



Supporting member interests and shaping the future of payment technology

October 2014 – V1.6



The Smart Payment Association addresses the challenges of today's evolving payment ecosystem. We offer leadership and expert guidance to help members and their financial institution customers realize the opportunities of smart, secure and personalized payment systems and services - both now and in the future.

Since 2004

Members:



What we do

- ▶ The SPA works in partnership with global standards bodies, its own vendor community, and an expanding ecosystem of established and emerging brands; offering an ever-growing portfolio of advisory and support services.



Fig 1
Extending advisory and support across the evolving community, the SPA is addressing today's challenges and shaping the future direction of payment technologies, standards and business models.

How we do it



- ▶ Providing a comprehensive portfolio of consulting, marketing and advocacy services
 - An eye-growing library of expert technical resources and thought leadership collaterals to shape the future of payment
 - The market's most accurate barometer of payment trends – annual analysis based on actual manufacturer data

- ▶ Defending member interests from a regulatory perspective, while addressing issues of standardization, certification and security to drive the technologies and business models that are shaping the future of payment.
 - Engagement in industry bodies and standardization organizations across the world – offering guidance on best practices, providing the 'vendor' perspective and ensuring regulatory initiatives are beneficial to the efficiency of the ecosystem

- ▶ Opening to encompass a rapidly evolving and broad payments community addressing new verticals and geographies
 - Controlled expansion of membership – consolidating its influence on the payment issuing value chain and extending its support to a new generation of internet-based secure payment solutions and service providers.

Our workgroup program

MaMo

- Quarterly market monitoring based on members actual volume sales data

Specifications

- Providing guidance and acting as the main interface between SPA and regulatory/ standardization bodies ie. EMVCo, EPC-CSG, PCI, ISO

Certification

- Supporting the development of effective mobile payment certifications in collaboration with international organizations ie. GSMA

eCommerce

- Based on the Secure Element, addressing the technical, commercial and regulatory issues needed to support the development of fully secure online payment options working closely with a new generation of internet-based secure payment solutions and service providers.

Retail

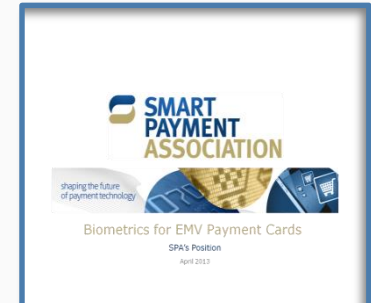
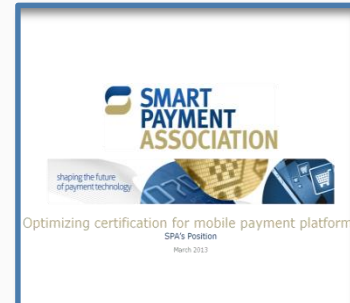
- Addressing the challenges of today's digital retail environment and accelerate the adoption of new retail payments technologies and solutions based on the Secure Element working closely with retailers

US Chapter

- Complimenting and extending the work already done by organizations such as SCA and EMV Migration Forum to extend best practice and accelerate EMV migration

