dynamic security code.

By deploying a simple solution pack, IT professionals can offer Apple Pay to their business users who can then easily add this capability to their commerce sites through a widget. Once live, online shopping on sites accepting Apple Pay on the Web will be as simple as the touch of a finger with Touch ID, so there's no need to manually fill out lengthy account forms or repeatedly type in shipping and billing information. Apple Pay on the Web will allow for secure and private payments in Safari on iPhone, iPad and Mac.

For more information on offering Apple Pay to your customers through the WebSphere Commerce platform. For more information on WebSphere Commerce, please click here.

For more information on Apple Pay, visit: http://www.apple.com/apple-pay/.

About IBM Commerce for Practitioners IBM helps practitioners -- marketers, merchandiser and e-commerce professionals -- understand customer behavior and use insights to help deliver highly personalized and relevant experiences at every touch point. For more information, please click here and follow on Twitter at #ibmcommerce.