The 10 largest U.S. merchant acquirers handled $3.229 trillion in volume last year generated by 60.12 billion general purpose transactions on PIN-based debit cards, on Visa and MasterCard debit cards, and on credit cards carrying the brands of emerging Markets Payments Holdings, which acquired Visa Jordan Card Services last year and Mediterranean Smart Cards Company in Egypt the year before, has now acquired ACET Mobile network operator (MNO) Vodafone will embed the Visa payWave contactless mobile payment application in phones it sells in markets where smartphones dominate sales.

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ZUORA, a startup that provides online services to manage and automate customer subscriptions and payments, has raised $36 million in new funding led by Index Ventures and Greylock Partners. This brings the company’s total funding to over $80 million. Tien Tzuo is CEO at Zuora, (650) 641-3777, tien.tzuo@zuora.com, www.zuora.com.

GLOBAL PAYMENTS, provider of merchant acquiring services in the U.S., Canada, Europe, and Asia-Pacific, now offers new and existing developers the ability to gain immediate access to its Global Transport-Software Development Kit through a new Web portal. Sid Singh is SVP and Global Head, Products at Global Payments, (770) 829-8375, sidharth.singh@globalex.com, www.globalexpaymentsinc.com.

ROYAL GROUP SERVICES provides acquiring banks and ISOs with data breach and uncollectable chargeback insurance protection for their merchant portfolios. Scott Stangeland is EVP at Roam Data, (678) 825-2579, kpaull@roamdata.com, 43% stake it acquired in 2009 to approximately 75%. Ken Paull is CEO at Roam Data, (678) 825-2579, kpaull@roamdata.com, www.royalgroupservices.com.

INGENICO has increased its equity position in Roam Data from the 43% stake it acquired in 2009 to approximately 75%. Ken Paull is EVP at Roam Data, (678) 825-2579, kpaull@roamdata.com, www.roamdata.com.

GREEN DOT will pay $43.4 million in cash to acquire Loopt, a mobile commerce company. Green Dot is a top prepaid card program manager. Steve Streit is CEO at Green Dot, (626) 775-3410, streit@greendotcorp.com, www.greendot.com. Sam Altman is CEO at Loopt, (650) 564-9100, sam@loopt.com, www.loopt.com.

CHARGE ANYWHERE’S Mobile Payment Application for Android is now available in a Spanish language version. Oscar Muñoz is EVP, (732) 417-4447 x137, omnunoz@chargeanywhere.com, www.chargeanywhere.com.

FISERV will combine its Popmoney and ZashPay person-to-person (P2P) payment networks, and maintain only the Popmoney service mark. The new client base will include 1,400 financial institutions and reach 35 million online and mobile banking consumers. Tom Roberts is SVP, Marketing, CashEdge Division at Fiserv, (212) 478-6006, tom.roberts@fiserv.com, www.fiserv.com.

VANTIV, the fourth largest U.S. acquirer, has filed for an initial public offering of common stock. It hopes to raise about $461 million on the sale of 29.4 million Class A common shares. Vantiv is owned by Fifth Third Bancorp and buyout firm Advent International. Dara Dierks, Investor Relations at Vantiv, (513) 900-4811, dara.dierks@vantiv.com, www.vantiv.com.

ISIS, the joint venture of AT&T Mobility, T-Mobile USA, and Verizon Wireless, has licensed its mobile commerce application to VeriFone, Ingenio, ViVoTech, and Equinox Payments for integration into their POS terminals. Mark McKinney is Business Development Executive at Isis, (404) 915-2789, mark@paywithisis.com, www.paywithisis.com.

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CSR, provider of data compliance technologies and expert services, now offers CSR Breach Reporting Toolkit, which delivers the required information to the appropriate regulating bodies on behalf of businesses. The reporting toolkit aims to reduce regulatory scrutiny as well as financial, civil, and criminal penalties for negligence. Ross Federgreen is Founder of CSR, (772) 225-0007, rfedergreen@csri.com, www.csricorporate.com.