▶ **NEW! Tokenization**

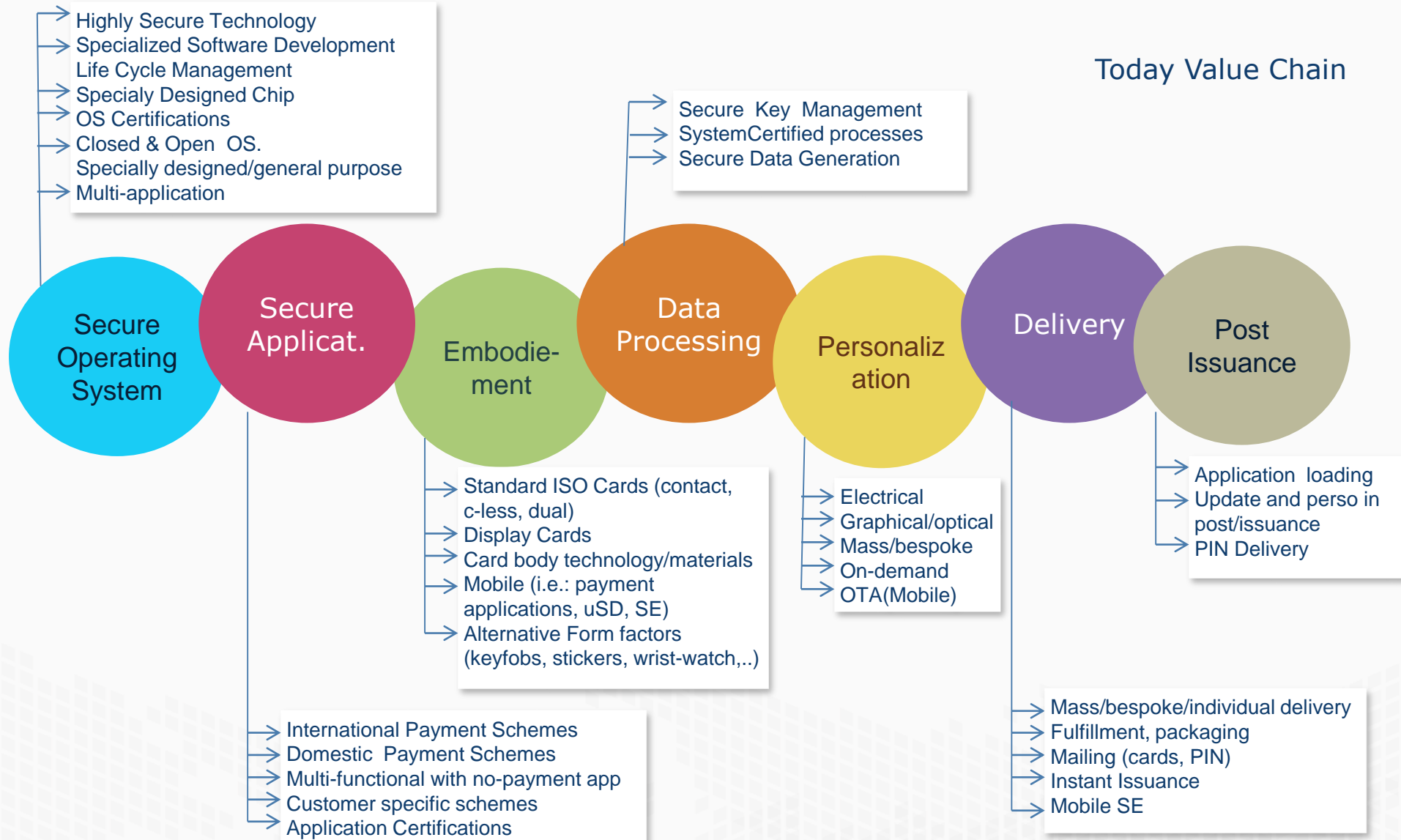
- ▶ Cloud versus Card
- ▶ Biometrics for financial services
- ▶ Instant Issuance
- ▶ UICC Application Lifecycle Management
- ▶ Software to Chip Fallback Solution
- ▶ Security Certification for payment Mobile Platforms
- ▶ Security for Mobile Payments
- ▶ PIN by SMS
- ▶ Private Label Payment Solutions
- ▶ Business Continuity in the Payment Card Issuance Industry



