



PAYMENTS KNOWLEDGE PROVIDER™

# PayX News

February 2010

Number 1002

## Industry News

The Royal Bank of Scotland Group reports 2009 net attributable loss of £3.6 billion

Four Barclaycard products top Card Awards 2010

Dutch to be cash free by 2015

Credit Suisse Group reports 2009 net income of CHF 6.7 billion

European Parliament rejects EU-US Swift data transfer deal

Slovenian contactless m-payments trial to launch

BNP Paribas posts \$1.89bn profit

Visa, Japan Net Bank Launch Debit Card Program In Japan

AIB announces Chief Financial Officer Appointment

Temenos signs relationship agreement with Deloitte

Singapore's Nets makes mobile bill payment move

ING posts underlying net profit of EUR 748 million in 2009

Accenture and SAS Plan to Jointly Develop, Implement and Manage Next-Generation Predictive

## PayX leads cards industry conference workshops



PayX engaged in a significant role at the European Card Acquiring Conference in Berlin this past week, February 23-26 2010, through our close working relationship with Emperia, the conference organisers.

PayX delivered executive level workshops as well as performing as an acquirer industry judge for the ECAF Awards. The event saw a wide variety of inspiring presentations from many companies and angles in the industry and PayX had unprecedented demand for its Discovery Methodology PayX-DPE™ workshops resulting in extra sessions being run

throughout the conference. PayX-DPE continues to be well accepted as the independent industry vehicle to quickly make clear strategic decisions on future payment processing platforms.

PayX wishes to thank all those who participated. Our next key event is "Future Proofing of Payment Systems" at the European BASE24 User Group meeting in Madrid in April.

## Barclays to acquire Citi's Italian credit card business

11 February 2010 - Barclays Bank PLC ("Barclays") has agreed to acquire the Italian credit card business (the "Business") of Citibank International Bank plc ("Citi"). Under the terms of the transaction, Barclays will acquire the business as a going concern which involves the acquisition of approximately 197,000 credit card accounts and gross assets of approximately €234 million (as at 31 December 2009), of which substantially all relate to receivables. Barclays intends to integrate the Business and its employees into its existing Barclays Italy business, which is part of Global Retail and Commercial Banking - Western Europe division. Over time, Barclays intends to rebrand the acquired credit cards with its global Barclaycard brand.

<http://www.newsroom.barclays.com/Press-releases/Barclays-to-acquire-Citi-s-Italian-credit-card-business-6a4.aspx>

## First Data Selected to Manage Egyptian Benefits Card Programme

2 February 2010 - First Data Corporation, a global leader in electronic commerce and payment processing, has announced a new, three-year agreement with the Ministry of

## Analytics Solutions

**Gemalto acquires Valimo Wireless, the world leader in mobile authentication**

**Canadian crooks compromise card terminals**

**PayPal is Now a Way to Pay for Facebook Ads and Facebook Credits**

**We are looking for:**

### Experienced Sales and Cards Market Experts

*Knowledge of the Card Payments industry with a solid proven background of consultancy selling.*  
Location: Europe centric

Send your cv to  
[info@payxintl.com](mailto:info@payxintl.com)

### Card Systems Technicians (BASE24, BASE24-eps, Postilion, Tieto, BPC, RS2, Etc )

*Looking for highly experienced technical consultants worldwide who can assist us with delivering our services to existing and new customers to meet industry demand.*  
Location: Worldwide

Send your cv to  
[info@payxintl.com](mailto:info@payxintl.com)

### Card Industry Presenters

*PayX holds numerous workshops with its customers throughout each year. The demand*

State for Administrative Development of the Republic of Egypt (MSAD), for the extension of the Egyptian government's family card project, which covers subsidised food and Social Solidarity pension services in nine governorates/provinces. Under terms of the agreement, First Data will provide a fully managed service for the issuing and processing of more than 4.5 million multifunctional, reloadable smart cards. These cards are used by eligible families to claim subsidised food at grocery stores and Social Solidarity pensions at service centres throughout Egypt. The agreement marks the expansion of First Data's business into the emerging Egyptian payments market. First Data will roll out cards during the next seven months, working with specialist local and government institutes including MASRIA CARD, the oldest and most advanced card manufacturer in Egypt, for cards production and personalisation, and the Aviation Information Technology Company (AVIT), a subsidiary of the Egyptian Holding Company for Airports and Air Navigation, for the provision of hardware and networking infrastructure. AVIT will provide operation and data hosting services from its data centre to support the installation and maintenance of 11,000 new point-of-sale terminals at grocery stores throughout nine governorates in Egypt, serving 4.5 million families each month. Additionally, First Data will develop a network of service centres to support cardholders and grocery outlets. The payment card and processing technology used will also allow citizens to use the cards to claim a range of other government benefits such as health, transportation, gas and other subsidies, when these are launched.

[http://www.firstdata.com/en\\_sk/about-first-data/media/press-releases/02\\_02\\_10](http://www.firstdata.com/en_sk/about-first-data/media/press-releases/02_02_10)

### **TSYS Forms Merchant Acquiring Joint Venture With First National Bank of Omaha**

1 March 2010 - TSYS (NYSE: TSS) announced today the signing of a joint venture agreement with First National Bank of Omaha (FNBO) to form a new company, First National Merchant Solutions, LLC (FNMS). This gives TSYS a top-10 presence in the merchant acquiring market in the United States, according to the Nilson Report (March 2009). FNMS offers transaction processing, merchant support and underwriting, and business and value-added services, as well as Visa®- and MasterCard®-branded prepaid cards for businesses of any size. Ranked as the 10th-largest merchant acquirer in North America by dollar volume, FNMS has a 57-year history in the acquiring industry with more than 300,000 merchant outlets in its diverse portfolio.