VANTAGESCORE SOLUTIONS is offering a free white paper that provides detailed performance results of its VantageScore 2.0 credit scoring model. Barrett Burns is CEO, (203) 363-2161, barrettburns@vantagescore.com, www.vantagescore.com.

ARROWYE SOLUTIONS reports that its secure payment card production grew by over 40% in 2011. It hit a record 100,000 units one day in the fourth quarter of 2011. Render Dahiya is CEO, (312) 253-9412, render.dahiya@arrowyesolutions.com, www.arrowyesolutions.com.

VANTAGE CARD SERVICES’ Level 4 merchants now have access to ControlScan’s PCI 1-2-3 compliance technologies through a Web-based on-demand subscription service, which guides them through the entire compliance process and lets them monitor their status in real time. Ty Hardison is VP, Development and Strategy at Vantage Card Services, (770) 928-5688, tygh@vantagecard.com, www.vantagecardservices.com. Jethro Felton is EVP Sales and Business Development at ControlScan, 678 (279) 276-7272, jfelton@controlsan.com, www.controlsan.com.

ELECTRACARD SERVICES (ECS), a subsidiary of Opus Software Solutions, provides third-party processing services for credit and payments management. ECS has launched the electraSWITCH - iTx series, its new EFT switch platform that drives ATM and POS networks. Prashant Mengawade is Head, Products and Engineering, 91 (20) 3092-5107, prashant@electracard.com, www.electracard.com.

GIESECKE & DEVRIENT’S new Taurus-generation NFC SIM cards are being deployed by Noverca for Italy’s first mobile payments pilot test, which involves 600 employees and customers of Banca Intesa Sanpaolo. They can use their mobile phones to make MasterCard PayPass contactless payments in Milan and Turin at more than 3,000 POS terminals operated by Setefi. Willem Bulthuis is Group SVP, Mobile Security, Global Marketing, and Sales at G&D, 49 (89) 4119-3514, willem.bulthuis@gi.de.com, www.gi-de.com. Maurizio Manzotti is CEO at Setefi, 39 (02) 891-371, maurizio.manzotti@intesasanpaolo.com, www.monetaonline.it.

GLOBE TELECOM’S G-Xchange mobile commerce subsidiary in the Philippines has entered into a partnership with American Express that will allow Globe GCash mobile wallet customers to buy smartphone apps, music, movies, and games as well as electronics, toys, and apparel from websites in the U.S. and U.K. Goods will be delivered from the U.S. or U.K. directly to homes in the Philippines. Paolo Eugenio J Baltao is President at GXI, 63 (917) 818-1852, pijbaltao@globetel.com.ph, www.globe.com.ph. Kula Kulendran is EVP, Global Network Services, Japan, Asia Pacific, Australia at American Express, (65) 6317-6108, kula.kulendran@aexp.com, www.americanexpress.com.

BOKU’S direct-to-carrier (mobile network operator, MNO) billing services are now available to Web merchant customers of WorldPay, Europe’s largest acquirer. Boku is connected to 260 MNOs in 67 countries. James Patmore is Managing Director at BOKU, 44 (7711) 146-089, james@boku.com, www.boku.com. Gabriel Hopkins is Head, eCommerce Products at WorldPay, 44 (203) 246-5423, gabriel.hopkins@worldpay.com, www.worldpay.com.

ARAB FINANCIAL SERVICES, a top third-party processor in the Middle East, has been recertified for the next three years as an ISO 9001:2008 organization for its core services relating to application processing, account hosting, card personalization, chargeback processing, fraud management, and customer services. B. Chandrasekar is CEO, 973 (17) 294-545, b.chandrasekar@afs.com.bh, www.afs.com.bh.