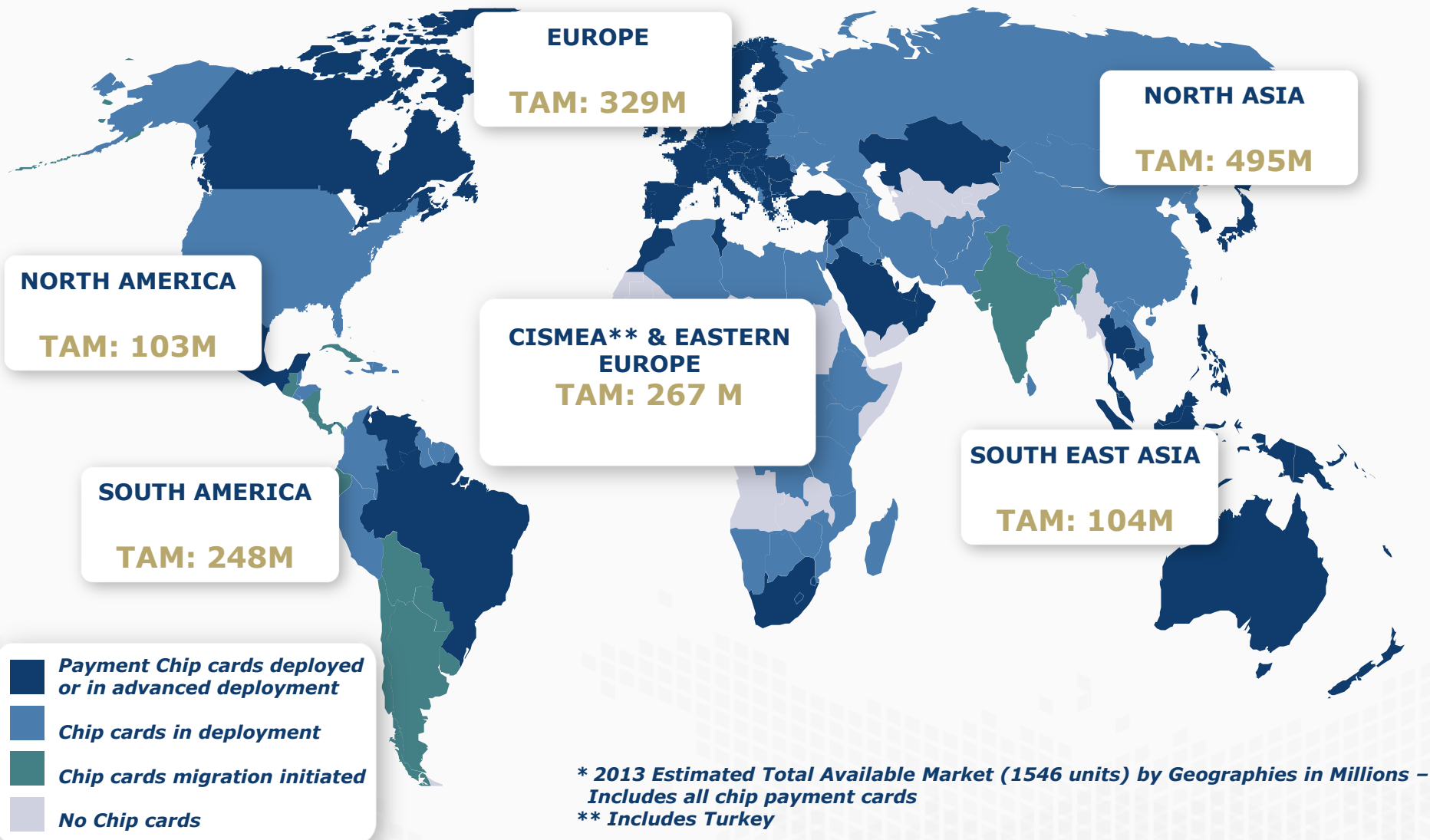
Download at
www.smartpaymentassociation.com

