

Platform Update Release Notes

3.7

2014-10-07

Overview

cleverbridge announces platform release 3.7, which introduces enhancements to the checkout process and support for more currencies.

For more information about any of the new features and enhancements in release 3.7, contact cleverbridge Client Management.

SAML Integration

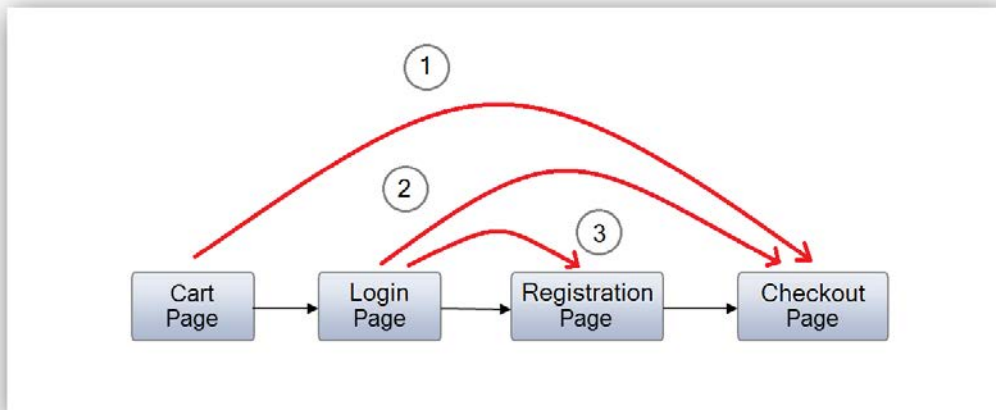
For most online transactions, requiring a sign-in/account creation process as part of the order process is not recommended. It creates an additional hurdle for the customer when purchasing a product or service, and conversion rate tests have confirmed the negative impact of this hurdle.

However, in some scenarios, requiring a unique customer authentication as part of the order process might be beneficial. For customers purchasing regularly – or at least regularly logging in to the web tools provided by the vendor – it is beneficial for the customer because as all of their personal information can be preloaded into the order process. Also, for some products, especially online services, a central user account is mandatory in order to provide the services.

Note: It is essential in both scenarios that the user account database is owned and operated by the software vendor; not the e-commerce provider.

cleverbridge now offers the ability to integrate with a client, who acts as an Identity Provider, by using the Security Assertion Markup Language (SAML) technology in order to uniquely identify a customer across transactions and improve customer convenience.

When a customer selects the checkout process from the cart page, this feature calls the client's database in order to authenticate the customer, and then populate their data within the forms on the checkout page as illustrated below:



As indicated in this diagram, there are three scenarios to consider:

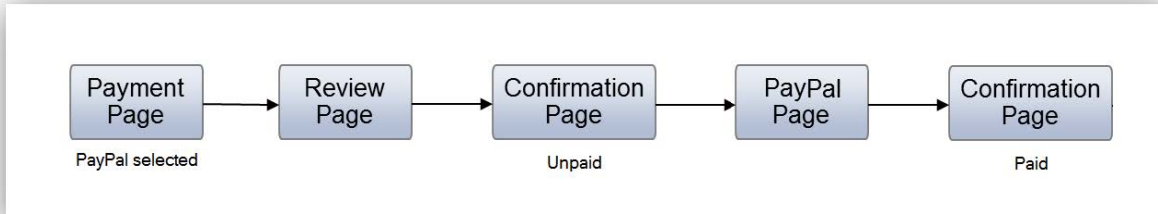
1. An existing customer is already logged in to the client's site, and can continue with the checkout process.
2. A returning customer must log in to the client's site and once this is done, they can continue with the checkout process.
3. A customer is new and must register on the client's site and then once they are logged in, can continue with the checkout process.

As part of this process, the customer's personal information will always be prefilled with data of his or her profile in the vendor's user database. Additionally, if the customer has transacted with cleverbridge before, then all of his or her payment details will be prefilled as well.

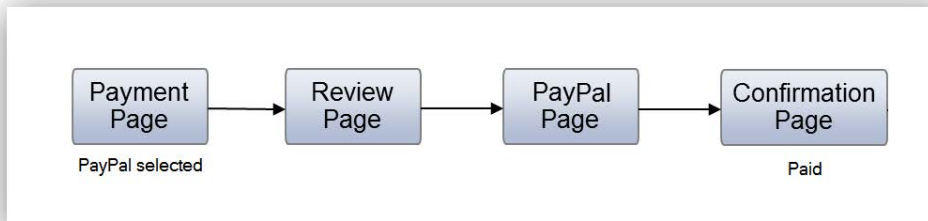
The benefit of SAML integration to clients is that it improves customer convenience and enables clients to uniquely identify their customers across transactions.

Straight to PayPal

cleverbridge offers the “Straight to PayPal” process as the default model for this payment type. Previously, there was an additional offline order confirmation page that the customer had to click to confirm in order to access their PayPal page as illustrated below:



The process now redirects customers that have selected PayPal as their preferred method of payment to the PayPal page. Once these customers click “Buy Now”, they skip the additional offline order confirmation page and go directly to the PayPal site as illustrated below:



cleverbridge has run several tests and results show that this enhancement to the checkout process has led to significantly improved conversion rates. If you prefer to remain on the existing model, please contact Client Management.

Currencies

cleverbridge always strives to support local currencies within a region as this helps with the conversion rate of the customers that live there. These customers will feel more comfortable because they will not need to perform a currency exchange calculation on their own, and they will also have more trust in the online shopping experience if it is provided in their local currency. Therefore, we have added the following currencies:

- UAE Dirham
- Egyptian Pound
- Kuwaiti Dinar
- Qatari Rial
- Saudi Riyal

This will help support our clients with business that they are already conducting within these Middle Eastern markets.