

OrderDynamics Press Release

Online merchants explode eCommerce sales through over 20 alternative payments brands from partnership between OrderDynamics and CardinalCommerce.

Canada's leading on-demand eCommerce provider announces partnership with CardinalCommerce to enable alternative payment brands to its customers.

Toronto, ON (PRWEB) December 3rd 2008 OrderDynamics Corporation, Canada's leading on-demand eCommerce solution provider, is pleased to announce its partnership with CardinalCommerce, the worldwide leading enabler of payment brands. The partnership will leverage CardinalCommerce's universal merchant platform, Cardinal Centinel®, to enable multiple payment brands for the Order Dynamics customer base.

OrderDynamics Customers, through a single integration, can now immediately provide over fifteen branded payment methods on their front-end web eStores. The OrderDynamics platform now maintains a single, secure interface to Cardinal Centinel® to enable payment brands such as: Verified by Visa & MasterCard® SecureCode™, Amazon Payments™, Bill Me Later®, Ebates™, eBillme™, eLayaway™, Google™ Checkout, Green Dot® MoneyPak®, MyEcheck, PayPal™, RevolutionCard™, Mazooma™, ClickandBuy®, and more.

"Our Customers can access these services through their management dashboard and automatically integrate the payment services with their current eCommerce shopping cart solution," explains Steven Berkovitz, VP Development. "Providing alternative payment methods to shoppers is an important way for online merchants to gain new customers, increase sales conversions, and make the eCommerce shopping experience more secure and convenient." Berkovitz continues "Through our Dynamic Merchandising concepts we aim to provide the best eCommerce tactics to help our Customers drive revenues and control costs. This is how we evaluate and prioritize enhancements to our eStore websites, eCommerce shopping cart, Fulfillment & Inventory Control, email Marketing, and all aspects of our on-demand eCommerce platform." The development and integration of the Cardinal Centinel platform is part of an overall new feature release strategy that OrderDynamics maintains as part of their services.

About CardinalCommerce Corporation

CardinalCommerce Corporation is the global leader in enabling authenticated payments, secure transactions, and alternative payment brands for both eCommerce and mobile commerce. Cardinal Centinel® enables payment brands such as Verified by Visa, MasterCard® SecureCode®, PayPal™, eBillme™, Bill Me Later®, Google™ Checkout, MyEcheck, NACHA® Secure Vault Payments (SVP), Green Dot® MoneyPak®, Ukash™, eLayaway™, Ebates™, Amazon Payments™, RevolutionCard™, Mazooma™, ClickandBuy®, and more to a network of over 30,000 merchants and merchant service providers. Headquartered in Cleveland, Ohio, with facilities in the United States, Europe and Africa, Cardinal services a worldwide customer base.

About OrderDynamics Corporation

OrderDynamics Corporation is a privately owned company that has provides turn-key eCommerce solutions to businesses looking to grow their online sales solutions. The success of OrderDynamics is highly attributed to its response to real Client requirements and Dynamic Merchandising concepts which provide superior control and help drive revenue. The OrderDynamics solution is designed for online merchants and services different business such as retail, manufacturing, business-to-business, complex online retail, and more. OrderDynamics officially launched its on-demand eCommerce solution in 2006 after 2 years of research and development.

Learn about how we've helped online merchants grow:

<http://www.orderdynamics.com/case-studies.aspx>

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