




Presentation materials and video replay will be provided within one week.

Have questions? Use the chat panel –  we'll field them as we go and during the Q&A recap at the end of the call.

EMV Conversion Made Simple

Today's Speakers



Greg Kuyava

Key Account Executive, Harland Clarke Marketing Services

Senior Product Manager, Card Services, Harland Clarke - 10 years

Experienced speaker on a variety of card services topics, including:

- Creating an efficient, cost-effective program
- Marketing and brand awareness
- Instant card issuance
- Obtaining primary financial status with cardholders
- Enhancing cardholder engagement

Agenda

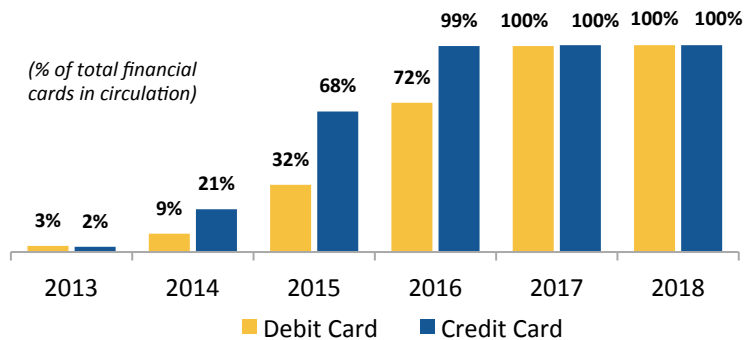
- EMV – Update to Trends in the Market
- EMV – A Card Overview
- Your EMV Conversion Journey Made Easy
- Q&A

EMV – Trends in the Market > > >

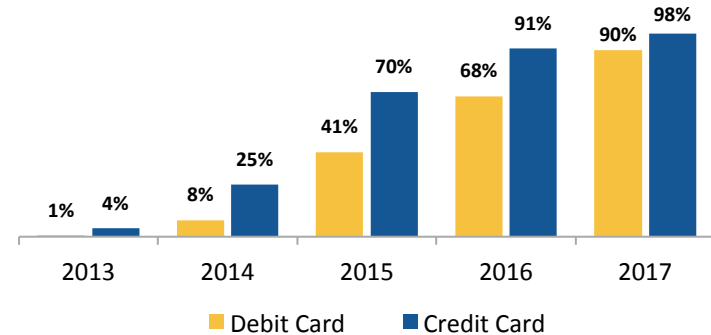
Here's What Was Predicted for Rate of U.S. EMV Conversion

The U.S. will be quickly migrating to chip cards over the next three years

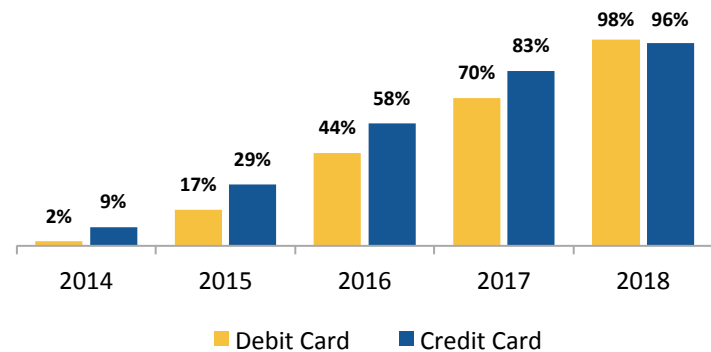
First Annapolis Industry Research⁽¹⁾



Aite Group Industry Research⁽²⁾



Javelin Industry Research⁽³⁾



- (1) First Annapolis Industry Research (April 2014).
- (2) Aite, EMV: Lessons Learned and the U.S. Outlook (June 2014).
- (3) Javelin Strategy & Research, EMV in USA: Assessment of Merchant and Card Issuer Readiness (April 2014); debit cards include prepaid.

