The Road to EMV
Vantiv Integrated Payments
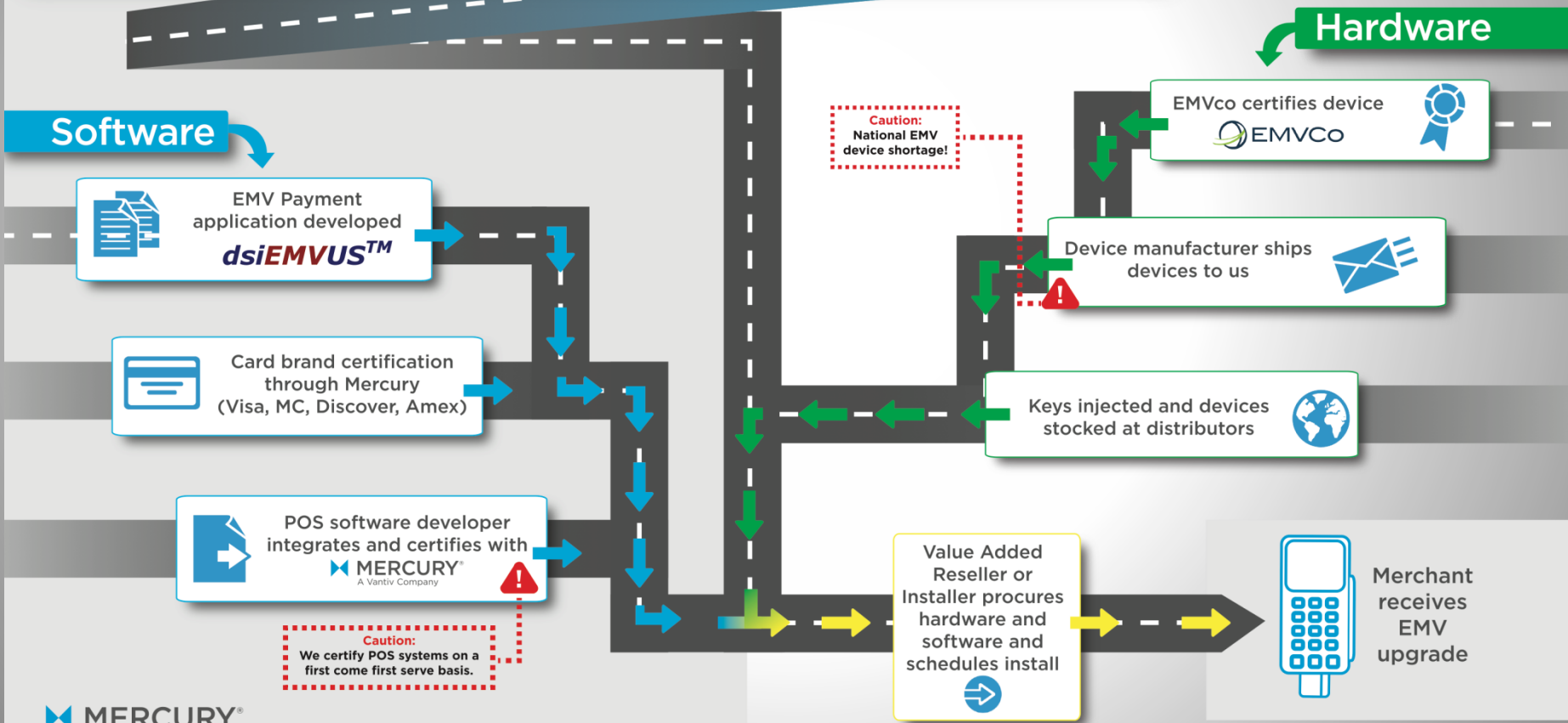
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Why did it take so long to get EMV?

The road to delivering an EMV device.

Upgrading to EMV chip cards
EMV is changing the way we accept payments. POS software providers and Mercury work to incorporate all the features of an integrated payment system with EMV. Here's what that looks like:

Hardware

Software

EMV Payment application developed
dsiEMVUS™

Card brand certification through Mercury
(Visa, MC, Discover, Amex)

POS software developer integrates and certifies with **MERCURY®** A Vantiv Company

Caution:
We certify POS systems on a first come first serve basis.

Caution:
National EMV device shortage!

