

The webinar will begin shortly



www.uspaymentsforum.org





Mobile and Digital Wallet Webinar Series

Part 4: Strategic Considerations for Issuers

February 22, 2019

U.S. Payments Forum Mission

- *... the cross-industry body focused on supporting the **introduction and implementation of EMV and other new and emerging technologies** that protect the security of, and enhance opportunities for payment transactions within the U.S.*

Current EMV-related Topics and Issues

- Petro, Transit and Hospitality merchants EMV-enablement issues
- EMV contactless/mobile acceptance testing & certification
- Issuer considerations for contactless EMV (dual interface, offline data authentication)

Beyond EMV – Advanced Payments Topics and Issues

- Mobile payment and tokenization
- Authentication: biometrics, future of CVM, new signature requirements
- 3-D Secure 2.0, Secure Remote Commerce and other CNP fraud tools

Forum Activities & Resources

- **Collaboration on projects to develop resources to assist with U.S. EMV migration and implementation of other new and emerging payments technologies**
 - White papers, educational resources
 - Best practices and technical recommendations
- **Education programs for members and the industry**
 - Webinars, workshops, Forum member meeting tutorials, published resources
- **Communications**
 - Market outreach with recommended best practices and industry positions
- **Networking**
 - Forum for industry stakeholders to interact with all payments industry stakeholders

Information and resources available at www.uspaymentsforum.org

Mobile & Digital Wallet Webinar Series

- **#1 – Mobile Wallet Landscape, Wallet Models and Processes – Jan. 9th**
Review of five commercially-available wallet models with technologies and processes used in their implementation
- **#2 – Mobile Wallet Security Technologies and Approaches – Jan. 23rd**
Review of different security technologies implemented in wallets
- **#3 – Strategic Considerations for Merchants – Feb. 6th**
Review of key strategic considerations for merchants implementing a mobile wallet strategy
- **#4 – Strategic Considerations for Financial Institutions – Feb. 21st**
Review key strategic considerations for financial institutions implementing mobile wallets

