

**Omni-commerce payment analytics give your teams the power to drive conversions, boost engagement and accelerate decision making.**

#### **CUSTOMIZABLE**

- Translates complex data sets into meaningful data visualization and customizable dashboards
- Customizes alerts for the transaction volumes, denial rates, stand-ins, reversals and more to proactively manage your payments environment

#### **INSIGHTFUL**

- Presents actionable insights through trends and pattern analysis
- Provides real-time visibility into your payments data with the options to filter, drill down and slice or dice data to analyze specific areas of interest.

#### **COMPREHENSIVE**

- Collates insights from all channels and gives you a holistic customer view for elevating experience across channels
- Empowers your team to make informed decisions based on comprehensive payments analysis

# Maximize Profits with Comprehensive Payment Insights

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The retail industry has been forever altered by the development of digital payments and multiple shopping channels. Increasingly, shoppers are turning toward alternate payment channels such as apps, social media and QR codes. Coupled with the demand for more personalized and seamless shopping experiences, this forces merchants and retailers to both track volumes and velocity of data from different channels and sources, and translate this data into meaningful, actionable insights that drive conversions — which has proven to be a challenge for most merchants.

- **45%** say they lack the skills to interpret and apply analytics in business contexts
  - **41%** struggle with siloed analytics and competing results
  - **54%** encounter difficulty with communicating results and integration into decision making
  - **31%** see lag time between the availability of insights and decision making
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## Omni-Commerce Payment Analytics

ACI Worldwide now offers a comprehensive, real-time payment analytics feature as part of our ACI® Omni-Commerce™ solution. Omni-commerce payment analytics offer the ability to surface payments data gathered through multiple channels within your payments ecosystem in order to:

- Gain the clearest view of your shoppers
- Accelerate and improve decision making
- Enable greater data sharing and collaboration
- Hone strategies to help maximize conversions
- Reduce costs by streamlining data gathering



### Payments-Focused Data Exploration

Get curated views specific to payments-based problem solving and analytics, with the ability to dynamically build graphs and dashboards. Drill down into specific data sets for greater detail or zoom out to gain a broader view of your payments information. You can even slice and dice data to highlight relevant areas of interest.

### Universal, Role-Based Access

Give stakeholders throughout your organization, including sales, marketing and operations teams, the ability to access and create custom dashboards to satisfy their various data visualization and reporting needs.

### Omni-Channel Capabilities

Consolidate in-store, eCommerce and mobile transactions to gain a centralized view of payments across all of your shopping and payment channels.

### Trend Analysis

Gain rich, graphical views for trends based on any information of interest. For example, this could be payment methods usage, or volumes for one part of the business compared to another, or a comparison of approval rates by acquirer or issuer. Trends can be viewed hourly, daily, weekly, monthly or over any specified time period.

### Self-Service Portal

Deploy a cloud-based portal to enjoy easy access to your data at any time, anywhere. Empower your teams to control access, customize dashboards and create views to match your business goals.





## Analytics-Driven Success

Omni-commerce payment analytics give your teams the power to drive conversions, boost engagement and run operations smoothly by providing a graphical trend report and timely critical insights.

For instance, during a marketing campaign, your marketing teams can compare total sales in different stores and identify the impact of promotions, external factors and geographical locations on sales. Purchasing and inventory decisions can also be easily made based on past and present sales comparisons for normal and peak seasons.

Additionally, business operations teams can prepare well in advance for availability and redundancies by observing any anomalies on their dashboards for different payment methods or channels. Early actionable insights help teams to quickly address any friction points in consumers' payment journeys, leading to a seamless omni-channel customer experience. And with improved collaboration capabilities, teams can better share information to enhance future programs, including products to include, infrastructure updates and more.



ACI Worldwide is a global software company that provides mission-critical real-time payment solutions to corporations. Customers use our proven, scalable and secure solutions to process and manage digital payments, enable omni-commerce payments, present and process bill payments, and manage fraud and risk. We combine our global footprint with local presence to drive the real-time digital transformation of payments and commerce.

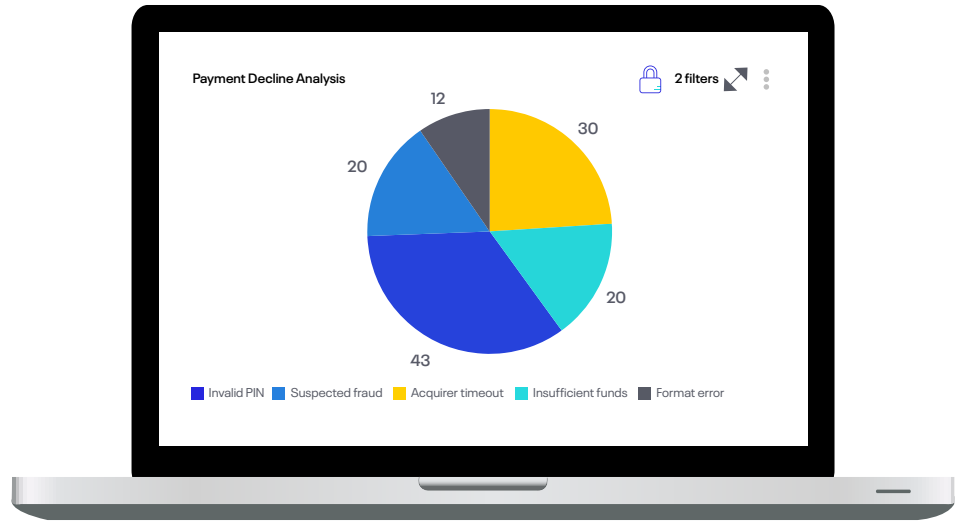
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[@ACI\\_Worldwide](https://twitter.com/ACI_Worldwide)  
[contact@aciworldwide.com](mailto:contact@aciworldwide.com)

Americas +1 402 390 7600  
Asia Pacific +65 6334 4843  
Europe, Middle East, Africa +44 (0) 1923 816393

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## Secure and Compliant

Analyzing payments data fuels opportunities to achieve data intelligence, but it also means organizations have more responsibility to protect data and maintain compliance. ACI's Omni-Commerce payment analytics capabilities are fully compliant with PCI and GDPR standards. Sensitive data, such as the card or customer details, are stripped out before entering the payment analytics system. There is also a provision to secure portal access with SAML 2.0 SSO authentication.

Put advanced omni-commerce payment analytics to work for you.

[Get in touch with our solution experts](#)