EMVco certifies device
EMVCo

Device manufacturer ships devices to us

Keys injected and devices stocked at distributors

Value Added Reseller or Installer procures hardware and software and schedules install

Merchant receives EMV upgrade

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SECURITY THREATS
FACING MERCHANTS

Security Threats
Facing Merchants

FRAUD
THE U.S. HAS A FRAUD PROBLEM

Without EMV
70%
increase in credit card fraud since 2004 in U.S.[1]

With EMV
80%
decrease in card-present credit card fraud since EMV adoption in 2004 in UK[1]

DATA COMPROMISE
SMBS ARE THE MAIN TARGET

80%
of attacks target small merchants[2]

81%
of compromised victims did not detect the breach themselves[3]

188
average number of days after a breach before detection[3]

SOLUTIONS

EMV "Chip Cards"

Tokenization & Encryption
***

PCI Assist

Breach Assist

NON-COMPLIANCE
LEAVES MERCHANTS VULNERABLE

77%
of SMB merchants believe they're safe even though most do not have cybersecurity policies[4]

95%
of credit card breaches that Visa discovers are SMB merchants[5]

FINANCIAL IMPACT
ENSURE YOUR FUTURE

69%
of consumers are hesitant to do business with a breached organization[6]

60%
of small businesses close within 6 months after a data breach[7]

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1. https://www.accenture.com/us-en/-/media/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Industries_5/Accenture-Payments-Transformation-EMV.pdf
2. https://www.pcisecuritystandards.org/smb/why_secure.html
3. https://www2.trustwave.com/rs/815-RFM-693/images/2015_TrustwaveGlobalSecurityReport.pdf
4. https://www.staysafeonline.org/download/datasets/4389/2012_ncsa_symantec_small_business_studypdf
5. https://www.staysafeonline.org/business-safe-online/resources/3-reasons-hackers-love-your-small-business-infographic
6. http://www.verizonenterprise.com/resources/report/rp_pci-report-2015_en_xg.pdf
7. https://www.staysafeonline.org/business-safe-online/resources/small-business-online-security-infographic

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THE PROBLEM: FRAUD

The U.S. has seen a 70% INCREASE in CARD FRAUD since 2004

$20,000
Average company financial loss from PAYMENTS FRAUD in 2014

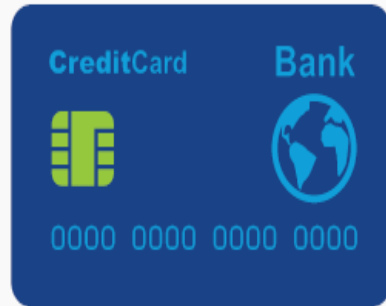40% of all financial fraud is related to CREDIT CARDS

THE SOLUTION: EMV "CHIP CARDS"

MERCURY'S EMV TRANSACTIONS help reduce fraud liability, and maintain customer trust with the **LATEST CARD ACCEPTANCE TECHNOLOGIES.**

CreditCard   Bank

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The U.K. has seen an **80% DECREASE IN CARD FRAUD** since migrating to EMV

Top 10 EMV Questions

Question 1: What is EMV?

EMV is a standard based on smart card technology that can help protect your business and your customers from financial loss due to the fraudulent use of payment cards at your point of sale.

Question 2: How do EMV "chip cards" fight fraudsters?

Chip cards generate a one-time code with every transaction making it nearly impossible to create counterfeit cards for use in stores.

Question 3: What are the main benefits of EMV?

EMV reduces the risk of counterfeit, lost or stolen card fraud, reduces card skimming at the POS and accepts foreign cards that are already EMV enabled and modernizes your POS.

Question 4: How much has fraud been increasing in the US?

Fraud continues to be on the rise. We have seen a 70% increase in credit card fraud since 2007.

Question 5: What does the October 1st liability shift mean?

Visa, MasterCard, Discover and American Express will implement a liability shift effective October 1, 2015. Once the shift goes into effect, merchants who have not made the investment in chip-enabled acceptance technology may be held financially liable for in-store fraud that could have been prevented with the use of a chip-enabled acceptance device.

Question 6: Why is the transition to EMV happening now?

EMV adoption around the world over the past several decades has driven more fraud to the United States. The U.S. is one of the last major countries to adopt EMV, and will need to modify many of its payment processes to fit into the EMV model.

Question 7: Will EMV always protect against stolen cards?

Not necessarily. If an EMV payment card is stolen, and the owner has not yet deactivated the account with the issuing bank, the card can be used with a forged signature. EMV cards come in two usage formats: a) Chip + PIN, and b) Chip + Signature. The majority of cards will be Chip + Signature, with some Chip + PIN. This means that the EMV implementation does not protect against the theft of actual credit cards.

Question 8: Will I be able to accept new payment technologies?

Most new payment acceptance devices not only support EMV cards, but also process NFC mobile transactions, such as Apple Pay. Accept mobile and contactless payments such as Apple Pay and Android Pay when you upgrade your terminal or POS system.

Question 9: What does EMV mean for my customers?

EMV "chip cards" can improve your customer experience at the POS and allow customers to have a safe and seamless experience. Consumers know that these cards will help them shop safer, so they will choose merchants who take this seriously and strive to sell safely.

Question 10: What do I need to do to upgrade to EMV?

You should work with your reseller and POS software provider to implement the best upgrade solutions for your business. Speak to your POS service provider about getting started with the process. You will need to make a software upgrade and ensure that you have a EMV acceptance device before getting started with Mercury EMV acceptance. Your reseller can direct you to appropriate devices for your business.

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Questions?

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Thank you!