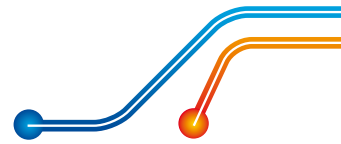


Case study Eurotunnel



Eurotunnel chooses Ogone to process its on-line payments

THE CHALLENGE

Eurotunnel, the world's leading road-rail transport operator, runs a fleet of rail shuttles which transport lorries and private vehicles through the Channel Tunnel 24 hours a day, 365 days a year.

In a highly competitive market, its sales and payment systems have to be up and running continuously.

MAIN BENEFITS

- Centralised and secure multi-sales channel, multi-currency and multi-payment method payments.
- Compliance with the PCI DSS standard for transaction security and bank data storage.
- Rapid integration with the proprietary sales system.
- Capacity of the Ogone platform to interface with most banks in Europe.

THE SOLUTION

Eurotunnel has 2 sales channels for its bookings, i.e. traditional distance selling via its call centre and on-line sales.

The Ogone multi-channel, multilingual, multi-currency and multi-payment method platform enables Eurotunnel to centralise its financial flows and provide its customers with a single, secure payment system in their language and their currency throughout its main markets.

Immediately operational with Eurotunnel's current banks, the Ogone platform was also selected because of its ability to interface with other banks in Europe.

Finally, totally integrated with Eurotunnel's proprietary sales system, it enabled the Franco-British transport operator to comply with 3D-Secure, the on-line payment security system which verifies the identity of the card holder.

"Eurotunnel is extremely happy with Ogone's understanding of its challenges and with the solutions provided in the framework of this partnership. The developments which have taken place following delivery of this system have also been of the highest quality"

- Audrey Skorupa,
Banking and Accounts Department Manager

Case study Eurotunnel



A CENTRALISED AND SCALABLE PAYMENT MANAGEMENT SERVICE

Eurotunnel has 2 sales channels for its bookings, i.e. traditional distance selling via its call centre and on-line sales. The world's leading road-rail transport operator wanted to implement and provide its customers with a single payment system in their language and their currency (euros or pounds sterling) throughout its main markets, i.e. the UK, France, Belgium, the Netherlands and Germany. The Ogone multi-channel, multilingual and multi-currency platform was chosen for its ability to meet this need and centralise all financial flows.

EXTENSIVE BANK CONNECTIVITY

The Ogone platform was also chosen because of its ability to interface immediately with Eurotunnel's current banks, as well as with other banks in Europe. This was a key factor in the decision-making process due to Eurotunnel being required to subject its banking universe to regular calls for tender in Europe.

SIMPLE, RAPID INTEGRATION

Eurotunnel also selected the Ogone platform due to its reliability and its ability to integrate easily and rapidly with what is already in place, particularly the proprietary sales system. From consultation to delivery, the platform was up and running on schedule in just 3 months.

QUALITY END-TO-END PROJECT SUPPORT

The world's leading road-rail transport operator was also impressed with the professionalism, receptiveness and responsiveness of Ogone's teams to its specific needs and requests. Ogone was the only provider consulted which guaranteed that the schedule laid down would be met, as well as the only one capable of providing it with a single contact person able to answer its questions within 24 hours.

FUTURE DEVELOPMENTS

Eurotunnel is already thinking about future developments, like adding new payment methods (such as the Japanese bank card JCB or PayPal) to reach new markets, particularly with a view to the 2012 Olympic Games in London. Today, Eurotunnel uses encrypted card numbers as a recognition tool at shuttle check-in kiosks and, as a result, is PCI-DSS certified. Eurotunnel is planning to outsource the management of this sensitive data to Ogone completely in 2009.

Ogone delivers non-face-to-face businesses the payment solutions platform, added value opportunities and technology advancements that become essential for the way payments are performed, managed and secured today.

IKEA, Halfords, Ibood.com, Staples, Eurotunnel, Prenatal, Nespresso, DHL International, Holiday Inn, Nikon Belux, ThomasCook, BOSE, Lavazza, Hilton, Ilovemoi and many others trust Ogone to manage their transactions, help prevent fraud and drive their business.

For more information, visit www.ogone.com

