The U.S. Payments Forum enables cross-industry stakeholders to openly exchange expertise and information to solve problems and help realize innovations that make payments more efficient, simple, and secure.
Working Committees

- ATM
- Communication & Education
- Debit Routing
- EV Open Payments
- Mobile & Touchless Payments
- Payments Fraud
- Petroleum
- Special Interest Group (SIG)
- Testing & Certification
- Transit Open Payments
Today’s Speakers

Ashish Bhatia
DISCOVER GLOBAL NETWORK

Clinton Allen
EMVCo

David True
PAYGILITY ADVISORS

Jason Bohrer
SECURE TECHNOLOGY ALLIANCE

Michael Sulla
MASTERCARD
Today’s Discussion

• Evolution of Payments & Market Overview
• Product Basics: Secure Remote Commerce (SRC)
• Future SRC Enhancements
• Success Story & Integration Models
• EMVCo: Standards, Current Activities
• How to Support SRC & Available Resources
The consumer has had it easy through the evolution of in person payments. They show a payment method — it’s simple and trusted.
eCommerce & Consumer Experience

When payments moved online, trust was eroded and managing payment information was offloaded to the consumer.

LONG FORMS KEY ENTRY PASSWORDS = FRICTION

An error occurred while trying to process your credit card. Please double check your card number, expiration date and address information and try again or try another card.

Your password needs to:

- include both lower and upper case characters.
- include at least one number or symbol.
- include at least one number or symbol.

There are items that require your attention.
eCommerce Today: Growing but not Optimized *

- **Growth:** Global eCommerce is soaring: $5T in 2022, projected $7 trillion by 2025\(^1\)
- **Abandonment:** But challenges remain: 91% of Consumers report that a good checkout experience is decisive, but complexity leads to abandonment\(^2\)
- **Fraud:** Complexity and unfamiliarity led to exploitable vulnerabilities for fraudsters. In the U.S., card-not-present (CNP) payments fraud losses will reach $8.75 billion in 2022 – up over 11% year-on-year.\(^3\)

**NOTE:** Content from this slide was sourced from EMV® on 01/16/23: [https://www.emvco.com/knowledge-hub-category/emv-insights/](https://www.emvco.com/knowledge-hub-category/emv-insights/)
2. PYMNTS.com, [The Three Tiny Details That Get Consumers to Click Buy at Checkout](https://www.pymnts.com/2022/three-tiny-details-get-consumers-click-buy-checkout/), October 2022
3. Insider Intelligence, [Total Card Fraud Losses to Surpass $12 Billion in 2022 as Fraud Continues to Shift Online](https://www.insiderintelligence.com/news_article/total-card-fraud-losses-surpass-12-billion-2022-shift-online), September 2022
How SRC Addresses Market Needs

• **Growth**: Requires scalability
  
  SRC Provides:
  • Interoperability of major credit card networks at global scale

• **Abandonment**: Requires reducing friction
  
  SRC Provides:
  • Reduce payment card key entry
  • User ID based on email or phone number
  • Simplified user authentication
  • Merchants can control experience

• **Fraud**: requires enhanced security
  
  SRC Provides:
  • Increased security through smart authentication
What is EMV SRC?

• **Specifications** to simplify integration and user experience:
  – The EMV® SRC specs provide a common baseline for the development of Click to Pay e-commerce payment solutions.

• SRC is one of many solutions for solving market needs

• **Click to Pay** is the consumer facing checkout experience of SRC
  » An icon to build trust

• It has evolved over many years from many solutions, into a global standard.

• SRC will continue to evolve the new 1.3 Specifications and SRC Use Cases 1.1 describes how merchants may control the UX

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Click to Pay

Enhancing the eCommerce Checkout Experience

Simple
Easy click functionality for reduced cart abandonment

Streamlined
Standardized access to all major network.

