ACCELERATE YOUR TRANSITION TO EMV® SMART CARDS

The global payment system continues to transition from magnetic stripe to chip technology, primarily for the security benefits offered by smart cards. Many countries are adopting the EMV® standard. In fact, approximately 42 percent of all payment cards and 76 percent of all terminals worldwide now incorporate EMV smart card programs. This is being driven by a need to combat the high rate of card cloning fraud that frequently occurs with magnetic stripe cards.

In addition, by October 2015, Visa and MasterCard are shifting liability for counterfeit fraud to U.S. merchants or merchant acquirers. This liability shift will accelerate the transition to the EMV global standard for credit and debit payment cards based on chip card technology, providing issuers and cardholders a more secure and universally accepted card standard.

As this payment landscape continues to evolve, now is the time to begin adding smart card technology into card portfolios. Issuers who do this will increase their ability to differentiate their brands, acquire new cardholders and increase revenue opportunities.
We know that the pressure is on to take your business to the next level, and in order to do so, it takes time, resources and money. To make this migration as easy and affordable as possible, Datacard Group has a two-phased implementation approach. Depending on your business needs, you have the option to implement the initial platform for EMV smart card programs for the 2015 deadline or the option to issue EMV smart cards now. We give you the flexibility and the power to choose.

Consumers worldwide use more than 1.4 billion EMV smart chip cards to make payments in retail locations, at kiosks and online. Datacard® smart card solutions — including data preparation software and card issuance systems — are used to issue a majority of those EMV smart cards. By utilizing our proven portfolio, you get the simplicity and reliability of a truly integrated solution — including hardware, software, supplies, support and consultative services.

For more information, download The Adoption of EMV® Technology in the U.S. by visiting www.datacard.com/emvwhitepaper