

Strategic Approach

EMV™ Migration in the United States

Leveraging the Right Solutions, Technology and Infrastructure
for Security and Success

fiserv.







Adhering to the Global Standard for Card Safety and Customer Satisfaction

EMV, or Europay, MasterCard® and Visa®, is a global standard for credit and debit payment cards based on chip card technology. EMV defines technical requirements for payment cards with embedded microchips and accompanying point of sale (POS) and automated teller machine (ATM) infrastructure. Effective 2015, both Visa and MasterCard will shift the POS transaction liability for certain types of card fraud away from the party that has the most secure form of EMV technology, creating a sense of urgency for issuers and merchants.

EMV Migration in the United States

Several factors are driving the U.S. card market to migrate to chip-based cards using the EMV specifications, most notably the opportunity to improve security and enable a better experience for cardholders who travel internationally.

Where a magnetic stripe delivers static data to the terminal, an EMV chip and an EMV-capable terminal interact dynamically in real-time using more sophisticated cryptographic authentication technology. As a result, chip cards provide better protection against card skimming, which illegally captures data stored on the magnetic stripe to produce counterfeit card(s) or utilize the card data skimmed for fraud.

EMV cards also offer worldwide interoperability, delivering an improved experience for international travelers and military personnel stationed overseas. With most countries already migrated to EMV, consumers may increasingly find limited acceptance of magnetic stripe cards outside the United States, resulting in inconveniences at ATMs and POS devices. And, as deployment of EMV in the United States gains popularity, consumers will be able to use chip cards widely at retailers and financial institutions stateside as well as abroad.

With the embedded chip, smart cards can store large amounts of data, carry out their own on-card functions and interact with a smart card reader. EMV chip cards offer benefits for both consumers and financial institutions including:

- Reduced fraud from counterfeit, lost, or stolen cards
- Better experience for international travelers with worldwide interoperability
- Paving the way for mobile payments and other applications

All four major card associations have announced timelines for shifting liability away from the party that has made investments in the most secure EMV options. In the midst of this complex, changing landscape, issuers across the United States need to adequately plan to address all vital components of implementing a successful EMV program.

EMV Solutions From Fiserv

As a leader in payments, fraud mitigation and card production, Fiserv understands the complexities of the payments landscape and the implications of EMV. We are deeply committed to helping financial institutions move forward in alignment with their business objectives.

Our goal is to make your migration to EMV as simple and streamlined as possible with minimal disruption to your business, resulting in a positive experience for your customers.

To that end, Fiserv delivers a cost-effective, comprehensive and integrated EMV solution through a single point of contact who understands your business. We'll lead you through every step of the migration process, starting with an in-depth discovery session, including investments required and potential business case for EMV, followed by decisions regarding your chip card, the processes to obtain EMV certification from associations, and how to educate your staff and customers.

With more than 14,500 clients and 12 billion credit, debit and ATM card transactions processed each year, Fiserv has the expertise, depth and breadth of solutions to help you plan and execute your transition to EMV. Our expansive solution includes:

- Strategic guidance and portfolio optimization
- Plastic procurement and card personalization
- Transaction processing
- Risk management
- Consumer and financial institution education

Once you're ready to begin, we provide the project management support needed to ensure a seamless and efficient migration from magnetic stripe to chip cards.

Strategic Guidance and Portfolio Optimization

Fiserv has made significant investments in technology, infrastructure, staffing and education to support financial institutions as they migrate to EMV. We are taking a leadership role in shaping the industry and are aligned with other influential players through our vendor partnerships and participation in the Smart Card Alliance and EMV Migration Forum.

What does this mean for you?

- Guidance through every step of the migration process—from building a roadmap aligned with your business objectives to deciding on your operating system, chip size and authentication method
- Expertise to optimize your card portfolio performance. We help you leverage the EMV migration process to increase card activation and usage, positively impacting your bottom line.
- Flexibility based on your unique business needs. Whether you want to mass reissue or focus only on international travelers, use the full suite of Fiserv EMV products and services or only a single service, we'll work with you to customize a plan ensuring a smooth transition.



Plastic Procurement and Card Personalization

Fiserv offers custom and standard plastic procurement and card personalization options that enable you to quickly and cost effectively implement a debit or credit EMV program. We offer the choice of standard EMV card designs, print-on-demand, or completely customized cards in addition to carriers, labels and inserts. We support Visa, MasterCard, Discover® and American Express® payment applications, Java/GP or MULTOS™ operating platforms, online and offline authentication and a variety of chip sizes.

Financial institutions also have the option of instantly issuing EMV smart cards in the bank or credit union branch, increasing customer satisfaction with little to no wait times and providing an opportunity for greater activation rates and transaction volumes.

Transaction Processing

The Accel™ debit payments network from Fiserv has agreements in place with MasterCard and Visa to use common debit EMV solutions. Through the deployment of standard personalization templates, Fiserv can streamline and simplify the time and complexity of an EMV implementation. To effectively manage EMV card costs, Fiserv can enable clients to gradually transition their card portfolio to chip without a mass reissuance of their existing card base. We can also manage the monthly reissuance process to ensure that magnetic stripe cards are reissued as chip cards based on an effective date set by you.

Our complete processing solution includes:

- Processing and authenticating of ATM, credit, debit and prepaid EMV transactions
- Performing EMV transaction authentication
- Generating, storing and managing EMV key sets
- Driving EMV-enabled ATM machines

Risk Management

Fiserv offers a unique breadth of fraud and risk management solutions that detect, measure and defend against financial crime to achieve growth, regulatory compliance and safeguard your reputation. These solutions incorporate EMV data into a holistic fraud defense system to mitigate risk against the complex and changing fraud scenarios for both card present and card-not-present behaviors.

Consumer and Financial Institution Education

Educating consumers and staff on chip card technology will be critical to a successful EMV migration – how the chip works, the value of chip technology and how to use the cards at payment terminals. Fiserv has decades of experience helping financial institutions communicate with their customers through direct mail, email, card carriers, inserts, mobile and social media. We offer direct marketing solutions, including data analytics, strategy, campaign design, creative services and multichannel delivery for consumer-based educational programs.



EMV Migration With a Committed Partner

Fiserv is committed to delivering the payments technology that our clients need to reduce fraud, generate revenue and improve customer satisfaction. Our end-to-end EMV solutions, coupled with comprehensive strategic guidance, will allow you to move from magnetic stripe to EMV cards in an integrated, streamlined manner, ensuring that your business objectives are achieved.

Connect With Us

For more information on EMV solutions from Fiserv, call 866-963-4877, email getsolutions@fiserv or visit www.fiserv.com/emv.



About Fiserv

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit www.fiserv.com for a look at what's next now.



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