



Worldpay from FIS Helps British Brand HMV Expand and Innovate with New, Enhanced Omni-Channel Solution - Press Releases

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Key facts:

- Music and entertainment retailer HMV is utilizing Worldpay from FIS' enhanced omni-channel solution to aid European expansion.
- Worldpay Omnichannel has been created through a partnership between Worldpay and FreedomPay.
- Executing an omni-channel retail strategy is now key for merchants, with research finding that half of all consumers used three or more channels to shop in the last 12 months.

JACKSONVILLE, Fla., December 20, 2023 – [Worldpay from FIS](#), the merchant solutions business of global financial technology leader [FIS](#)® (NYSE: FIS), is expanding its relationship with music and entertainment retailer HMV to support the iconic British entertainment retailer with its European expansion through an enhanced omni-channel strategy.

Worldpay Omnichannel will give HMV greater flexibility and choice when it comes to improving their omni-channel strategy, across 34 geographic markets. Developed in partnership with FreedomPay, the solution brings together Worldpay's leading Global eCommerce capabilities with FreedomPay's commerce platform.

Through a single integration, Worldpay Omnichannel allows merchants to operate across borders and Point of Sale (POS) providers, supporting both major and local card schemes, alongside local payment methods. The solution covers many of consumer's preferred payment methods and enables merchants to deliver a more consistent omnichannel experience across the retail landscape.

The solution will allow for synchronization and tokenization across multiple channels, enabling merchants to operate more efficiently, as well as innovate to better meet shoppers' expectations and changing payment habits. The solution also enables access to multiple POS providers allowing merchants to maintain their preferred relationships with partner ecosystems, while supporting simpler and faster implementation through a single integration.

Worldpay Omnichannel is now live in HMV's Dublin and Antwerp stores and will be rolled out across Europe in the coming months.

Pete Wickes, General Manager, Worldpay Enterprise, EMEA at FIS said: "We're pleased to extend our relationship with HMV to provide them with the next generation of omni-channel solutions and support their expansion across Europe. Our enhanced capabilities will help HMV future-proof their business and accelerate growth. We will connect HMV fully with their shoppers across the digital and physical worlds, enriching their purchasing journey across multiple channels."

Darren Houghton, Head of IT at HMV said: "We needed a solution that would enable us to provide our customers with a seamless journey across multiple channels, as well as bring us into new markets simply and efficiently. Worldpay is a trusted partner that understands our business. Our new capabilities will speed our ability to innovate and better help our customers as we expand across Europe."

"Together Worldpay and FreedomPay are transforming payments across the globe, bringing more functionality and innovation to enterprise businesses and their customers", said Chris Kronenthal, President at FreedomPay. "By coupling FreedomPay's data-driven, secure commerce technology platform and Worldpay's leading Global eCommerce platform, we can provide merchants with enhanced omni-channel experiences for them and their shoppers."

The Next Level Retail Report

This new solution comes at the right time for HMV, with new research demonstrating why merchants need to prioritize their omni-channel strategy as shopping habits continue to converge across channels. The Next Level Retail Report, a joint research project between Worldpay and FreedomPay, found that over the past 12 months:

- 50 percent of consumers have used more than three shopping channels to purchase something, rising to 60 percent of millennials.
- Use of marketplaces (77 percent) is now on par with physical shopping (78 percent).
- 69 percent of consumers want to shop in checkout-free stores, including 59 percent of those aged 59+.

About the Data

For the full report, visit [The Next Level Retail Report](#)