

Zuora Integrates with BlueSnap for Frictionless Checkout with Maximized Payment Conversions

BlueSnap's Powered Buy Platform™ is now available to Zuora's merchants

WALTHAM, MA – December 16, 2015 – Today BlueSnap, a global payments technology company, announced that Zuora®, the world's leading provider of subscription billing, commerce and finance solutions, has integrated with BlueSnap to provide merchants with global, mobile payments in order to reach shoppers in 180 countries with frictionless checkout with maximized payment conversions.

Global eCommerce is set to grow at 25% this year and merchants want to sell internationally to reach more shoppers. With the BlueSnap and Zuora integration, merchants will have access to a robust, full feature global checkout experience to increase their conversions by up to 40%. With BlueSnap, transactions are automatically routed to multiple acquiring banks globally to ensure maximum payment success rates.

BlueSnap's Powered Buy Platform provides flexible integration, empowering merchants to deploy the best checkout experience to engage their customers – from API to turnkey embedded checkout. Connections to multiple acquiring banks around the world are provided through a single integration along with failover capability to maximize payment authorizations. The Platform also offers value-added features such as dynamic ecommerce tools such as special offers and coupons, subscription billing, fraud prevention and chargeback management. This robust solution is designed to increase conversions by as much as 40 percent.

“Zuora has built an impressive list of clients needing a complex recurring billing solution. Now those customers can leverage our Powered Buy Platform for maximized payment conversions to increase sales around the world,” said Jeff Coppolo, SVP of Global Business Development at BlueSnap. “Zuora makes it simple for merchants to select our Platform and be up and running in minutes without having to build their own integration.”

“We integrated with BlueSnap's Powered Buy Platform with the goal of helping our customers reach more shoppers worldwide,” said Guillaume Vives, Senior Vice President at Zuora. “As a company with a global mission, their connection to banks around the world and their positive track-record of payment conversions made them an appealing partner and will benefit our customers by increasing their sales.”

About Zuora

Zuora's Relationship Business Management (RBM)® solution helps enable businesses in any industry to launch or shift products to subscription, implement new pay-as-you-go pricing and packaging models, gain new insights into subscriber behavior, open new revenue streams, and disrupt market segments to gain competitive advantage. Headquartered in Silicon Valley, Zuora also operates offices in Atlanta, Boston, London, Paris, Munich, Beijing, Sydney, Tokyo,

Amsterdam, Vienna, Copenhagen and Stockholm. Zuora clients come from a wide range of industries, including media, travel services, consumer packaged goods, cloud services, and telecommunications. Clients include Financial Times, Schneider Electric, Box, Honeywell, NCR, RTL, lynda.com, The Guardian, YP.com, BlueJeans, Shutterfly, TripAdvisor, Vivint and Trulia.

About BlueSnap

BlueSnap is a global payments technology company that optimizes global, mobile checkout and drives higher payment conversions by as much as 40 percent for eCommerce merchants worldwide. Their Powered Buy Platform fuels the growth for businesses eager to serve the global consumer and take advantage of the incremental sales opportunities that they represent. Learn how BlueSnap is fulfilling its promise to eliminate friction and convert more shoppers to buyers worldwide at home.bluesnap.com

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