MOBILE TRANSACTIONS INTERNATIONAL in Zambia has raised $3.2 million from philanthropic investment firms Omidyar Network and Accion International. MTI has proprietary technology and a network of 100 cash agents in the country, where up to 80% of adults who earn a salary do not have a bank account. Arjuna Costa is Director of Investments at Omidyar Network, (650) 482-2511, acosta@omidyar.com, www.omidyar.com. Mike Quinn is CEO at Mobile Transactions, 260 (9) 6866-4643, mike@mtzl.net, www.mtzl.net.

B+S SERVICE in Germany has implemented VeriFone’s PAYware TCS technology, which lets network service providers remotely manage payment functions at merchant locations equipped with VeriFone’s Artema Hybrid and HS000 terminals. Matthias Kaufmann is CEO at B+S, 49 (69) 6630-5200, matthias.kaufmann@bs-card-service.com, www.bs-card-service.com. Adam Biedrzycki is VP, Central Europe at VeriFone, 48 (22) 380-1703, adam_b1@verifone.com, www.verifone.com.

MANAGEMENT

Cathy McCaul has been appointed Group Executive, Integrated Processing Solutions at MasterCard, (914) 249-3737, cathy_mccaul@mastercard.com. Steve Elefant, formerly at Heartland Payment Systems, has been appointed as an Of Counsel Associate at The Strawhecker Group, (402) 964-2617, steve@thestrawegroup.com. Deborah Spidle has been appointed Director, EMV Solutions at Paragon Application Systems, (919) 567-9890, dspidle@paragonedge.com. John Kempisty has been appointed Managing Director, North America at Acquirer Systems, (704) 681-2732, jkempisty@acquirer.com. Phil Stothard, formerly at HSBC, has been appointed Director, Business Intelligence at ReD, 44 (7785) 625-574, pstothard@redworldwide.com. Amy Masters, formerly at American Express, has been appointed Director of Marketing at Payfone, (908) 229-8443, amasters@payfone.com.
DINERS CLUB ECUADOR (DCE) is the first company outside of the U.S. to license the Discover Card brand. It has sublicensed the issuing rights to Banco Pichincha, Ecuador's largest bank. Diners Club International is owned by U.S.-based Discover Financial Services. DCE is a franchise. Pablo Salazar is President at Diners Club Ecuador, 593 (2) 298-1300 x4411, pse@dinersclub.com.ec, www.dinersclub.com. Diane Offereins is EVP and President at Discover Payment Services, (224) 405-3092, dianeoffereins@discover.com, www.discover.com.


PHOENIX MANAGED NETWORKS, provider of payments communication, gateway, and payment support services, will use hardware and software-based services from network management company Mako to create PaySecure, a program that delivers cloud-based security, management, and PCI DSS compliance to card-present merchants and small and midsize businesses. Bill Farmer is CEO at Mako Networks, 64 (9) 448-1340, billf@makonetworks.com, www.makonetworks.com. Jack McDonnell is CEO at Phoenix , 31 (20) 658-0651, mireille@transactives.com. Register at www.paymentinnovations.net.


KOTAK MAHINDRA BANK in India has purchased 150,000 non-performing card accounts from Barclays Bank. In December 2011, Standard Chartered bought the 150,000 active accounts in the Barclays portfolio. Barclays is now out of the credit card business in India. Amulya Mishra is Head of Cards at Kotak Mahindra, 91 (970) 301-8870, amulya.mishra@kotak.com, www.kotak.com. Anirban Mukherjee is Head of Unsecured Products at Standard Chartered, 91 (22) 6737-3581, anirban.mukherjee@sc.com, www.standardchartered.com.

JUMIO has raised $25.5 million in series B funding led by Andreesen Horowitz. Jumio provides applied computer vision technology. Its devices are able to read and understand information about an image that has been captured by a computer’s camera. The company’s Netwize product, which was launched in 2011 for Internet retailers in Europe, lets consumers use their computers to scan and read a payment card via videostream. No image is taken, and no data is stored on the computer. The same patent-pending technology is used to create Netverify, which turns any computer camera into an ID reader. Thomas Kastenhofer is COO, 43 (664) 610 3869, thomas@jumio.com, www.jumio.com.

