

AJB's New FiPAY EMV Solution

AJB has developed a new FiPAY EMV solution to make the move to an EMV payment environment a seamless and secure transition for Canadian merchants.



EMV Background

EMV is an internationally accepted standard for authenticating credit and debit card payments. The EMV standards were started by a working group created in 1993 by the world's three main payment organizations: Europay, MasterCard and Visa. The acronym comes from the first letters of the companies which initially cooperated to develop the standards. EMV standards are now maintained by EMVCo, an organization owned and managed by MasterCard, Visa and JCB. The group's objective is to define a common set of standards (EMV standards) for smart card or "Chip and PIN" based transactions. These "Chip and PIN" transactions require an end-user to authorize a transaction with a PIN entry rather than a traditional signature. EMV is a widely deployed standard covering Europe, the UK and Asia. EMV is being rolled out in Canada, Mexico and Spain. The greatest benefit of EMV is fraud reduction derived from the PIN entry requirement. EMV Co. argues that the implementation of EMV forces thieves to practice their trade in non-EMV nations. AJB can move merchants to EMV now.

AJB's exposure to EMV began in 2005 when EMV was being rolled out in the United Kingdom. From 2005-2006 AJB deployed EMV solutions for a number of UK resident customers according to the APACS specification provided (APACS is the UK trade association for payments). AJB has drawn upon its UK experience and will provide Canadian merchants with a seamless transition from their current magnetic strip technology to the new EMV technology. Already AJB has customers accepting live EMV transactions in Canada.

FiPAY EMV BENEFITS

REDUCED FRAUD, AND DECREASED FRAUD MANAGEMENT COSTS

REDUCED CHARGEBACKS

IMPROVED PROCESSES ACROSS BUSINESS UNITS

- Chip cards reduce the potential for errors and losses because they eliminate the need for paper reconciliation, transaction records are completely electronic
- Chip transactions do not rely on sales assistants to make difficult judgments about signature validation

CHIP CARD TECHNOLOGY CAN LEAD TO SPEEDIER SERVICE, WHICH CAN MEAN HAPPIER CUSTOMERS AND HIGHER VOLUME

- Chip cards often do not require online authorizations, so transactions can be processed faster
- When combined with the use of a PIN, no sales slip needs to be signed or filed, and the register is opened less often reducing labor and risk
- Chip provides merchants the opportunity to offer customers self-service terminals to pay for products with no waiting

IMPROVED CUSTOMER CONFIDENCE

GLOBAL INTEROPERABILITY

MULTI-APPLICATION CARDS ABLE TO HANDLE LOYALTY AND CRM PROGRAMS



EMV Time Line

Canadian merchants have until October 2010 to implement the new EMV technology, at which point the liability for fraudulent Visa transactions will shift to the party that has not carried out the highest level of security (EMV). In other words, non EMV merchants in Canada would be responsible for any resulting fraud. After the October 2010 deadline all non EMV capable merchants will be solely responsible to absorb any card fraud that takes place against them. After the October 2010 deadline card issuing companies will not be responsible for any fraud that occurs against a non EMV capable merchant.

A full list of important dates includes:

- October 2007 – start of Kitchener/Waterloo EMV field trial
- October 2008 – end of Kitchener/Waterloo EMV field trial
- October 2010 – Visa Canada shifts liability to merchants who do not accept EMV transactions
- December 2010 – Ineterac (Canadian debit body) begins to fine merchants who do not accept EMV transactions. This includes Petroleum merchants
- December 2012 – All Interac cards will contain a chip. All ABM's will be converted to accept EMV
- December 2015 – All point of sale devices must be converted

AJB's EMV Solution

AJB's FiPAY EMV software is a PABP certified EMV enabled product meeting all aspects of the new security standard. FiPAY EMV provides merchants with electronic payment authorization connecting stores, banks, and other points of service (e.g. Kiosk). FiPAY EMV takes the "Chip and PIN" based transaction request from the store, formats it, sends it to the bank for authorization, and then routes the response back to the point of service. FiPAY EMV software provides merchants the ability to "turn on EMV."

AJB's Value

AJB simply provides merchants with the best and most reliable EMV software solution available on the market. AJB's EMV technology provides merchants with a solution that is capable of multiple advanced applications such as an integrated loyalty program or CRM program combined with the added security benefits. AJB provides merchants a cost effective, proven solution in a very short duration to make the move to EMV easy with any of the major Canadian Financial Processors. October, 2010 has strategically been chosen by Visa Canada as the launch date of the EMV standard in Canada and AJB is ready to make certain that any merchant using FiPAY EMV software will be ready to accept payments using the new mandated technology. AJB is best positioned to deliver Canadian merchants an expedited solution to handle their EMV needs.