Today's Speakers



- Randy Vanderhoof, U.S. Payments Forum



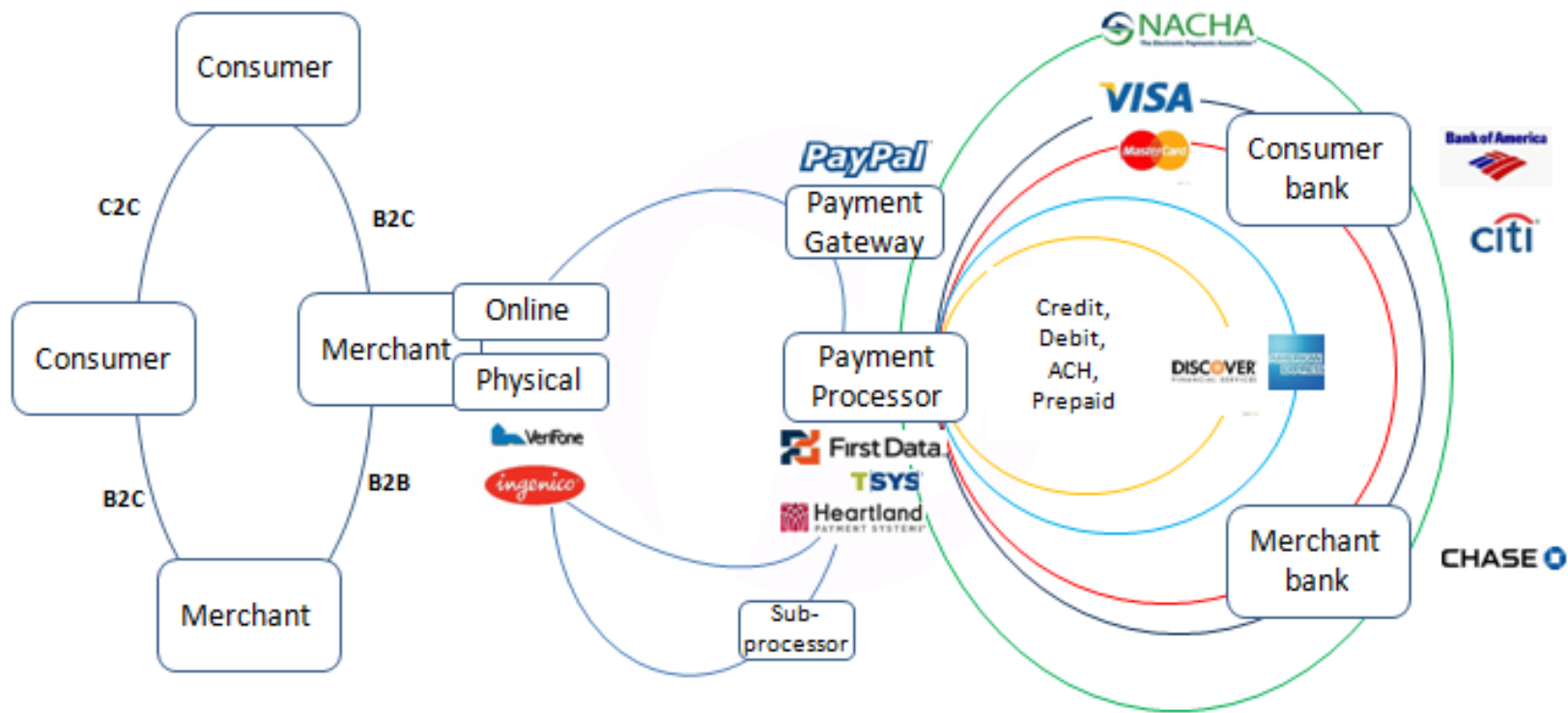
- Dr. Art Harper, PSCU