MERCADOTECNIA, IDEAS Y TECNOLOGIA (MIT), which processes more than 3+ million transactions monthly from merchants in Mexico, recently launched SPUG, a complete payment processing package for small merchants. SPUG is being sold at the 201 Office Depot stores in Mexico. Juan Carlos Viramontes is Managing Director at MIT, 52 (55) 1500-9002, juan.viramontes@mitec.com.mx, www.mitec.com.mx.


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**GLOBALCOLLECT IN LATIN AMERICA**

The top Internet Payment Service Provider (PSP) to e-commerce merchants in Argentina Sub1, has been acquired by GlobalCollect. Terms were not disclosed. Sub1 says it holds a 70% market share of e-commerce sales originating in Argentina. It also provides its payment processing services to airlines and retailers in Mexico, Brazil, Colombia, and other countries in Latin America. The company’s assets include connections to most payment card acquirers in Latin America as well as to noncard payment networks.

Sub1 will continue to exist as a brand, operating as a wholly owned subsidiary of GlobalCollect. Bernardo Menendez is CEO at Sub1, a Global Collect company, in Buenos Aires, Argentina, 54 (11) 5252-0960, bmenendez@sub1.com.ar, www.sub1.com.ar.

GlobalCollect, which is headquartered in the Netherlands, provides a single interface that offers e-commerce merchants access to local and international payment methods in 200 countries including credit, debit, and prepaid cards, direct debits, bank transfers, real-time bank transfers, eWallets, cash at outlets, noncard prepaid products, checks, and invoices. It integrated with Sub1 last year to give its e-commerce merchants in Asia, North America, and Europe access to consumers in Latin America.

Welsh, Carson, Anderson & Stowe is majority owner of GlobalCollect, which operates regional offices in Singapore, San Francisco, and Buenos Aires.


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**BARCLAYCARD/SALLIE MAE CARD PARTNERS**

(from page 1)...

SLM Corporation, better known as Sallie Mae. Barclaycard also purchased from Sallie Mae a small Visa credit card portfolio. SLM offers products including education loans, tuition insurance, college savings plans, and online banking to 25 million customers.

The Upromise MasterCard lets cardholders earn reward points they can use to pay down student loans, apply toward college tuition savings accounts, or invest in other SLM products.

Citi was the issuer of the Upromise co-branded MasterCard when it was launched in 2001. BofA purchased the Upromise portfolio in 2009. Sallie Mae began issuing its own Visa card last year. Conversion of the Upromise MasterCard accounts from BofA’s in-house system to the TSYS platform used by Barclaycard will occur in the third quarter. The Sallie Mae Visa card, currently handled by First Data, will also be converted.

Barclaycard has also announced a new credit card product created by way of “crowdsourcing” — input obtained from an online community it is developing to act something like a virtual credit union. The Barclaycard Ring MasterCard offers an 8% (not 7.99%) finance charge rate on revolving balances. Barclaycard says that credit union members have default rates that are 200+ basis points lower than the industry average. It plans to launch Ring during the second quarter supported by digital marketing. Amer Sajed is CEO at Barclaycard US in Wilmington, Delaware, (302) 255-7953, asajed@barclaycardus.com, www.barclaycardus.com.

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Welsh, Carson, Anderson & Stowe is majority owner of GlobalCollect, which operates regional offices in Singapore, San Francisco, and Buenos Aires.

Curaxian analyzes monthly chargeback data to identify fraud that slipped past detection software, then delivers criteria to the merchant’s defending platform to improve future performance.

Company principals, who previously worked for merchants directly or as consultants, have produced a laundry list of problems commonly discovered only after an analysis of transaction data.

A second feature of Curaxian’s software-as-a-service is its ability to measure how many good sales are unnecessarily rejected by fraud detection rules or processes. Merchants can test their platform to achieve target fraud levels by varying how strictly rules are applied to each type of business. Outcomes are measured by comparing real data on fraud and sales against a control group.