Starting Point: The SPA members value chain defines our industry ecosystem

Today Value Chain

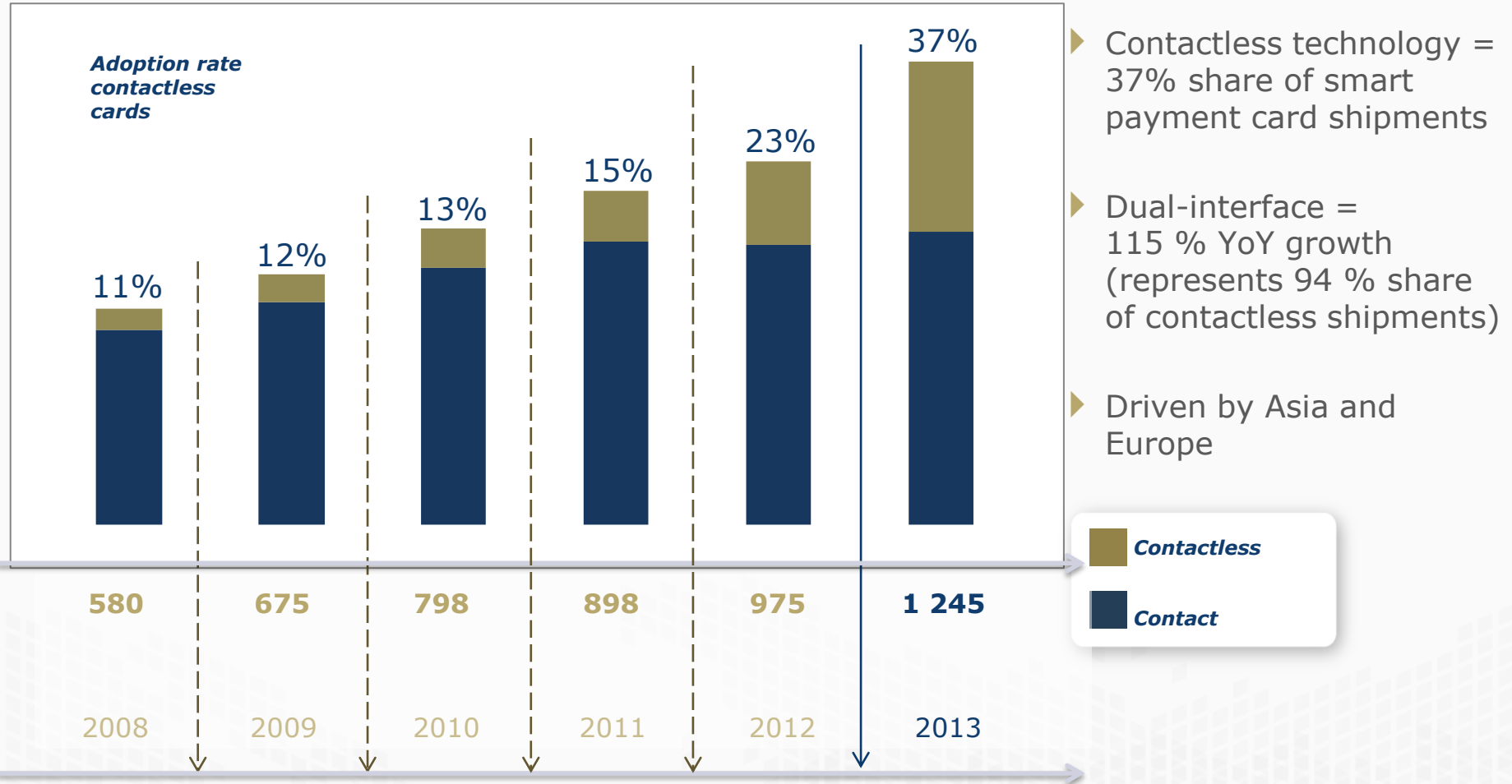


TAM > 1.5 Billion units in 2013*



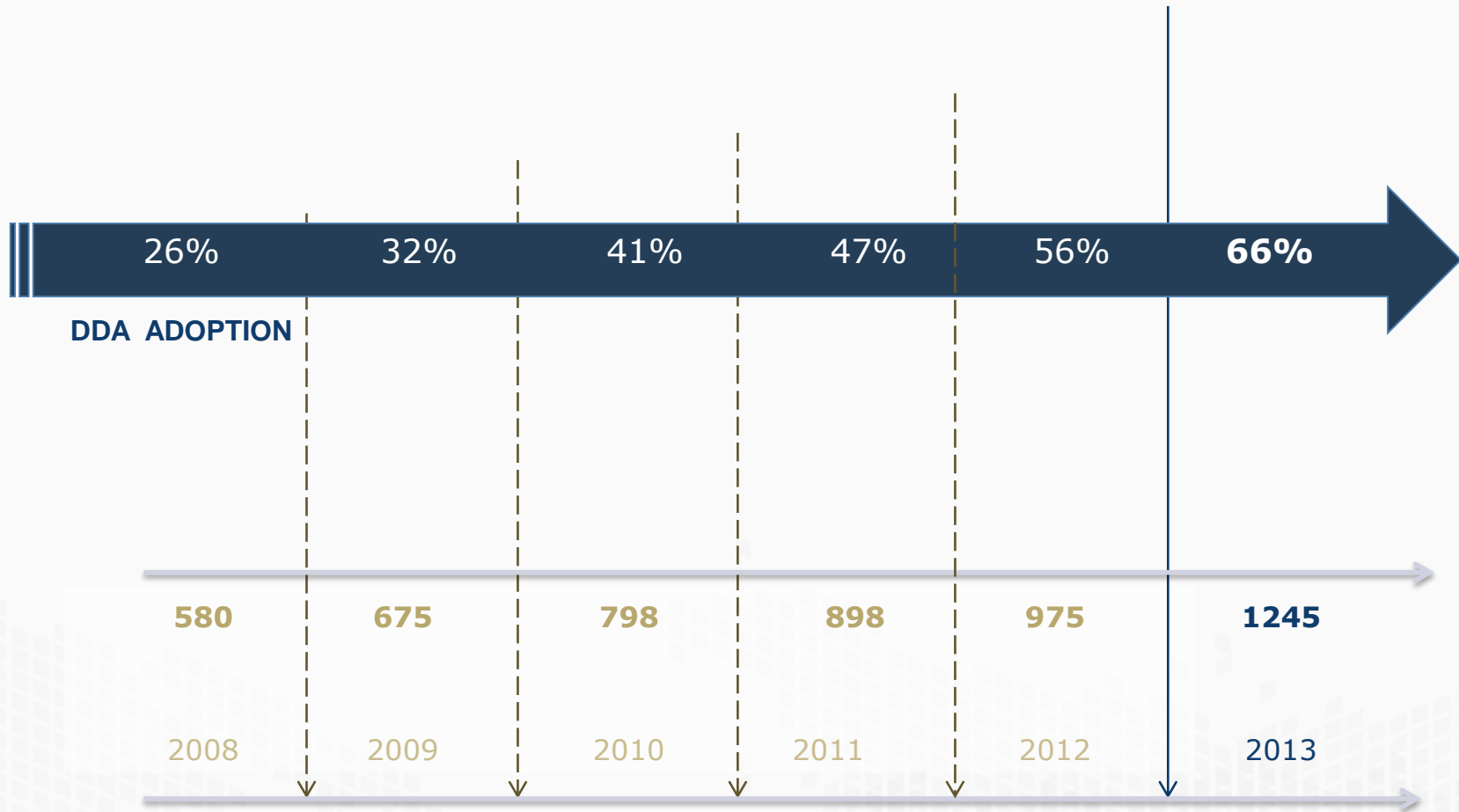
* 2013 Estimated Total Available Market (1546 units) by Geographies in Millions – Includes all chip payment cards
** Includes Turkey

