

CASE STUDY / VIDEO GAMING

VALVE GROWS GLOBALLY AND ENTERS RUSSIA'S GAMING MARKET

VALVE

BACKGROUND

When you give smart talented people the freedom to create without fear of failure, amazing things happen. Valve has followed this philosophy since 1996, which led to producing award-winning games, leading-edge technologies, and the groundbreaking social entertainment platform Steam®.

Steam® guarantees instant access to more than 1,800 game titles and connects its 35 million active users to each other — and to Valve.

Through Steam®, fans can easily buy, play, share, modify, and build communities around Valve products as well as titles from other independent game studios. Steam is available in 237 countries and 21 different languages.

Valve's success story began with Half-Life®, the first-person, sci-fi shooter game that won more than 50 "Game of the Year" and a few "Best Game Ever" awards.

CHALLENGE

Being the world's largest online gaming platform, Valve works with business partners to help them realize their global growth ambitions. For this reason, Valve also chose Worldline, an international payment service provider offering a broad portfolio of alternative payment methods, currency conversion,

consultancy, localization of payment pages to ensure maximum conversion, and fraud managed services.

With online fraud being a real concern to companies rolling out into BRIC countries, Valve was searching for a knowledgeable and compliant PSP partner and it found one in Worldline.

SOLUTION

Localize their approach by offering domestic alternative payment methods — which inherently have a lower fraud risk.

Stepping up fraud prevention tools, Valve together with Worldline successfully tackled the issue.

Worldline also **advised on cultural payment preferences**; historically, consumer confidence in Russian banks and financial institutions is low, so offering alternative products like eWallets is the best approach.

RESULTS

Valve has benefited from Worldline's extensive **experience of worldwide payment processing** as well as its in-depth knowledge of alternative payment methods, cultural payment preferences, and **monetizing video gaming platforms**.

Worldline takes care of processing Valve's **online payment transactions** via all major credit cards, local debit cards, eWallets, pre-paid cards, and real-time banking products in a number of currencies.

To accommodate Valve's growth ambitions Worldline has provided Valve with:

- A very stable infrastructure with great uptime thanks to its fully redundant platform;
- Outstanding customer service and response times;
- Unsurpassed and continually expanding portfolio of local payment methods;
- Profound knowledge of local markets and culturally preferred payment methods;
- Guidance on constantly evolving legal requirements and banking regulations;
- Consultancy on online game monetization models in established and emerging markets.

“Offering local payment methods and pricing in domestic currency simultaneously results in increasing sales and improving customer loyalty. Introducing pricing in Russian Rubles further boosted sales and thus revenues. Therefore, Worldline also advised Valve on executing this same strategy in Brazil and China.”

Worldline Management

“Valve has benefited from Worldline's extensive experience of worldwide payment processing as well as in-depth knowledge of alternative payment methods, cultural payment preferences, and the video gaming industry. So it was a logical choice to go with Worldline as a PSP to help Valve tap into the huge potential of BRIC gaming markets.”

Valve Management

ABOUT WORLDLINE

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment.

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