



Future of Payment Industry

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Shopkick



WHO: Provider of mobile alerts for merchant offers

WHAT:

- Alert Service through GPS Tracking
- Cardholder must opt in
- Cardholder also receives reward points
- Rewards for entering a store, scanning, paying with Visa
- Started in 2009, company had 2.5M users in its first 15 months.

HOW: Leverages GPS on smartphone and Visa realtime messaging platform. Available on I-phone and Android.

WHY:

- Consider policies around acceptance of mobile offers
- Questions on opt in on government/personal phones, taking advantage of discounts, use of small business, use of BPAs vs discounts competitors may offer.



Isis



WHO:

- Joint venture between AT&T, Verizon and T-Mobile to provide a mobile wallet.
- Originally partnered with Discover, now also open to Visa and Mastercard.

WHAT:

- A mobile wallet that digitally stores information on a phone and can generate transactions from the phone.
- Due out summer of 2012

WHY:

- Competition around mobile phones will continue to grow.
- Competitors likely to include Google wallet, V.me, other providers.
- What policies will the government place on mobile wallets on government phones or personal phones using government issued cards?

Square



WHO: Company which has developed a device that can be used with a smartphone to process transactions.

WHAT:

- Customers receive an email link with a receipt.
- Individuals using Square can link to a bank account.
- Competes with banks for merchant services to individuals.

WHY:

- Alternative for payments to individuals who may not otherwise establish themselves as merchants with point of sale devices.
- Need to understand and instruct cardholders with regards to personal payments using Square, Intuit or other similar devices.



WHO: A leader in ecommerce transactions providing merchants global payment connectivity, security and payment data hosting. Acquired by Visa in 2009.

What:

- Provides merchants a global payment network connection
- Provides fraud management tools for ecommerce merchants
- Provides hosted data in a PCI DSS compliant environment

Why:

- Increase awareness of ecommerce security
- Increase in mobile transactions will drive ecommerce volume up and increase the importance of security
- Continue to emphasize cardholder review of statements for quick dispute filing.



WHO: A leading mobile platform provider for financial services in developing countries. Acquired by Visa in 2011.

What:

- Provides mobile prepaid and person to person payments in developing countries
- Providing services in over 40 countries

Why:

- Increase of mobile transactions including government to people payments
- Visa can draw on experience in foreign countries such as the project with the World Bank and Maldives to provide digital currency





WHO: Provider of monetization platforms for games, apps, and in-browser purchases. Acquired by Visa in 2011.

What:

- Provides games, social media, content to accept and exchange money
- Used by Disney, Warner Brothers, NCSoft and others

Why:

- Increasing use of social media, games and apps for transactions
- Visa can draw on experience in online content for other payment applications



WHO: An integrated, electronic financial supply chain process company. Joint venture between USBank and Visa.

What:

- Provides electronic invoice processing, payment, financing between customers and suppliers
- Provides a fee based alternative for large dollar transactions
- Connects with customer ERP systems
- Available overseas supporting several currencies

Why:

- Efficiency of receiving electronic invoices to generate payments
- Option for contract payments to merchants that may be outside of normal card acceptance amounts
- Available through issuers under SP2 contract



Invoice Processing Invoice Payment Invoice Financing Business Intelligence

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Invoice Processing, and Financing—
With One System**

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Oberthur Technologies



WHO: Leader in smart card technology with global applications.

What:

- Provides chip cards used for chip and pin
- Spain project in Feb 2012 to enable PayWave and NFC on phones

Why:

- US merchant roll out of chip enablement may result in increase in PayWave enablement through phones
- Need to consider government rules on smartphone enablement for payments

Device Fidelity

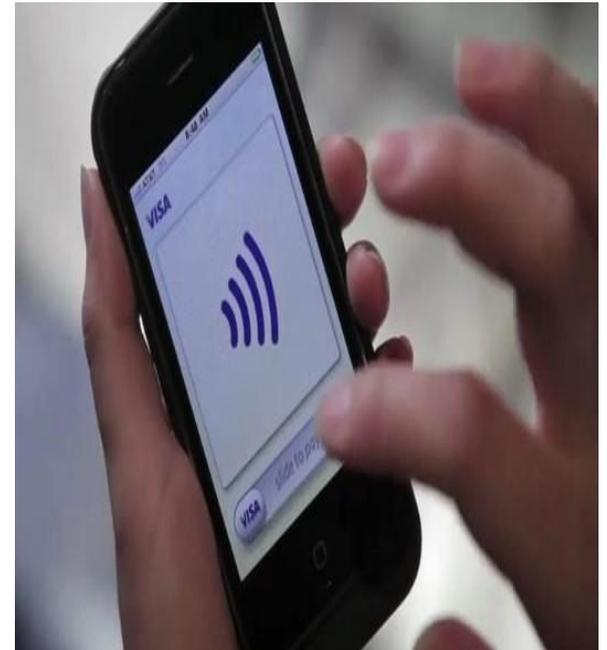
WHO: Company that develops products to allow services to be provided through mobile phones.

What:

- In2Pay micro SD chip enables a mobile phone to serve as a contactless card
- Deployed for iPhones to equip a case to serve as a PayWave device
- Tested in NYC cabs and subway

Why:

- Increase awareness of NFC contactless transactions
- Evaluate government policies on use of micro SD chips or cases with government phones



Monetise



WHO: UK Company delivering mobile banking services. Joint Ventures with Visa to develop mobile payment capabilities in India and mobile debit/prepaid in the US

What:

- App development for mobile transactions

Why:

- Cardholders will face many mobile banking options as smartphones become more prevalent
- Need to consider government policies on mobile banking apps
- Looking at how to use this technology for the benefit of the government



Payment Card Industry Data Security Council



WHO: Council comprised of major payment networks to establish industry standards for data security

What:

- Set of Data Security requirements merchants must adhere to when accepting credit cards
- Enforced by each brand independently

Why:

- Increase awareness of security requirement in the payment industry
- Understand the role of Visa in ensuring and enforcing compliance with data security
- Increasing focus on mobile security measures

PCI DSS v.2

PA DSS v.2

PCI PTS

PCI P2PE

91 documents

Providing
instruction or
reference