450+ Mio. Acceleration in 2013 of Contactless Payment Card Shipments, notably Dual-Interface



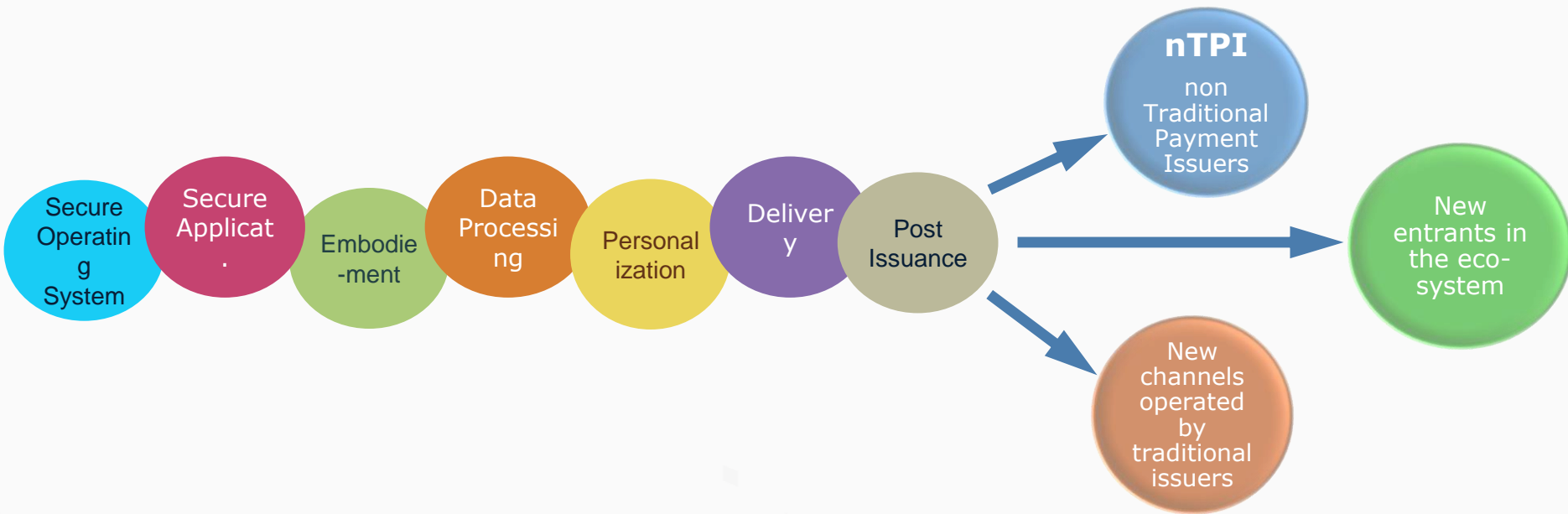
More than half of shipments are DDA

- ▶ DDA Growth in 2013: +50%
- ▶ Supported by Europe & Asia



Extending membership beyond card issuance

Vertical markets to address non-traditional issuer (nTPI) segments



Conditions, duties and benefits of SPA membership

	EXECUTIVE	FULL	ASSOCIATE
Criteria	Full Value Chain European HQ	Partial Value Chain (at least Embedding & Personalization)	N/A
Board	Advisory Board (Election) Board (1 seat)	Board (Election)	N/A
Fee	35 K EUR	25 K EUR	10 K EUR
Workgroups	Yes	Yes	Yes (excl. MaMo)
Advisory Services	Yes	Yes	Yes
Advocacy Services	Yes	Yes	Yes
Brand Exposure	Yes	Yes	Yes



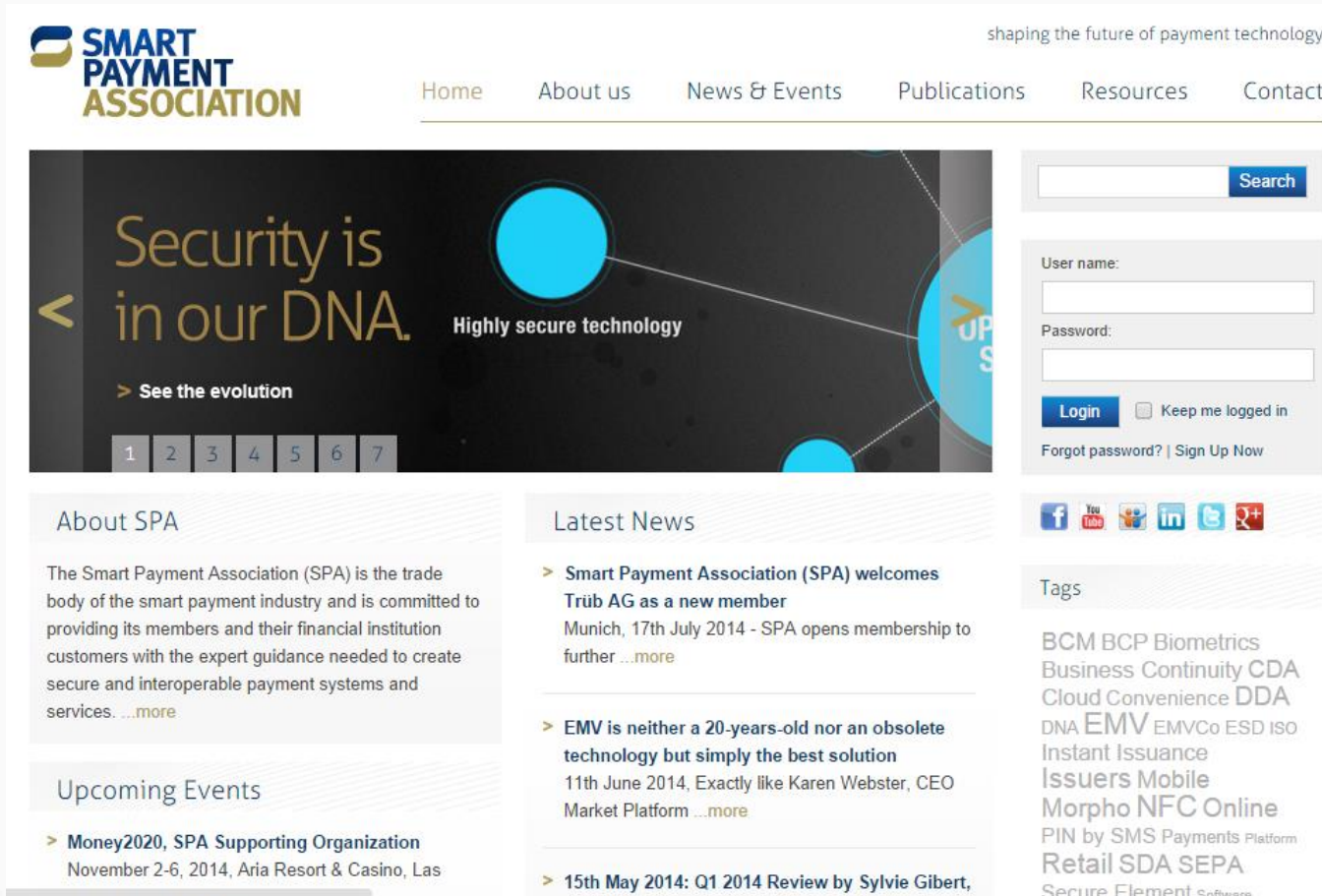
- ▶ Use SPA framework to effectively articulate and communicate shared vision to national and international standards and regulatory bodies. More specifically:
 - ▶ Optimize and streamline product certifications
 - Standards and best practices to ease efficient product certifications. Ex. confirm a simplified and secure process for handling Source Code within labs
 - Creation of a specific 'laboratory chapter' to discuss current and future topics
 - ▶ A single, influential guiding voice to Schemes regarding the development and implementation of certification rules - before they become effective
 - Support through the SPA framework to handle additional applications coming through local payment Schemes
 - Extending the discussion on Bulletin 8 with EMVCo and more detailed investigation of mobile payments certification topics
 - ▶ Work with other SPA members to assure security requirements and standards remain appropriate – ensuring the highest levels of security without impacting time to market and other commercial requirements
 - ▶ Accelerate opportunities for labs to offer highest levels of consultancy to Payment Schemes through participation in the SPA Specifications WG, and its different standardization groups



