Agenda

- Why EMV, Why Now
- U.S. market update EMV
- Understanding U.S. liability shift
- 4 easy steps to an EMV transaction
- Preparing for EMV: Education
- Upgrading your terminal
- Questions
What is EMV?

• EMV is a set of international standards that defines interoperability of secure transactions across the international payments landscape.

• EMV helps prevent fraud. Chip produces a one time code with every transaction, making it nearly impossible to counterfeit.
Why EMV, Why Now?

- U.S. card present fraud is above the world average and is increasing*
- Interoperability with global payments infrastructure
- Supports enhanced verification methods
  - Offline PIN, Online PIN, Signature, No CVM
- 575 Million U.S. issued cards will have chips by end of 2015**

**Payments Security Task Force (PST), MasterCard release 8/2014
How EMV Works

**Step 1**
An EMV card is inserted into a terminal

**Step 2**
The chip embedded in the card contains a **unique issuer key**; this is accessed by the reader in the terminal

**Step 3**
Using the key from the card and data from the transaction, the chip creates and sends a unique code, or “cryptogram” to the processor’s host with the approval transaction, allowing the issuer to validate the card is legitimate and not counterfeit

**Step 4**
The card is removed when the transaction is completed
"More than $11 billion was reported stolen due to credit and debit card fraud in 2013, up from $8 billion 2012..."

- Javelin Strategy and Research
  2014 Identity Fraud Report
An EMV Transaction: 4 Easy Steps

1. Insert your card into the terminal facing up and chip-end first. **Do not remove the card until the transaction is complete or the transaction will be canceled.**

2. Follow the on-screen prompts.

3. To help ensure only an authorized user has your card, you may be required to enter a PIN or sign the receipt.

4. Remove your card when prompted.
Preparing for EMV
Employee Education

3 key points every merchant employee should know:

- The card is left in the customer’s possession. The card needs to be inserted and left in the device for the duration of the transaction.

- Know the benefits of EMV:
  a. Chip cards generate a one-time code with every transaction making it nearly impossible for counterfeiters to duplicate them and use them for in-store fraud.

- Your customer may be prompted for PIN or Signature depending on how the card is configured by the issuer.
Upgrade Today!
EMV Terminal Options

Ingenico iCT220 with iPP320

- EMV Reader
- Mag Stripe Reader
- Black/White Screen
- Contactless reader in PIN Pad

Ingenico iCT250 with iPP320

- EMV Reader
- Contactless Reader
- Mag Stripe Reader
- Color Screen
- Contactless reader in PIN Pad
Upgrade Today!
EMV Terminal Options

VeriFone Vx520DC – Contactless with Vx820

- EMV Reader in Vx520 CTLS & Vx820
- Mag Stripe reader in Vx520 CTLS & Vx820
- Contactless reader in Vx520 CTLS & Vx820
- Touch/Color screen on Vx820

VeriFone Vx520DC - Contactless with Vx805

- EMV Reader in Vx520 CTLS & Vx820
- Mag Stripe reader in Vx520 CTLS & Vx820
- Contactless reader in Vx520 CTLS & Vx820
- White Backlit screen on Vx805
QUESTIONS?

Visit [www.vantiv.com/emv](http://www.vantiv.com/emv) to learn more about EMV, chip cards, and how to better protect your business.
THANK YOU!