Because the company’s software is cloud-based, implementation with a merchant or payment service provider can be completed in two to six weeks depending on how long a client needs to gather necessary transaction data. This includes information about authorization, any sales chargebacks or refunds, the type of products or services purchased, the sales channel used, and IP addresses. No new requirements for PCI compliance are introduced because card data is not stored.

Curaxian Analytics is financed by the company’s principals. Its first customer is expected to be live in May. The platform is multicurrency and compatible with all card or noncard payment methods in use worldwide. Curaxian is looking to integrate with payment service providers interested in differentiating their reporting, analytics, and fraud protection services from competitors. Mitch Muroff is CEO at Curaxian Analytics in San Francisco, California, (415) 508-7094, mitch@curaxian.com, www.curaxian.com.

Processing based in South Africa. Terms of the deal were not disclosed. ACET Processing had been jointly owned by First Data and company management.

EMPH is 90% owned by private equity firm Actis, which focuses on emerging markets. Mediterranean, Visa Jordan, and ACET combined support payment card transactions for more than 125 clients in 40 countries in Africa and the Middle East.

Mediterranean Smart Cards uses Compass Plus software to provide card management support to issuers and acquirers. One-third of the payment card issuers in Egypt are clients. Visa Jordan uses S2M software to manage 80% of the POS terminals in Jordan. ACET uses First Data’s VisionPlus account-processing system to support retail credit card and consumer finance accounts that generate spending from over 15,000 retail outlets in South Africa.

EMPH paid $87 million to buy Visa Jordan Card Services and $30 million to buy Mediterranean Smart Cards. It plans to combine the assets of its three acquisitions to create better economies of scale and deliver higher quality service levels. The companies are going to change their names to Emp Middle East (Visa Jordan), Emp Africa (Mediterranean), and Emp Retail (ACET).
VODAFONE AND VISA MOBILE PAYMENTS

Field Communication (NFC) technology will also be a feature of those devices. Visa payWave will be tied to a prepaid product provided by a Visa card issuer and used to pay for goods and services at the point of sale. The wallet will be Vodafone branded. Visa cardholder account management will be handled by the Visa issuer selected by Vodafone.

The Visa contactless prepaid payment product will first reach the market later this year in Germany, the Netherlands, Spain, Turkey, and the U.K. where Vodafone has 98 million customers. One or more of the Visa issuers in those countries will market prepaid payWave accounts in partnership with Vodafone.


The Vodafone NFC wallet utilizes open API standards published by the GSMA, the mobile telephone system standards body. It is designed for global interoperability and has the capacity to hold other Visa payment cards and the card products of MasterCard, American Express, and other issuers, as well as transport, retail, and utility company accounts. When consumers make purchases on the mobile Web with general purpose credit and debit cards they will use a 4-digit passcode for security. Service fees on a per-active-account basis will be paid by any outside provider of payment or other services for access to the Vodafone wallet.

Vodafone hasn’t announced the wallet vendor, provider of the NFC SIM card, or the Trusted Service Manager (TSM). Individual Visa, MasterCard, and any other provider of payment, loyalty, and other services will select their own TSM to facilitate provisioning of account information to handsets by way of the MNO.

Vodafone has experience with mobile money programs in emerging markets including India, Tanzania, South Africa, Qatar, Fiji, and the highly successful M-Pesa in Kenya, operated by Safaricom. Vodafone holds a minority interest in Safaricom. Christian Wirtz is Group Director of mCommerce at Vodafone in Duesseldorf, Germany, 49 (211) 820-1880, christian.wirtz@vodafone.com, www.vodafone.co.uk.

Vodafone has 398 million customers worldwide in 30+ countries. It plans to work with Visa in all markets in which it operates. No go-to-market strategies have yet been finalized outside of the five countries named. In emerging markets contactless payWave in smartphones won’t be the lead feature of the Visa/Vodafone partnership.

