

## PRESS RELEASE / Partners

17 March 2014

### Wirecard Joins Demandware LINK to Accelerate Commerce Innovation

- **Expand globally via the Wirecard Checkout Page**
- **Risk management functionality helps protect against fraud**

Aschheim (Munich). Wirecard AG now also supports international companies in the textile and clothing industry in their eCommerce expansion as a Certified LINK technology partner of Demandware. Headquartered in Burlington, USA, Demandware is a leading provider of digital commerce solutions for enterprise retailers and brands.

Through a pre-built integration, the Wirecard Checkout Page is available to retailers in a variety of languages as well as in a range of different transaction and payment currencies. It also comes with fraud protection measures. The page is a solution package that offers both payment processing and risk management. It can be integrated quickly into an online shop, and helps contribute to profit maximisation.

The standard interface enables retailers to process selected domestic and international payment methods as well as credit card transactions using the Wirecard Checkout Page without any additional technical requirements. The Sports company PUMA SE, for example, is just one of the Wirecard clients already relying on Demandware for solutions tailored specifically to their needs.

Tom Griffin, SVP of Corporate Development at Demandware, comments: "We are pleased to have Wirecard as a LINK technology partner. With the Wirecard Payment Gateway, retailers who sell internationally now have a wide range of payment methods at their disposal via a single interface."

"Online retailers in the fashion industry require optimally integrated solutions with reduced technical complexity. The features most in demand are cost and interface minimisation, availability of common international payment methods and, most importantly, significant reductions in fraud and payment default," according to Michael Brinkmann, Executive Vice President of Partner Management at Wirecard. "Fashion manufacturers and online retailers who choose the standardised solution offered by Wirecard benefit from industry and retailer-specific fraud pattern detection as well as our Fraud Prevention Suite."



The Demandware LINK Technology Partner Program provides Demandware clients with a rich set of pre-built integrations to cutting-edge commerce technologies and applications that can unlock revenue generating opportunities and enhance the brand experience. By reducing the cost and complexity of integrations, Demandware LINK allows retailers to adopt innovative third party technologies quickly and cost-effectively, allowing them to accelerate time to market and realize a faster return on their investment.

Online retailers can access the Wirecard interface via the [Demandware LINK marketplace](#) at Wirecard also offers customer-specific solutions.

### **Wirecard Media Contact:**

Wirecard AG  
Maren Brandt  
Einsteinring 35  
D-85609 Aschheim  
Tel.: +49 (0) 89 4424 1425  
Fax: +49 (0) 89 4424 2425  
E-Mail: [maren.brandt@wirecard.com](mailto:maren.brandt@wirecard.com)  
Internet: [www.wirecard.com](http://www.wirecard.com)

### **About Wirecard:**

Wirecard AG is one of the world's leading independent providers of outsourcing and white label solutions for electronic payment transactions. The Wirecard Group has been supporting companies in accepting electronic payments from all sales channels. A global multi-channel platform bundles international payment acceptances and methods, supplemented by fraud prevention solutions. When it comes to issuing their own payment instruments in the form of cards or mobile payment solutions, Wirecard provides companies with an end-to-end infrastructure, including the requisite licenses for card and account products. Wirecard AG is listed on the Frankfurt Securities Exchange (TecDAX, ISIN DE0007472060, WDI).

[www.wirecard.com](http://www.wirecard.com) | [www.wirecardbank.com](http://www.wirecardbank.com) | [www.mywirecard.com](http://www.mywirecard.com)