Powered by



Complexities of U.S. Migration

Payments Market

- Largest number of issuers, acquirers, merchants, ATM operators and cardholders
- Two international and 16 debit networks
- Transaction routing of debit cards governed by “Durbin Amendment”
 - requires U.S. issuers to participate in at least two unaffiliated debit networks

Ambiguity

- Every card will support a different set of features
- All U.S.-issued EMV chip cards will contain both a chip and a magnetic stripe

A Game-Changing Plan for EMV

EMV brings a new dimension to the card issuing process

- Card manufacturing and personalization are linked
- Each card needs its “own” personalization setup
- Chips hold certificates and have expiry dates

Card implementation projects can take longer

- Choice of the EMV card product
- Personalization infrastructure
- Testing and approval process

Procurement cycle will change to longer term contracts

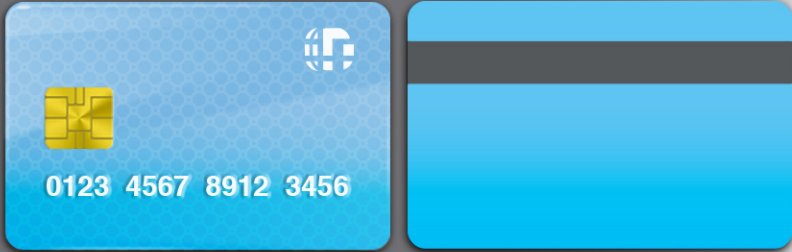
Late decisions could create a bottleneck in the industry

Poll Question #1 > > >

Poll Question #2 > > >

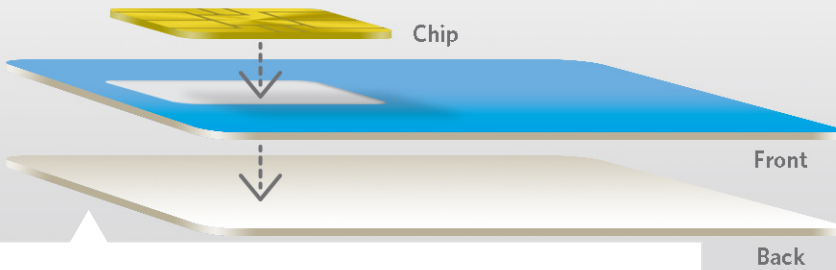
EMV – A Card Overview > > >

The EMV Card



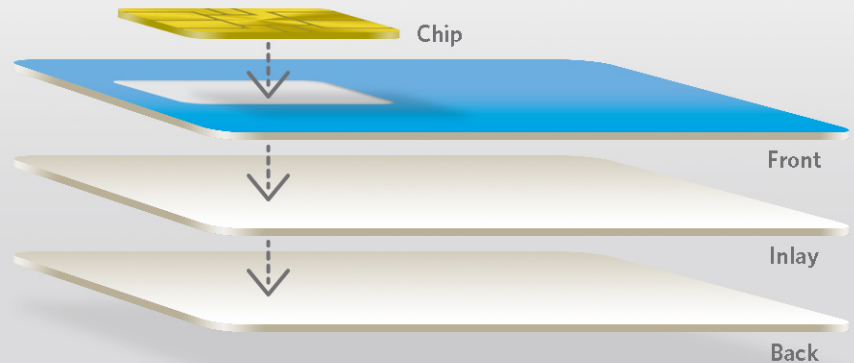
Card can function in dual modes, communicating both 'contact' and 'contactless' by means of an antenna (using RFID to communicate).

Chip Only Card Construction



These cards are inserted into a reader. The communication happens through the chip's contact plate.

Dual Interface Card Construction



Card Platform

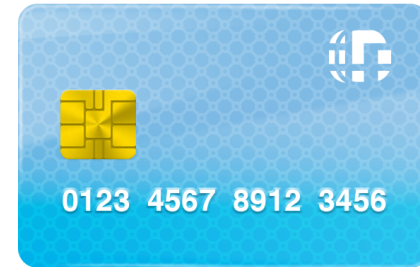
- Native
- JAVA
- Multos

Card Certification

The Chip Holds

- Cardholder Data
- Keys
- Certificate

How Similar is a Smart Card to a Computer?



Hardware

PC from HP®, Dell®,
Apple®, ...

Chip from ST, Samsung,
NXP, Infineon, ...

Operating System

MS DOS, Windows,
Mountain Lion

Native, JAVA, Multos

Application

Excel, Safari, Word,
Lotus Notes, Outlook

Visa VIS 1.5, PIV, M/Chip
Advance, AEIPS, ...

The Security of EMV Transaction

Why are EMV credit/debit card and EMV payments transactions secure?