Secure
Increased security through smart authentication
## Value for PSPs/Enablers

### SRC Offers a Convenient & Secure eCommerce Checkout

<table>
<thead>
<tr>
<th>Security</th>
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<tbody>
<tr>
<td>- Password-less checkout more secure</td>
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<tr>
<td>- Dynamic and encrypted data helps reduce the risk of fraud</td>
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<table>
<thead>
<tr>
<th>Convenience</th>
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<tbody>
<tr>
<td>- Simplified integration for merchants</td>
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<tr>
<td>- Provides consumers with multiple payment options to checkout</td>
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<tr>
<td>- Faster checkout reduces cart abandonment</td>
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<table>
<thead>
<tr>
<th>Control</th>
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<tbody>
<tr>
<td>- Uniform checkout across merchant websites, mobile apps, and other digital platforms</td>
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<tr>
<td>- Design UI/UX controlled by PSP/payment enabler</td>
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<tr>
<td>- Foundation for future commerce use cases via SRC Framework</td>
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Global Availability

30+ markets and growing
Merchant Orchestrated Checkout (MOC) – Enhancement coming in 2023 which allows an embedded checkout experience

• Enhances checkout and reduces friction for consumer
• Merchants have more control over look and feel
MOC- Merchant Orchestrated Checkout

Returning Unrecognized User (Conceptual)
MOC- Merchant Orchestrated Checkout
Typical Integration Model

Model via SRCIs

Consumer

Merchant (DPA)

SRC Integration

SRCI (Initiator)
Interacts with the DPA and SRC system to initiate and complete checkout

SRC systems...
Established a Click to Pay program and orchestrates all technical activities among participants
PSP Success Story

**Overview:** Spreedly allows merchants to securely tokenize payment methods and provides the flexibility to transact with virtually any payment service.

**Implementation Summary**
Spreedly and Mastercard partnered to implement Click to Pay within Spreedly’s iFrame for use on merchant websites.

**Benefit to the Cardholder and Merchant**
Cardholders receive an easier to use and more secure alternative to guest checkout. Merchants can implement the solution quickly and drive better conversion.

**Results Driven:**
- <2 weeks for a merchant to launch
- Transaction success rates increased by ~6%
Complementary EMVCo Solutions

Enables implementors to combine other fraud-fighting technologies, such as EMV® Payment Tokenization and EMV® 3-D Secure

**Tokenization**
Links cardholders to their accounts using a payment token in place of cardholder PANs. This helps to keep cardholders’ payment information secure during authorization.

**3DS**
Facilitates seamless data exchange between the merchant and the issuer to confirm cardholder’s identity in near-real time through a fast, secure connection.
### Specification Publication

<table>
<thead>
<tr>
<th>Focus</th>
<th>UI/UX Updates</th>
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<tbody>
<tr>
<td>• UI/UX Industry Needs</td>
<td>Merchant Orchestrated Checkout, Educational Material</td>
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<tr>
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<td>Any subsequent impacts to API/SDK/Core Specifications</td>
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<table>
<thead>
<tr>
<th>Use Case</th>
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<tr>
<td>Document Additional Use Cases for Secure Remote Commerce</td>
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### Analysis

<table>
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<tr>
<th>Focus</th>
<th>Authentication</th>
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<tbody>
<tr>
<td>• Authentication</td>
<td>Evaluate opportunities to provide details on biometric technologies (FIDO, WebAuthn, etc.)</td>
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<tr>
<td>• Recognition</td>
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<table>
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<th>Recognition</th>
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<tr>
<td>Evaluate consumer recognition options (W3C FedCM, etc...)</td>
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Additional Resources

• **Specifications & Associated Bulletins**
  EMV Secure Remote Commerce (SRC) simplifies the online checkout process to make it consistent, convenient and secure.

• **Use Case**
  Common use case examples to provide guidance for using SRC within existing payment ecosystems.

• **EMVCo Events**
  – [EMV® User Meeting June 2023](#) - This is the meeting notice for the 2023 EMV® User Meeting. It will be held in San Diego, United States.

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### 2023 Forum Meeting Schedule

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<tr>
<th>Event</th>
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<tr>
<td>U.S. Payments Forum Summer Member Meeting</td>
<td>July 18th-19th, 2023</td>
<td>Virtual</td>
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<tr>
<td>U.S. Payments Forum Fall Member Meeting</td>
<td>November 6th - 7th, 2023</td>
<td>Charlotte, NC</td>
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<tr>
<td>Payments Summit &amp; Forum Spring Member Meeting</td>
<td>February 26th – 28th, 2024</td>
<td>Tucson, AZ</td>
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Registration Now Open!
Thank You!