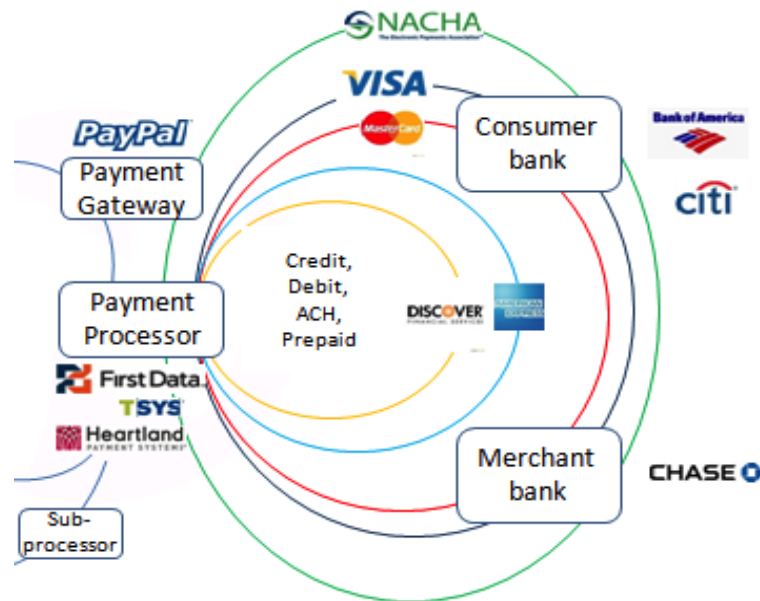
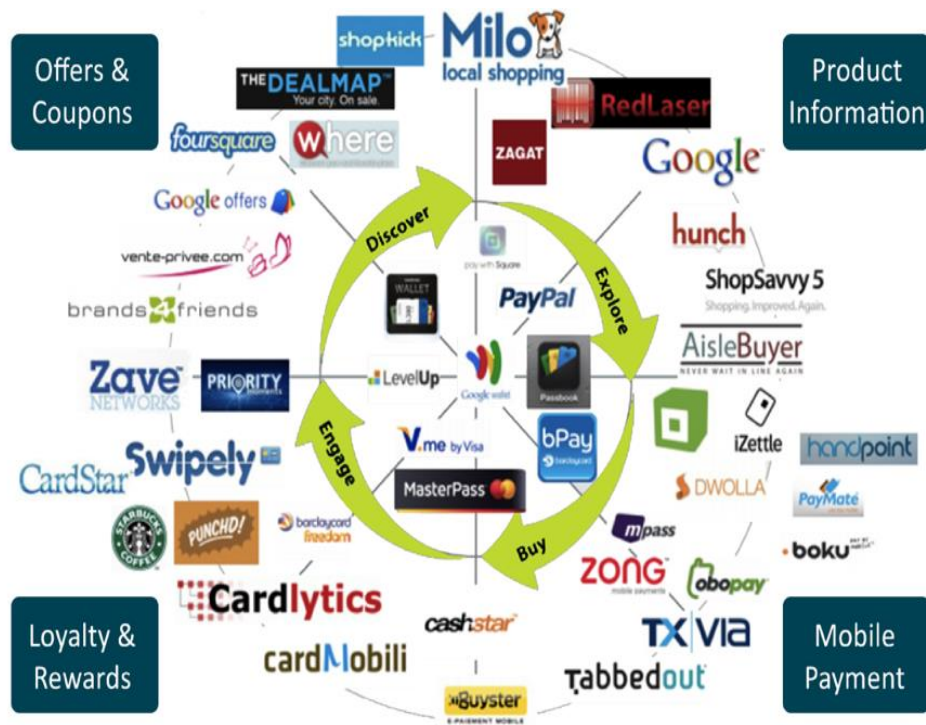
The Mobile Wallet Landscape: Issuer Considerations