Vodafone and Visa could use software from Visa or an outside vendor or the services of a third-party processor to link a 16-digit Visa prepaid account number to the Vodafone phone number. This would enable purchases on the mobile Web at Visa merchants and cash withdrawals at ATMs. Those phones could also be used to pay bills or to pay individuals using the Visa Personal Payments function.

Prepaid funds would be held in a single account shared by Vodafone for its proprietary in-network business and a local Visa issuer for general purpose transactions. How accounts are managed is subject to regulatory requirements in each market. In some markets a plastic card could be issued too. The first emerging market countries will be announced later this year.

Visa and mobile network operator Orange recently announced a partnership that will put Visa prepaid accounts in Orange handsets sold in eight countries in Africa.

In the fourth quarter of 2011 Visa announced a prepaid product partnership with MTN Group, which provides telecom services in 20 countries in Africa, Asia, and the Middle East. Matt Dill is Head of Global Business Development, Emerging Products at Visa Inc. in London, U.K., 44 (207) 225-8432, mdill@visa.com, www.visa.com.
Visa, MasterCard, American Express, Discover, Diners Club, and JCB. Volume represented a 9.8% increase over $2.942 trillion in 2010. Transactions were up 9.2% from 55.05 billion. The top 5 acquirers accounted for $2.602 trillion in purchase volume generated by 49.06 billion transactions. This represented an increase of 9.1% or $216.40 billion, while the transactions were up 8.9% or 4.01 billion. The average transaction amount increased 0.2% — from $52.95 to $53.04.

Based on Visa and MasterCard credit and debit card volume alone, the top 10 accounted for $2.361 trillion on 43.77 billion transactions. Volume was up 9.0% from $2.167 trillion. Transactions were up 9.4% from 40.01 billion transactions. The top 5 issuers accounted for $1.899 trillion generated
by 35.52 billion transactions. Visa/MasterCard volume was up 8.3% or $145.49 billion from 2010. Transactions were up 9.1% or 2.97 billion. The average amount per transaction declined 0.8% — from $53.86 to $53.45.

First Data figures shown in the charts appearing on page one and below include merchant-acquiring contracts owned by the company outright under its First Data Merchant Services division, including Cardservice International, along with those owned by First Data’s revenue-sharing alliances with SunTrust Merchant Services, Citi Merchant Services, and portfolios of merchant card-processing contracts based on purchase volume generated by Visa and MasterCard credit and debit cards. Among these acquirers, 21 had an average per-transaction amount of over $100 for Visa and MasterCard transactions. These included top issuers TransFirst, Intuit, Moneris, Fidelity, Key, M&T Bank, JetPay, First Hawaiian, Capital One, and TD Bank. Top issuers with average per-transaction amounts under $50 included Vantiv (formerly Fifth Third Processing Solutions), Citi, Heartland, WorldPay, Mercury, The Bancorp Bank, Synergy Data, Total Merchant Services, BankCard Services, and United Merchant Services.

There were 78 acquirers that reported PIN-based debit card volume. Those with over $10 billion were Vantiv, Bank of America Merchant Services (BAMS), First Data (including its revenue-sharing alliances), Chase Paymentech, WorldPay, Wells Fargo, Elavon, and Heartland. Volume for the top five PIN debit acquirers was $507.76 billion, up 9.9%, generated by 11.62 billion transactions, up 7.9%. The average transaction amount increased 1.8% — from $42.94 to $43.71.

Based on the volume from credit cards other than Visa and MasterCard reported by 82 acquirers, Chase Paymentech was the largest, followed by BAMS, Vantiv, Global Payments, Wells Fargo, First Data (including its revenue-sharing alliances), Elavon, WorldPay, TSYS, and Heartland. For the top five in this category, volume was $222.40 billion, up 16.8% from 2.40 billion transactions, up 13.9%. The average transaction amount increased 2.6% — from $90.45 to $92.77.

Among the 66 acquirers that reported American Express volume separately, those with the largest Amex card volume were Chase Paymentech ($56.76 billion), BAMS ($45.00 billion), Global Payments ($28.60 billion), Vantiv ($26.39 billion), Wells Fargo ($22.99 billion), TSYS ($11.03 billion), and Heartland ($10.06 billion).

