

## GLOBAL COMMERCE

# Simplify complexities beyond the buy button

With Digital River's Direct-to-Cart solution customers will reach the checkout page in just one click—increasing conversions and generating a positive user experience. We offer full-store and direct-to-cart solutions. Digital River's checkout and payment processing capabilities include vast global payment methods. Take advantage of our comprehensive Commerce Business Infrastructure™ (CBI) solutions including:

### Shopping cart

Digital River's shopping cart allows you to create a streamlined approach to customers on your site. Through a variety of settings, you can promote up-sells, offers, bought-also-bought items, cross-sells and additional promotions to increase conversion rates on your site.

- Multiple themes and layouts
- Optimized for conversion
- In-cart merchandising
- Shopper authentication

### Payments

Digital River has an established presence in many countries, giving you access to extensive knowledge of local customs and regulations. With more than 1,300 experts across five continents, we can anticipate challenges and provide solutions that enable you to succeed while focusing on the growth of your business.

- Industry leading uptime and platform stability
- Multi-data center redundancies to protect from traffic flow issues
- Low cost transaction processing
- Intelligent routing to improve authorization rates



### Key Benefits

- Alleviate risk
- Simplification
- Speed to market
- Lower total cost of ownership
- Increased conversions

## Tax management

Tax laws vary widely around the world and the ability to quickly and accurately calculate and collect taxes is critical. Our expertise in global tax laws ensures your business will be current, compliant and shielded from risk.

- Tax calculations
- Manages audit risk
- Offshore tax structure
- Completes returns preparation and filing



## Risk management

Digital River has the most comprehensive online fraud detection and prevention system you can find, shielding you from multiple dimensions of risk.

- Monitors transactions and flags potential fraud
- Tracks products restricted in markets that you want to sell in
- Screens against government blocks and denied party lists
- Maintains new compliance regulations

## Legal compliance

Our experts actively monitor transactions and flag potential fraud, shielding you and your business from risk and potential legal action.

- Protection from legal and financial risk
- Manage applicable regulatory fees
- Section 508 compliance
- Compliance with applicable data protection and privacy laws

## Lower total cost of ownership

Choosing a multi-vendor solution is often costly. The financial and operational costs of managing numerous contracts and vendors add up quickly.

Digital River's Direct-to-Cart solution is a simplified, lower cost one-contract, one-partner solution that enables you to sell your products in 244 countries and territories around the world—with peace of mind that you are protected from risk.

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## About Digital River

Digital River, the revenue growth experts in global cloud commerce, helps companies of all sizes build and manage their online businesses, maximize online revenue, reduce costs and minimize risk. Founded in 1994, the company is headquartered in Minneapolis, with offices across the United States, Asia and Europe.

## Unlock the value of Digital River to grow your business.

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