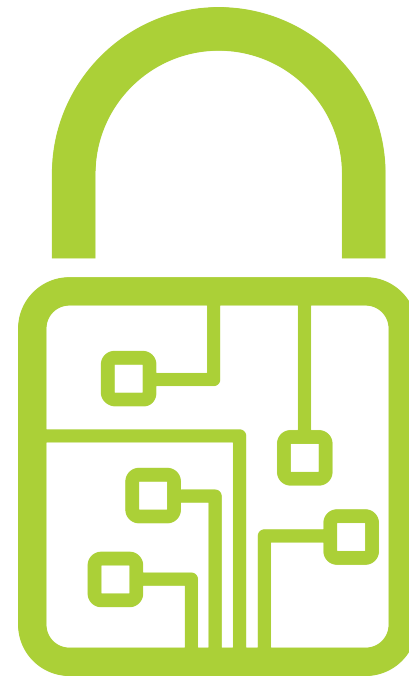
Card Authorization – protects against counterfeit cards in card-present transactions

Cardholder Verification – protects against lost or stolen cards

- Online PIN
- Offline PIN
- Signature
- No CVM

Transactional Authorization

- Online vs. offline



Your EMV Conversion Journey Made Easy > > >

Chip Complete™

An EMV conversion solution for financial card issuers that is fast, easy to implement, cost-effective and supported by host/processor

Chip Complete provides support and guidance through every step of the conversion journey

