

GET YOUR BUSINESS EMV® & NFC READY

WHAT ARE THE BENEFITS FOR BUSINESSES AND CUSTOMERS



CUSTOMERS

- > Keeps customer card information secure at the point of sale and during the authorization process.
- > Keeps fraud to a minimum, reducing costs for businesses and the cost of goods for consumers.
- > Allows customers to use payment methods that keep payment cards in the customers' possession at all times.

BUSINESSES

- > Supports global interoperability (i.e., European travelers will be able to use their chip cards in the U.S. and vice-versa depending on the card issuer)
- > Results in fewer chargebacks because EMV proves that a card was present.
- > Reduces fraud costs due to liability shift and makes payment cards more difficult to counterfeit.
- > Improves dispute resolution.

WHAT IS EMV

EMV is a global payments technology standard for credit card (and debit card) payments. Named after its original developers (Europay, MasterCard and Visa), this technology features payment instruments (cards, etc.) with embedded microprocessor chips that store and protect cardholder data.

HOW DOES IT WORK

EMV devices are able to read data stored on a chip within the card. By using chips as an active part of the payment transaction, EMV cards and devices help prevent credit card fraud from stolen account numbers, cloned payment cards and other security and fraud threats that exist today.

Each chip-based card is embedded with encrypted data. During the transaction authorization process, the encrypted data in the card is used to verify the card's authenticity. Strong cryptographic functions are used to authenticate the card and cardholder to ensure validity.

WHEN DOES THE EMV LIABILITY SHIFT HAPPEN

American Express, Discover, MasterCard and Visa will shift liability for all counterfeit card-present transactions from the issuer to the merchant (business owner) and/or acquirer on October 1, 2015. The EMV liability shift does not apply to card-not-present transactions or lost/stolen fraud. In these cases, the liability remains subject to existing liability and chargeback rules.

WHY NOW

The U.S. payments industry's adoption of EMV smart technology comes at a time when large-scale security breaches at well-known brands have compromised the personal data of millions of consumers. EMV technology is the global standard that's been in use in 80 countries outside the U.S. for more than 20 years.

EMV MADE 1-2-3 EASY

- 1 EVO will help you choose the right EMV solution for your business whether it's mobile, countertop and/or POS. We've got you covered!
- 2 Our 24-hour team of EMV support specialists will assist you in installing your new EMV payment solution and train you and your staff.
- 3 After a simple installation and training, your business will be ready for the 2015 EMV liability shift and you can get back to business.

THE NFC PAYMENT TAP OR WAVE

WHAT IS NFC

Near field communication (NFC) is a form of radio communication supporting contactless payment between devices like smartphones and/or tablets. It's designed for use by two devices within close proximity, usually a few inches from each other.

NFC utilizes electromagnetic radio fields to establish radio communication different from that used by Bluetooth and Wi-Fi to process NFC-based payment transactions.

IS NFC SECURE

NFC ensures security by establishing a secure channel and using encryption when sending sensitive information (e.g., credit card numbers). Users can further protect their private data by adding a password to the phone.

Transactions completed via mobile purchases use tokenization – replacement of the confidential primary account number with a generic token – which adds another level of card security.

WHAT DOES NFC MEAN FOR MY BUSINESS

Integration of payment cards, transportation tickets, loyalty rewards and coupons in one device allows customers to pay, redeem, store or even exchange information with a simple tap or wave of their smartphone.

Businesswise, supporting NFC technology yields faster transaction times, less time waiting in line and happier customers. The ripple effect of encouraging and engaging customers to use their mobile wallets can lead to increased loyalty and more repeat customers.

A CONVENIENCE FOR BUSINESSES AND CONSUMERS

CONSUMERS

- > Convenience of housing readily used information on one device.
- > Less payment and reward cards to carry.
- > Minimize risk of losing payment cards or having them stolen.

BUSINESSES

- > Secure and faster transactions.
- > Provides additional options to offer consumers. (e.g., coupons, discounts, loyalty rewards, etc.)
- > Results in fewer chargebacks because NFC proves consumer authentication.
- > Continues supporting global interoperability.

THE SEAMLESS NFC PROCESS

The contactless payment revolution involves NFC-ready business owners and customers downloading their favorite NFC-based payment or reward application on their smart device.

- A** The customer sees the NFC symbols at checkout, authorizes payment transaction; NFC-ready business owner establishes secure connection.
- B** Customers' payment information is transmitted via secure channel and encryption; transaction is approved.



PHONE TO
TERMINAL



SMART WATCH



PHONE TO
PHONE



NFC TAG TO
TERMINAL

With your business EMV ready, you'll be prepared to accept the cutting edge payment options your customers want. Not just contact EMV cards, but contactless cards and even mobile wallets using NFC technology.