Among the 71 acquirers that reported Discover Card volume separately, those with the largest Discover Card volume were Chase Paymentech ($11.70 billion), Vantiv ($10.36 billion), Global Payments ($8.86 billion), and BAMS ($6.01 billion).

There were 15 acquirers that reported private label gift/prepaid volume, including Fidelity ($593.4 million), Mercury ($343.7 million), and WorldPay ($297.5 million).

There were 20 acquirers that reported electronic check conversion transactions, led by Elavon with 46.4 million, Intuit with 39.4 million, Sage with 9.5 million, WorldPay with 3.7 million, TSYS with 1.2 million, and MSI with 1.0 million. Prior issues: 967, 945, 922, 899, 876, 865, 854.
<table>
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<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Merchant Acquirers in the U.S. 2011</th>
<th>Volume (mil.)</th>
<th>Other Credit Trans (mil.)</th>
<th>PIN debit/Trans (mil.)</th>
<th>Active Merchant Outlets</th>
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</tbody>
</table>
OBERTHUR’S MOBILE INITIATIVE
(from page 1)...

Android, BlackBerry, iPhone, and Symbian devices. Its customers include mobile network operators, financial institutions, content providers, and distributors in more than 60 countries. Pankaj Gulati is CEO at MoreMagic Solutions in Newton, Massachusetts, (617) 244-1598, pankaj@moremagic.com, www.moremagic.com. Prior issues: 974, 963, 857, 852, 848, 844, 843, 835, 800, 773, 760

Oberthur wants to deliver secure end-to-end payment and money transfer services to banks and mobile network operators. In addition to its ability to manufacture and personalize chips for phones and payment cards, Oberthur operates a Trusted Service Manager (TSM) service needed to access the Secure Elements and NFC controller in NFC-enabled phones as well as to facilitate over-the-air provisioning and post-issuance management of payment card accounts on mobile devices. Arnaud de La Chapelle is General Manager, Convergence & Solutions at Oberthur Technologies in Nanterre Cedex, France, 33 (1) 4785-5400, a.delachapelle@oberthur.com, www.oberthur.com. Prior issues: 989, 985, 983, 981

FIRST DATA OFFERWISE POINT-OF-SALE REDEMPTION
(from page 1)...

... WILL BE ROLLED OUT TO 4+ MILLION U.S. OUTLETS.

First Data

First Data, the largest acquirer of payment cards in the world, is piloting its OfferWise program with several dozen U.S. merchants before making it available to all of its over 4 million U.S. merchant outlets.

Merchants and cardholders must opt in to OfferWise, which leverages First Data’s capacity to recognize any issuer’s (signature-or PIN-based) credit or debit card at authorization as participating in the program.

First Data’s aim is to give application developers a level of access to the payment card industry that is similar to what is available for open system mobile devices. Offers are redeemed in real time at the merchant’s checkout lane, with confirmation provided through the payment terminal or via an SMS text to a smartphone.

A developer’s programming interface and software development kit for OfferWise has been built by CardSpring, a startup headed by former Google and Netscape executives. CardSpring and First Data are working together to help publishers close the loop between how offers are redeemed when they’re distributed via mobile vs. online. Both support OfferWise with an analytics engine to help merchants improve how they target consumers and make offers to increase the return on invest. The companies will earn revenue from the publishers who access the OfferWise API.

Applications available through OfferWise include the ability to tie a particular payment card to a merchant’s loyalty program so that customers can use points to pay for purchases at checkout, receiving receipts via email, and linking a merchant’s prepaid card to a payment card in order to deduct the prepaid balance before any authorization request goes to the payment card issuer. Sarah Owen is VP, Personalized Marketing and Loyalty at First Data in Atlanta, Georgia, (303) 895-6628, sarah.owen@firstdata.com, www.firstdata.com.