Training

Design

Manufacturing



Personalization

Marketing Communication

Issuance

Added benefits designed to minimize internal and card user disruption

- Education
- Implementation
- Communication



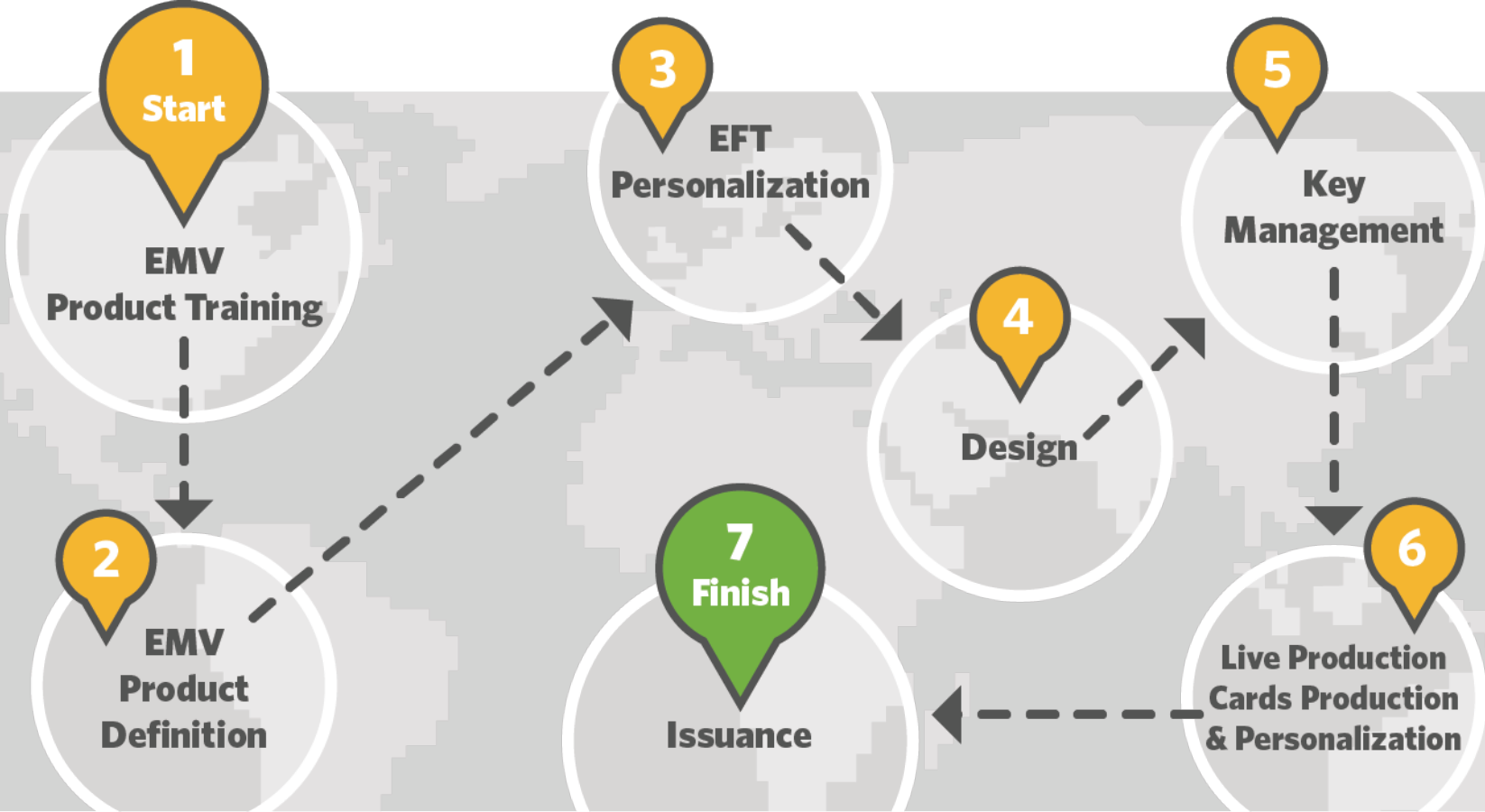
Education & Training > > >

Harland Clarke Educational Support offers training solutions for your entire team:

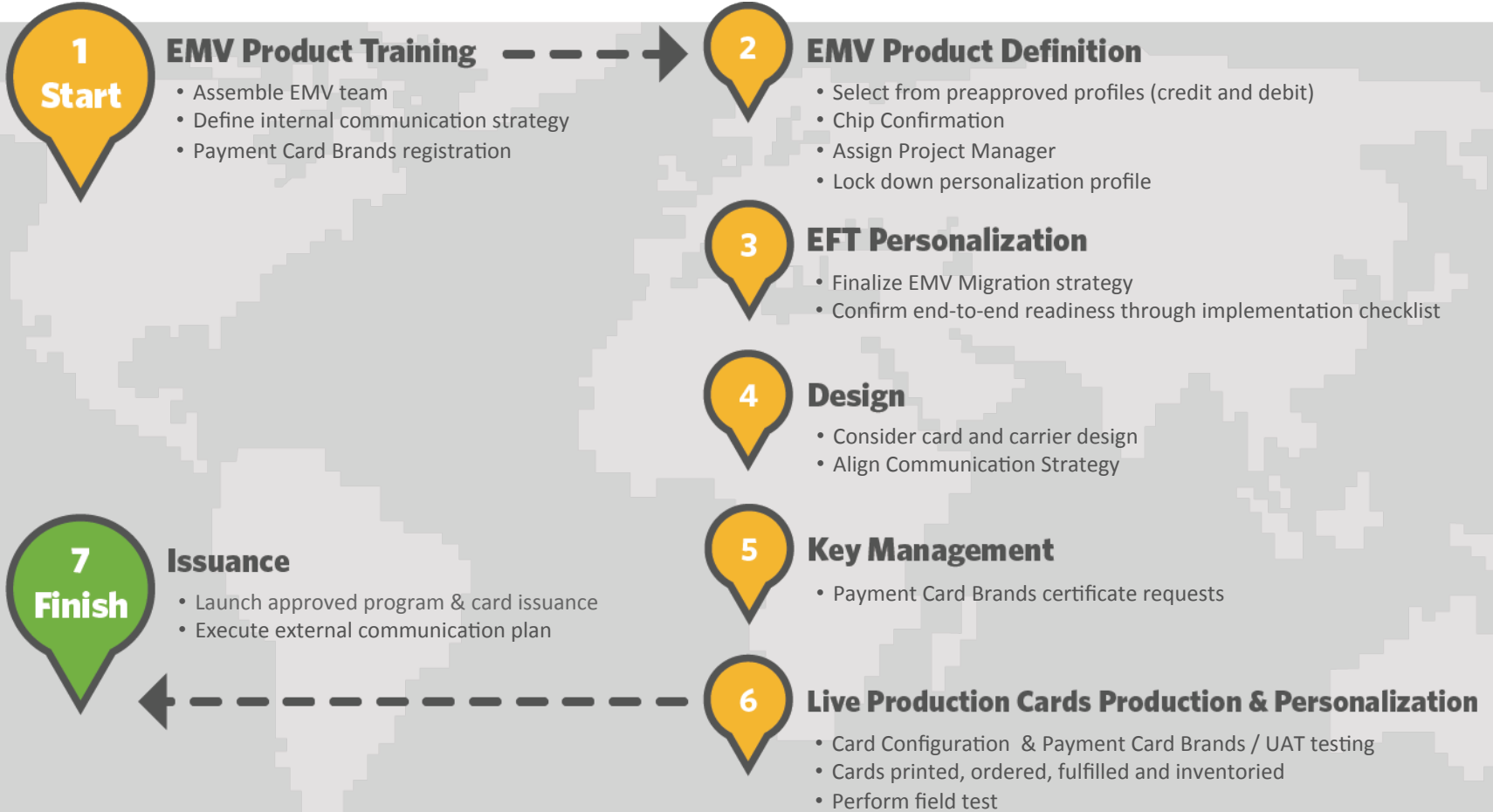
- Informational webinars on topics related to the payments market
- EMV 101 and Communication Best Practices
- FAQ document for financial institution staff