Art Harper, PSCU

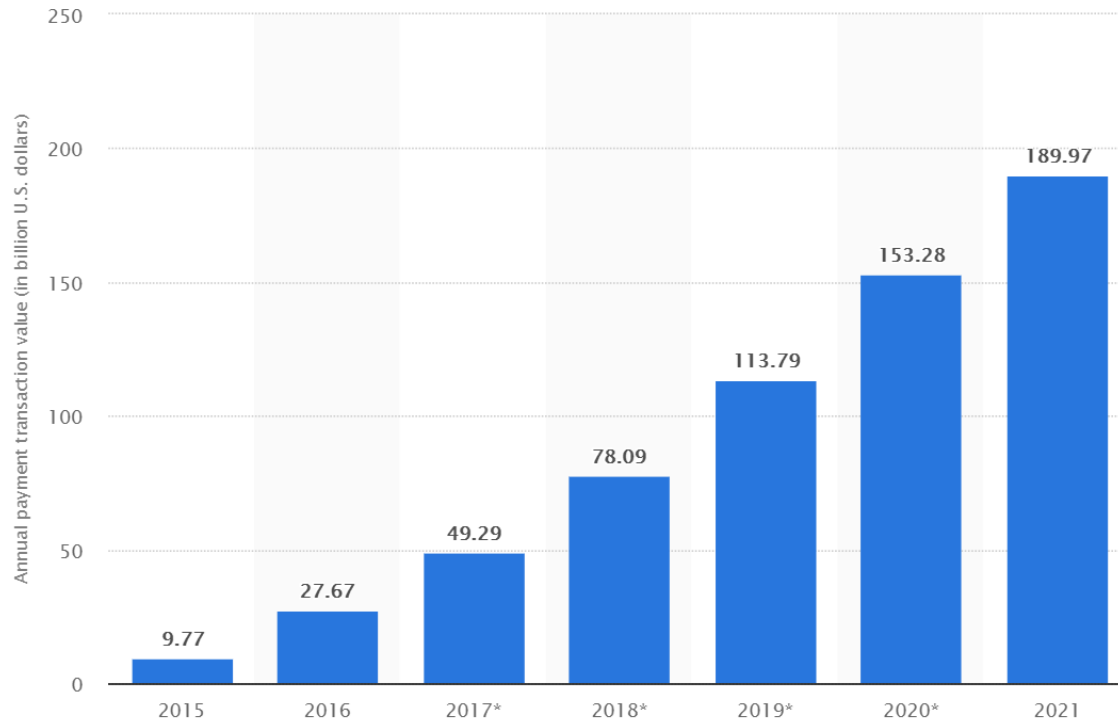
Payments Landscape 10 Years Ago



Payments Landscape Now

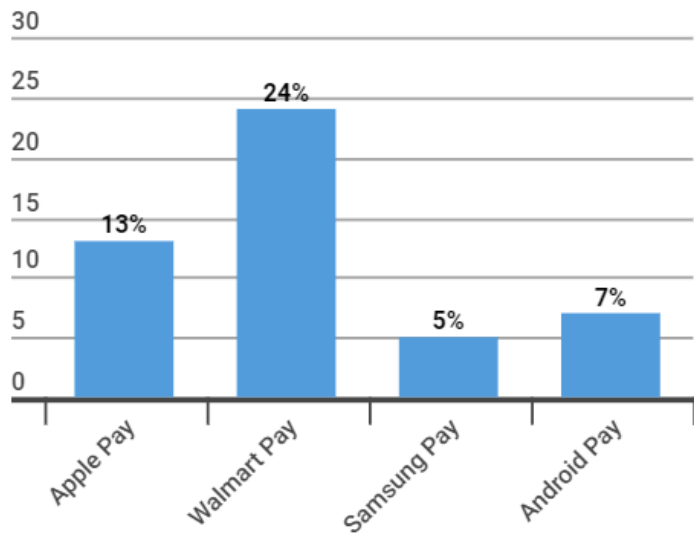


Proximity Mobile Payment Transaction Value, US\$billions

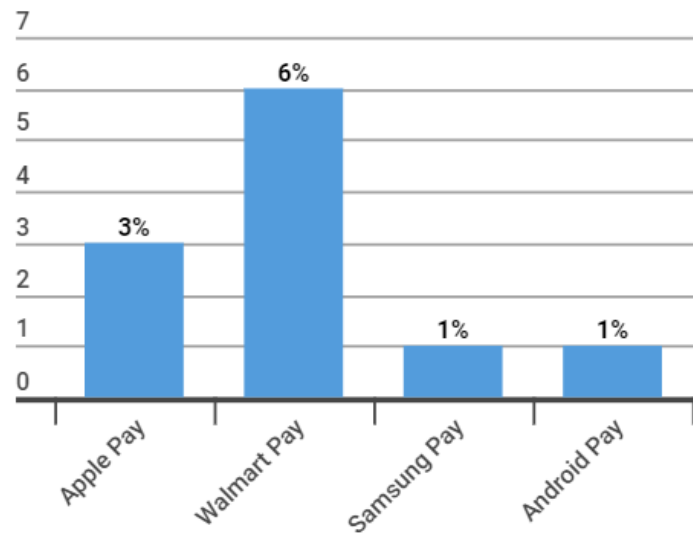


Wallet Usage on Smartphones as % of Adults with Smartphones (US)

PERCENTAGE OF ADULT SMARTPHONE USERS THAT HAVE USED A MOBILE WALLET TO PAY (AT ANY POINT IN TIME)

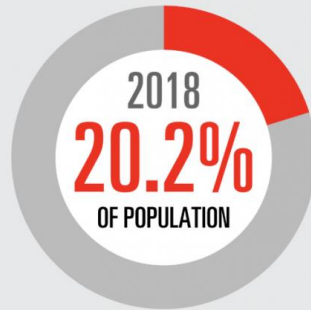
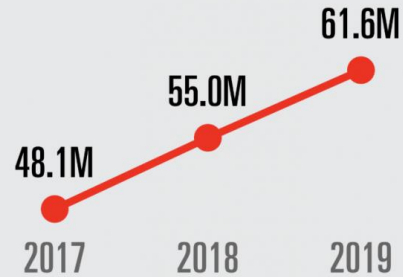


PERCENTAGE OF ADULT SMARTPHONE USERS HAVE USED A MOBILE WALLET TO PAY DURING THEIR LAST TRANSACTION



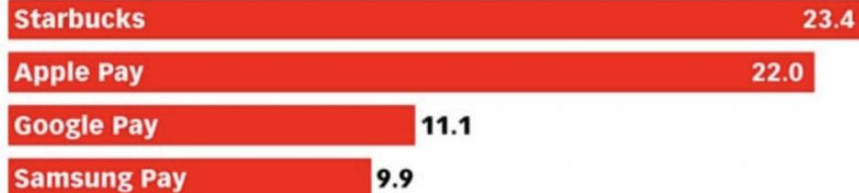
Mobile Payment Usage

How Many People in the US Use Mobile Payments



US Proximity Mobile Payment Users, by Platform, 2018

millions



Note: ages 14+; mobile phone users who have made at least one proximity mobile payment transaction in the past 6 months

