



PAYMENT SOLUTIONS

Anthony Esposito

April 9th, 2015

WHAT IS EMV?







LIABILITY SHIFT



~~UNPREPARED~~



The party with the least secure method will be liable in cases of fraud

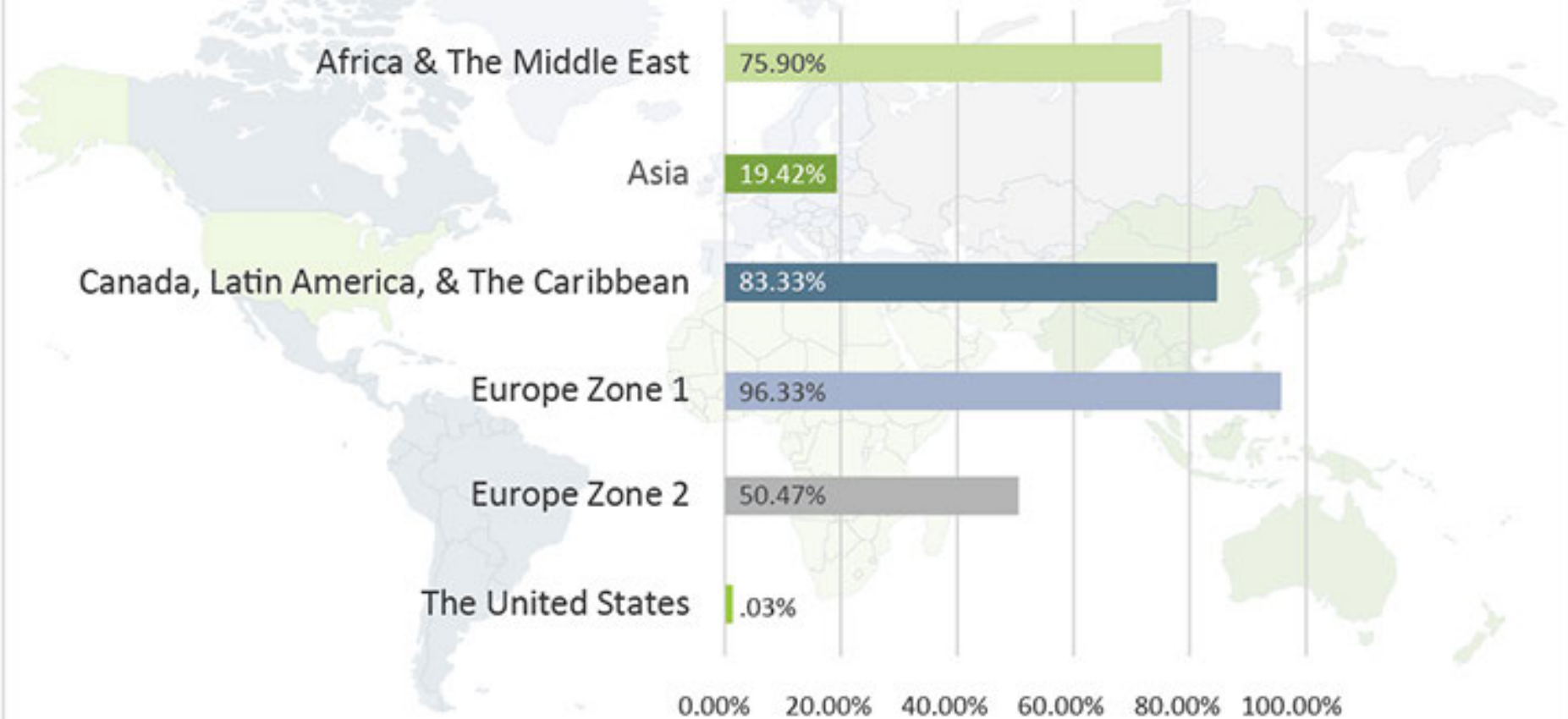


The Reality is.....

1. The United States is 50% of the global card industry, transition to EMV will not happen overnight with over 1 Billion cards needing to be switched.
2. Magnetic Stripe Cards still make up the majority of cards in peoples wallets, but that will rapidly change toward the end of 2015
3. Lots of processors will upgrade your terminals for free if you sign an agreement



Percentage of Card-Present Transactions that are EMV



Figures represent the percentage of all card-present transactions processed by each member institution that are EMV transactions (Contact or Contactless). The reported data is from the twelve months of July 2013 through June 2014 and represents the most accurate possible data that could be obtained by American Express, Discover, JCB, MasterCard, UnionPay, and Visa during this period. To qualify as an "EMV transaction" for the purpose of this methodology, both the card and terminal used during a transaction must be EMV-enabled. Data is reported from the acquirer perspective. These figures do not include offline transactions, "on us" transactions (defined as a transaction handled exclusively by another processor), and/or transactions processed by non-EMVCo-member institutions, such as local schemes.

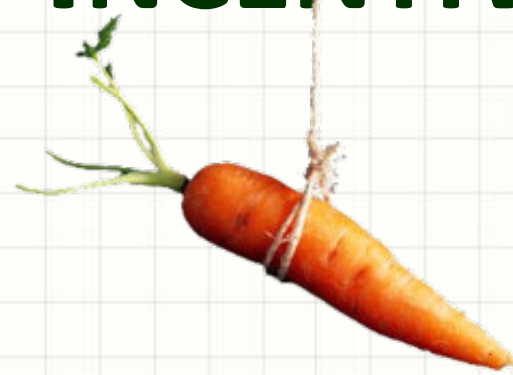
MOBILE PAYMENTS



Current players in the mobile payment industry



INCENTIVES



For your customers

- Secure Transactions (less fraud)
- Convenience
- Promotions/Discounts

For your business

- Secure transactions (less fraud)
- Reduces Fraud
- Eliminate PCI audit requirements



Barriers to adoption

- Awareness – A lot of consumers have security and privacy concerns. Its much more secure than MSR!
- Slow migration to EMV and replacement of old magnetic stripe terminals

FUTURE OF PAYMENTS





Takeaways

- EMV- Plan for adoption, talk to your payment processor and software providers. EMV is much more secure and will reduce fraud significantly
- Mobile Payments are growing in popularity, and will be a large portion of transactions in the near future.



QUESTIONS?

anthony@portofanacortes.com