EMV Project Plan & Support > > >

The Road to EMV Has Many Twists and Turns



Chip Complete Simplifies Your Journey



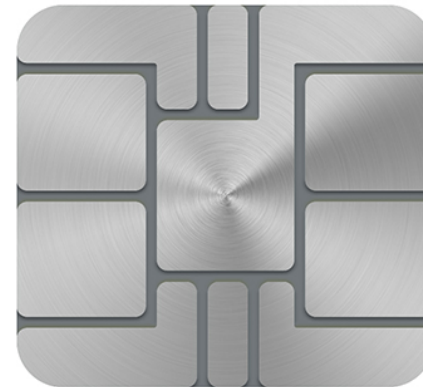
Technology > > >

Chip Technology

When it comes to choosing chip technology, two is all you need

Chip Complete offers two easy-to-understand chip options, saving you time without compromising quality

Provides choice and flexibility in memory size, authentication method and operation system to meet your EMV needs

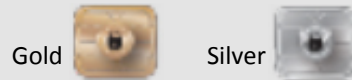


Two EMV Chip Options. Simplified.

Option 1

Chip Interface
Contact

Module Packaging



Compliant Associations
Visa | MasterCard

Operating System

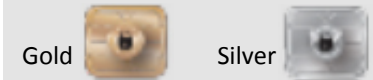
Java Version 2.1.1

Authentication Method
SDA

Option 2

Chip Interface
Contact

Module Packaging



Compliant Associations
Visa | MasterCard

Operating System

Java Version 2.1.1

Authentication Method
DDA

EMV Profiles

Common personalization specifications for MasterCard® and Visa® used for greater speed to market

Chip Complete accesses basic U.S. standard profiles to simplify the personalization process without compromising quality

Close relationship with chip card processors supports a streamlined personalization process

Discover® and American Express® available upon request



Implementation > > >

Managing the Key Partners

Card Manufacturer

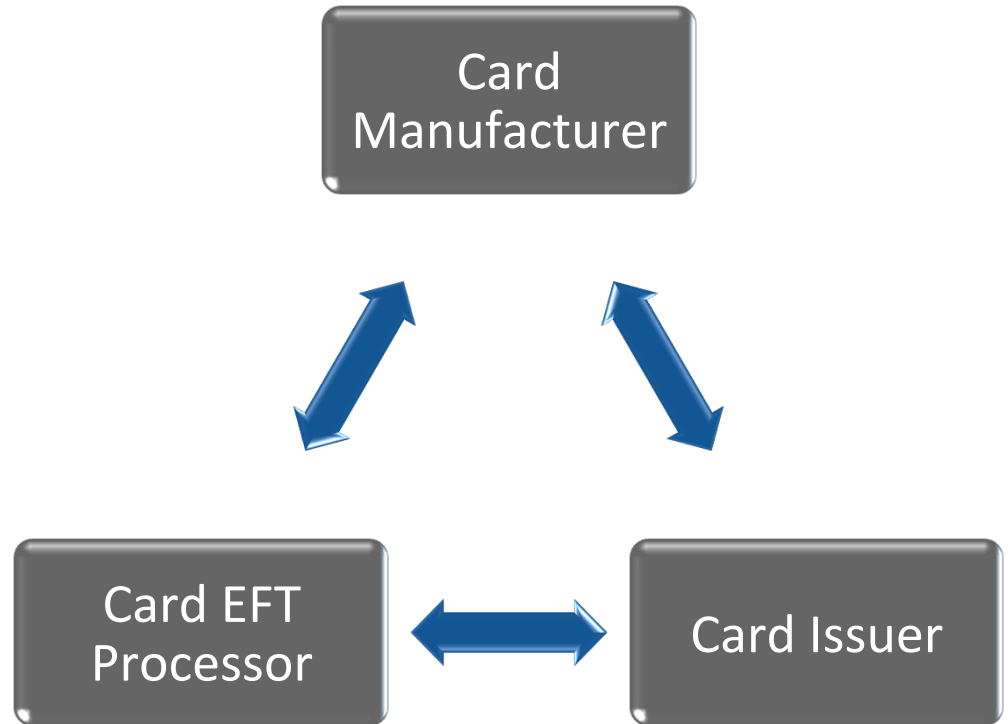
- Chip
- Operating System
- AID/Application