Source: eMarketer, May 2018

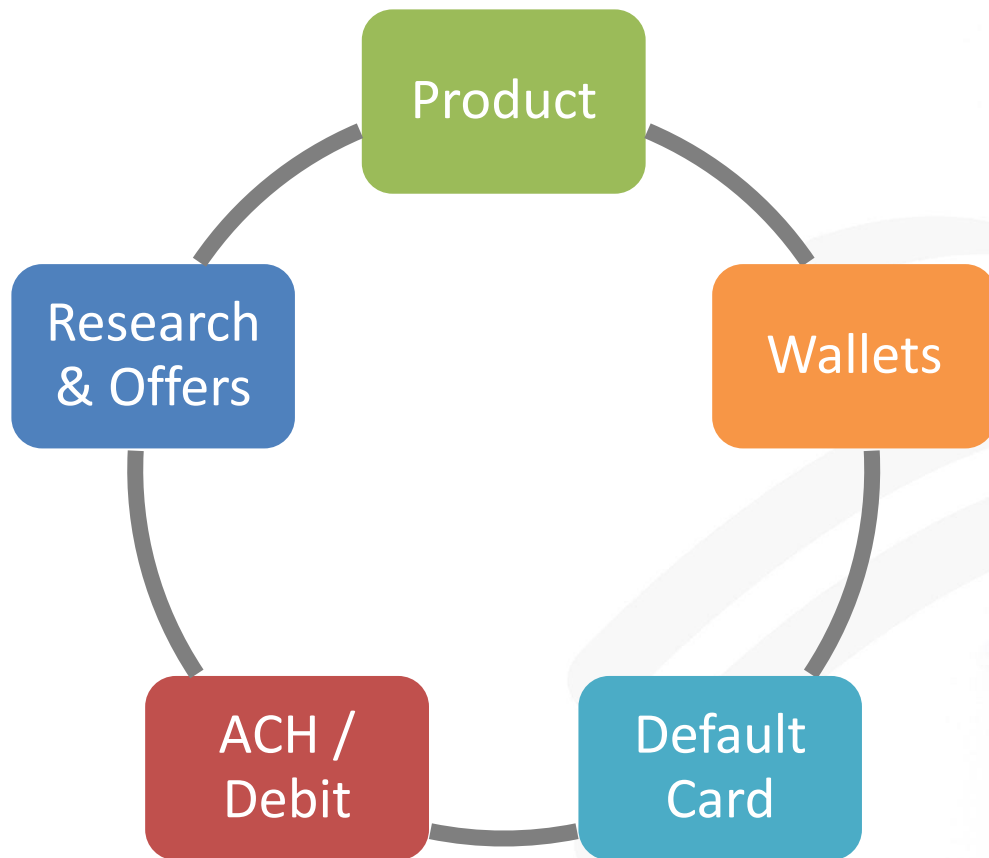
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www.eMarketer.com

What Are the Considerations for Financial Institutions?

- Consumer convenience and ease of use
 - Integration with core services
 - Native application or not
 - Security of data
- Merchant apps and sites assist with the shopping process
 - Product Information
 - Reviews
 - Comparisons
- Most important for all financial institutions is how to get / maintain transaction volume
 - Understanding getting the transaction is key
 - Top of wallet
 - Securing the transaction is vital for long term sustainability

Developing Product Sets



Strategic Considerations for Financial Institutions

So What Do You
Do Next??



Step One for Financial Institutions

Learn



Strategize



Actions

- Leverage your card processor's research
 - Roadmap
 - Integration
- Engage members and employees to test new technologies
 - Target all age segments
- U.S. Payments Forum / Publications

Step Two for Financial Institutions

Learn



Strategize



Actions

- Develop a Digital Payments Strategy
 - Product, Marketing, Training, Operations
- Identify your payments champion
 - Chief Payments / Chief Experience Officer
- Build a plan around securing transactions
 - New and existing customers
- Identify payment priority

Step 3 for Financial Institutions

Learn



Strategize



Actions

- Evaluate new announcements against your strategy and priority – technology is going to change
 - Contactless Announcement (Payment Networks / Merchants)
- Share your research with your team – show thought leadership
- Select strategy and approach that delivers secure transactions

Q&A



www.uspaymentsforum.org



Mobile Wallet Webinar Series: Online Assessment

- Online assessment quiz available for each webinar in the series
- Participate in all four webinars and pass the assessments to receive a certificate and registration discount to the 2019 Payments Summit
- Deadline for completing assessments: March 1, 2019
- Assessment link:
<https://www.surveymonkey.com/r/walletwebinar4>

Additional Resources

- **March U.S. Payments Forum Member Meeting and 2019 Payments Summit, Mar. 11-14, Phoenix, AZ**
 - **Mar. 11-13 – Forum Member Meeting:** roundtables, SIGs, working committee and birds-of-a-feather sessions
 - **Mar. 12-14 – 2019 Payments Summit:** multiple tracks covering all things payments, including FinTech, EMV chip technology, mobile wallets, NFC, contactless, open transit systems and more
- **Mobile and Digital Wallets: U.S. Landscape and Strategic Considerations for Merchants and Financial Institutions** white paper, <http://www.uspaymentsforum.org/mobile-and-digital-wallets-u-s-landscape-and-strategic-considerations-for-merchants-and-financial-institutions/>
- Other resources available at: www.uspaymentsforum.org

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