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THALES

Bring both convenience and security to your online shoppers

Thales Gemalto EMV Tokenization for Card on File

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Banking & Payment Services

Digital Commerce is booming and so is the number of Cards on File*, as a result of consumers' enthusiasm for faster check-out, convenience and innovation. Nevertheless end-users still have to deal with persistent points of friction while security remains a major concern. With our EMV Tokenization gateway Thales can help online Retailers and Service Providers:

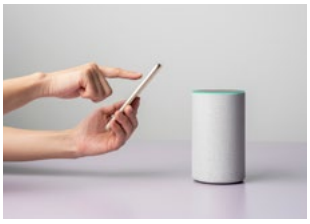
1. **Ensure end-users' payment details are always up-to-date**
2. **Eliminate false transaction declines**
3. **Reduce card skimming fraud**

Card-on-file powers faster check-out and new digital commerce use cases:

Transparent payment for recurrent services.

Subscription

A must for voice-enabled e-commerce interfaces.

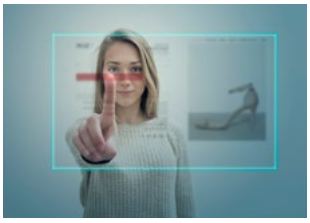


IoT

No more queues at cashiers.

Scan & Go

No hassle of filling card details.



One click check-out

CoF expands revenue opportunities for Merchants

Higher conversion rate

Increased spending

Lower attrition

But how to meet customer expectations in terms of:

24% **APPROVAL RATE**
False decline has hit **24%** of Generation Y customers in the last 12 months.

38% **SECURITY**
38% of CoF deletions are due to a loss of trust or to an experience of a fraudulent activity while paying with the card.

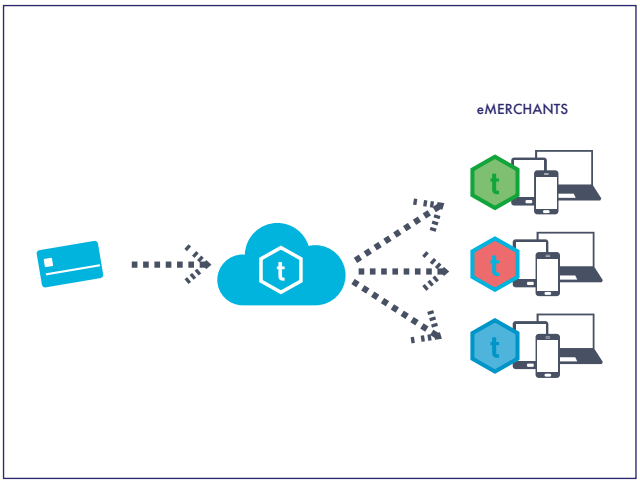
58% **CONVENIENCE**
58% of CoF become unintentionally inactive due to expiration / replacement of the physical card.

EMV Tokenization does all this for you.

Select Thales for a global reach and the best time to market.

**) A card is stored "on File" when a cardholder authorizes a Merchant to store its payment card credentials in order to use them for future transactions"*

Thales Gemalto EMV Tokenization for a seamless User Experience while enforcing security



EMV Tokens for digital commerce

EMV Tokenization is increasingly used for digital payment: the funding PAN - stored by the eMerchant - is replaced by an EMV token, generated by the Payment Networks.

In addition, it is:

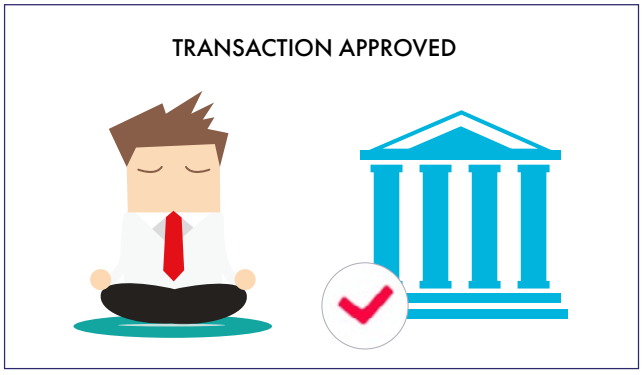
- **Standard:** Defined by EMVco, it has been adopted by leading mobile and IoT payments solutions, including Apple Pay, Google Pay and Garmin Pay.
- **Interoperable:** the EMV token is used in the transaction flow, exactly like the PAN, without impacting the acquiring infrastructure neither the authorization network.

Enhanced security and reduced risk of data breach

- Domain control applies for transaction approval.
- **No funding PAN** is used anymore: Payment networks store the original card data securely.
- EMV Tokens are **merchant-bound**.
- For each transaction, a unique **cryptogram** is generated by the Payment Network and sent in the authorization message.

No need anymore to update the card data when physical card is renewed, lost or stolen.

- No disruption in fast check-out experiences.
- Payment credentials self-renewal.



False declines elimination

EMV tokens increase issuer confidence and improve risk management through augmented transaction data.

EMV Tokenization enables a frictionless customer journey and requires no-action from the end-user.

Thales Gemalto TSH Merchant Gateway for a global reach and best time to market

- Strategic partner of major International Networks and Domestic Schemes.
- Straightforward integration through a single API.
- High availability and scalable cloud infrastructure.
- Express configuration with our onboarding toolkit.
- Seamless transition from PCI to EMV tokenization.

Awarded by Juniper

Future Digital Awards

Winner

Presented by JUNIPER RESEARCH

Best Payment Authentication Platform

Fintech & Payments Awards 2019

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