Card Issuer

- Chip
- Operating System
- AID/Application
- Profiles

Card EFT Processor

- AID/Application
- Profiles



Managing the Key Partners

	Manufacturer	Personalization	EFT Processor
Chip	X	X	
Operating System	X	X	
AID/Applications	X	X	X
Profiles		X	X
CVM		X	X

Project Management

EMV is a complex process. We provide one-to-one project management support.

Project manager assigned to you to handle:

- Card manufacturing and personalization
- Payment and processor relationships
- Graphic design
- Key management
- Card configuration analysis

Weekly calls to provide status updates and ensure your project stays on track



Chip Lifecycle Management

Proprietary technology manages chip lifecycles¹ so you never have obsolete technology

- Alerts card issuer of chips with one year of remaining shelf life
- Timely conversion to new EMV chips
- Efficient inventory management to prevent obsolete stock

The logo for CHIPTRAC features the word "CHIPTRAC" in a bold, sans-serif font. The letter "C" at the end is stylized to resemble a microchip or a USB connector, with a small circle and a line extending from its right side. A trademark symbol (TM) is positioned to the upper right of the logo.

The System Tracks

- Chip Expiration Date
- CPI Job Number
- Job Order Description
- Quantity
- Detailed EMV chip description and the CPI facility in which the order was manufactured

Instant Issuance

Issue EMV cards in your branch in just minutes with Card@Once®



Add Instant card issuance to your EMV conversion plan with Card@Once – it's EMV compatible!

- Requires no software, no fees and minimal training
- Affordable, secure and easy to use
- We provide support and software upgrades needed to print EMV chip cards

Don't wait for EMV — start issuing existing magnetic stripe cards right away



Communication > > >

EMV Migration Recommended Best Practices

Cardholder experience is critical to a successful transition to EMV

The elements of the cardholder experience focus on three key communication phases of EMV card issuance via a multichannel deployment including direct mail, contact center and digital.

- Communication **prior** to issuance
- Education at time of **issuance**
- **Ongoing** education



Your new card will contain an embedded micro-chip for added security

Turnkey Communication & Marketing Support

We can manage ALL your EMV communications, including:

- Building a multichannel communication plan to educate staff and card holders
- Developing all materials
- Creating design and messaging
- Building schedules
- Implementing the solution



Cards and Collateral

EMV conversion is an opportunity for a card design makeover — let us help

Our card designers develop a range of cards and carriers to promote your brand and bring your ideas to life



We supply a clear card with an embedded chip so you can determine if you need to redesign your existing card

Contact Center EMV Conversion Support

Cardholder Inquiries and Education - how we can help

- Toll free inbound call support with extended hours
- High touch outbound calling
- Dedicated EMV specialists
- Explain features and benefits
- Encourage activation, utilization
- Weekly call volume reporting
- Monitor cardholders' questions



Poll Question #3 > > >

Harland Clarke & Chip Complete

**Fast, easy to implement, cost-effective EMV solution
for financial card issuers**

Value-added services to reduce issuer disruption
Chip management, design and marketing support

Unique instant issuance solution that's EMV capable
Card@Once

More than 140 years of financial industry experience
Harland Clarke

Effective and secure EMV conversion
Designed with simplicity in mind



Q&A Wrap Up

Type your question in the chat panel 

Greg Kuyava

Key Account Executive, Harland Clarke Marketing Services

www.harlandclarke.com/webcasts



harlandclarke.com/LinkedIn



harlandclarke.com/Twitter

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Visit harlandclarke.com/webcasts for this
and previous events.

Thank You

