

BlueSnap Empowers Developers with Frictionless Checkout Solutions

The Powered Buy Platform™ places frictionless checkout at the developer's fingertips with tools for efficient integration and all-in-one payment solutions

WALTHAM, MA – August 11, 2016 – BlueSnap has launched a new suite of developer-centered resources, including an Android SDK, a comprehensive Developer Hub, and more API enhancements designed to empower developers to build frictionless checkout for their shoppers across mobile and web devices.

BlueSnap continues to expand the Powered Buy Platform™ to help developers accelerate time to market, effortlessly meet security and compliance requirements, quickly support digital wallets and other growing payment types, and customize their payment reporting.

Some of the recent advancements to empower developers include:

- Mobile Wallets available through the API – Simple API integrations for Visa Checkout, MasterPass by Mastercard and PayPal simplify checkout for the consumer and help you stay on top of the fastest-growing payment methods.
- Mobile SDK – Seamlessly accept payments in your native Android apps, and automatically remember returning shoppers for an effortless mobile checkout experience.
- Local Bank Transfers – BlueSnap helps you capture more global shoppers by offering over 40 local bank transfers.
- Hosted Payment Fields – With Hosted Payment Fields, no sensitive data is sent to your servers, so you simply eliminate security headaches while retaining full control over checkout design.
- Subscriptions – BlueSnap's [award-winning subscription](#) engine is available in the API, making it truly easy to handle recurring billing.
- Reporting API – Pull any payment data right from the Reporting API, parse it according to your needs or push it to your third-party reporting tools. The ultimate in reporting flexibility and accessibility.
- Developer Hub – BlueSnap's beautiful [one-stop-shop for developers](#), with robust documentation for the APIs, Android SDK, Hosted Payment Fields and other developer tools, step-by-step tutorials and quickstart guides, code samples designed around real use cases, and an API Explorer so you can immediately try out the API and get live responses.

“We are deeply committed to supporting the developer community and make it as fast and easy as possible to integrate,” said Ralph Dangelmaier CEO, at BlueSnap. “Our investment in the Powered Buy Platform provides API access to a rich set of payment services to create a frictionless checkout experience and grow sales.”

The BlueSnap Powered Buy Platform™ recently won “Best Merchant Solution” at the 2016 Innovation Project and multiple awards at the annual Card Not Present conference. One single connection to the Payment API brings together comprehensive payment functionality with connections to multiple acquirers around the world and failover to maximize payment conversion. The Platform also offers value-added features such as dynamic eCommerce tools, including offers and coupons, subscription billing, fraud prevention and chargeback management. All of these capabilities are designed to convert more shoppers to buyers by solving checkout abandonment challenges.

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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