- ▶ Use SPA framework to effectively articulate and communicate shared vision to national and international standards and regulatory bodies.
- ▶ Discuss strategies and pursue policies that impact an increasingly wide value chain
- ▶ Contribute to, and gain, deep market insight (eg. access to SPA's market-leading smart payment card insights and market data)
- ▶ Active participation in card vendor-relevant workgroups, and an opportunity to gain a deeper understanding of regulatory initiatives to support ongoing business strategies
- ▶ Participation in ad-hoc task forces to develop common strategies to increase and facilitate market adoption in specific markets of card and terminal vendors solutions
- ▶ Extend industry collaboration through networking
 - Direct connection to leading industry players, schemes and regulatory bodies
 - Joint activities/workshops with other industry organizations from the cards industry and beyond to influence future direction of the smart payments industry
- ▶ Build brand and extend influence in traditional and emerging sectors and regions



- ▶ Use SPA framework to effectively articulate and communicate shared vision to national and international standards and regulatory bodies.
- ▶ Address interconnected issues and develop common strategies
 - Active participation in vendor-relevant workgroups, including Specifications, Testing and Interoperability. For example, working to support EMV Next Generation by aligning card and terminal vendors positions to assure efficient, timely and smooth implementation
 - Participation in ad-hoc task forces to develop common strategies to increase and facilitate market adoption in specific markets of card and terminal vendors solutions
- ▶ Support standardization and specification activity
 - Involvement in SPA Technical Director Program to discuss the latest proposals from, and influence the activities and direction of, standardization and regulatory bodies
 - The development of common strategies for contractual terms and obligations with all major payment and regulatory bodies
- ▶ Extend collaboration and information sharing
- ▶ Access to EMV card market data, and the potential to build additional insight and market monitoring services in association with terminal vendors
- ▶ Direct contact with high level representatives from leading major card manufacturers to share insights on key technical and specification areas
- ▶ Liaison with other marketing and trade industry organization to align joint promotion activities



The screenshot shows the homepage of the Smart Payment Association website. At the top left is the logo, and at the top right is the tagline "shaping the future of payment technology". A navigation menu includes Home, About us, News & Events, Publications, Resources, and Contact. The main banner features the text "Security is in our DNA. Highly secure technology" with a "See the evolution" link and a carousel of images. On the right, there is a search bar and a login section with fields for "User name:" and "Password:", a "Login" button, and a "Keep me logged in" checkbox. Below the login section are social media icons for Facebook, YouTube, LinkedIn, and Twitter. A "Tags" section lists various payment-related terms such as BCM, BCP, Biometrics, Business Continuity, CDA, Cloud Convenience, DDA, DNA, EMV, EMVCo, ESD, ISO, Instant Issuance, Issuers Mobile, Morpho, NFC Online, PIN by SMS Payments Platform, Retail, SDA, SEPA, and Secure Element Software.

Contact: info@smartpaymentassociation.com

Thank You

www.smartpaymentassociation.com

#SmartPayment

