



A Snapshot of EMV Standards

What areas of the retailing experience are changing?

- ▶ Payment experience
 - Card insertion plus PIN-entry or signature
 - Off-line authorization
 - Card lock-out (resulting from repeat PIN-entry attempts)
- ▶ Payment devices
 - Terminal devices must be EMV-certified
- ▶ Receipt content
 - EMV-specific data

Note: For integrated payment processing, the Ingenico iSC250 will require Eagle Release 25.1 or higher to make EMV-capable.

What is EMV?

EMV is the technical standard that ensures chip-based payment cards and terminals be compatible around the world.

- ▶ EMV stands for Europay, Mastercard, and Visa—the three companies who originally developed the specifications.
- ▶ A chip-based payment transaction occurs when a microprocessor—generally embedded in a plastic card or a personal device such as a mobile phone—connects to an EMV-enabled POS (contact or contactless).
- ▶ The Smart Chip securely stores information about the payments application and performs cryptographic processing. This provides an additional form of card authentication, validating the legitimacy of the payment type being used.

EMV technology overview

- ▶ EMV chip cards are produced with embedded microprocessors that provide more security features than traditional magnetic stripe cards.
- ▶ The terminal hardware negotiates and communicates with the chip on the card.
- ▶ The terminal application interacts with the hardware and provides an interface for third-party payment applications to process EMV transactions on the terminal.
- ▶ Standard specifications have been developed at the hardware and terminal application levels to help ensure all devices will work the same way.
- ▶ Acquirers and Processors have developed messaging specifications to support the financial transactions.

Why EMV? Why now?

Physical world of fraud

- ▶ Increased security
 - Static vs. dynamic authentication
 - Static authentication signature/PIN
 - Dynamic authentication chip
- ▶ As global adoption rate increases, fraud shift occurring in geographies that have not adopted EMV standard
- ▶ Card-related fraud is on the rise

Global acceptance of EMV as “go-forward” payment solution

- ▶ Approximately 1.5 billion EMV cards have been issued globally and 21.9 million POS terminals accept EMV cards as of Q4 2011.
- ▶ This represents 44.7% of the total payment cards in circulation and 76.4% of the POS terminals installed globally, excluding the United States.

The United States is one of the last countries to migrate to EMV

- ▶ American Express®, Discover®, MasterCard®, and Visa® have announced their plans for moving to an EMV-based payments infrastructure in the U.S.
- ▶ New credit card company rules shift liability for certain fraudulently used cards to merchants who do not upgrade to EMV-capable technology as of October 1, 2015.

Help protect yourself by upgrading to EMV-capable technology—Epicor Eagle is ready for EMV with Release 25.1.

About Epicor

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