<http://www.tsys.com/news/Releases/20100301newacq.cfm>

### **Banks need to wake up to the potential of social media - Datamonitor**

18 February 2010 - UK traditional banks need to recognise the value of social media if they are to keep their grip on customers in the thawing economic climate according to Datamonitor. The independent market analyst believes the rise of social media has facilitated a fundamental shift in power from banks to consumers. The research\* reveals how UK consumers are leading the way, as 50% are using a variety of online tools to make their financial decision compared to 41% globally. According to the Datamonitor findings, 'online media' is most popular amongst the 25-34 year old segment in all regions except APAC (Australia, Singapore and Japan).

<http://about.datamonitor.com/media/archives/3756>

### **Fiserv Gen Y Research Reveals Fiscal Responsibility and Digital, Mobile Mindsets**

1 March 2010 - Fiserv, Inc. (NASDAQ: FISV), the leading global provider of financial services technology solutions, today unveiled research showing that members of Gen Y are frequent users of online and mobile financial services, are more likely to have debit cards and savings accounts than any other generation, and rely heavily on other people and online information when making financial product decisions. The Fiserv commissioned survey, conducted by Accelerant Research in 2009, was supplemented by ethnographic research, consisting of one-on-one consumer interviews, to better understand the consumer sentiment behind the survey findings.

"It is clear that Gen Y is actively seeking new accounts as their financial needs evolve," said Geoff Knapp, vice president, Online Banking and Consumer Insights, Fiserv. "This is a formative period for financial institutions to establish strong relationships with Gen Y,

*is high and we are constantly looking for part time industry experts to include in our workshops. Topics vary from generic card business and market entry through to technical architectures.*  
Location: Worldwide

Send your cv to  
[info@payxintl.com](mailto:info@payxintl.com)

## Upcoming Payments Events

<http://www.smi-online.co.uk/events/overview.asp?is=8&ref=3196>

**Central and Eastern European Card Markets Budapest**  
**15-16 March 2010**

<http://www.cartes-asia.com/>  
**Cartes in Asia Hong Kong**  
**16-18 March 2010**

<http://www.terrapinn.com/2009/cardsza/>  
**Cards Africa Johannesburg**  
**17-20 March 2010**

<http://www.terrapinn.com/2010/cards/>  
**Cards and Payments Australasia Sydney**  
**15-18 March 2010**

<http://www.epcaconference.com/>  
**EPCA Payment Conference Paris**  
**22-24 March 2010**

<http://www.ebug.net/>  
**EBUG Madrid**  
**27-30 April 2010**

<http://www.terrapinn.com/2010/cardsasia/>

and the survey reinforces how important it is for institutions to deliver accessible banking services that will satisfy these consumers' comprehensive needs."

<http://investors.fiserv.com/releasedetail.cfm?ReleaseID=447863>

## Mobile Banking Subscriber Numbers Doubling Every Year

17 February 2010 - New forecasts from ABI Research indicate that in 2015 about 407 million people worldwide will carry out financial transactions with their banks using their mobile phones. Of those, some 66 million will be in North America. According to senior analyst Mark Beccue, however, "It's not the North American market that is moving fastest to mobile banking: that crown goes to the Asia-Pacific region, which accounted for the lion's share of the world's 52.2 million mobile banking subscribers in 2009. The global number of subscribers more than doubled between 2008 and 2009, and is expected to almost double again in 2010. This growth can be seen everywhere, but Asia – led by India – is pushing it particularly hard."

<http://www.abiresearch.com/press/1606-Mobile+Banking+Subscriber+Numbers+Doubling+Every+Year>

## Gemalto Introduces Globally Accepted Payment Card for U.S. Travelers

11 February 2010 - Gemalto, the world leader in digital security, today introduced the World Traveler program, which includes a globally accepted dual interface EMV payment microprocessor card and complete issuance service for U.S. banks and card issuers. With most countries around the world moving to EMV based payment for greater security, U.S. travelers are increasingly having trouble using magnetic stripe bankcards abroad, especially in offline applications like unattended ticketing/payment kiosks. Gemalto's new World Traveler program allows any U.S. issuer to provide cards to their customers in under two months ensuring secure and hassle-free payments while traveling internationally and at home. Gemalto's World Traveler card program provides U.S. banks and card issuers with a complete end-to-end portfolio of service offerings including return on investment (ROI) and technical consulting to ensure a quick and easy introduction of this product to their top tier customers. The portfolio leverages Gemalto's global footprint and expertise in payment products to provide full card design and production, personalization data preparation and personalization of EMV dynamic data authorization (DDA) contact and contactless dual interface cards ensuring global acceptance and forward compatibility for both online and offline payment transactions. To provide an optimal experience for cardholders, Gemalto also provides additional services in this offering like SMS based PIN reminder service and global emergency card replacement as part of the complete World Traveler program.

[http://www.gemalto.com/php/pr\\_view.php?id=702](http://www.gemalto.com/php/pr_view.php?id=702)

## Vodafone empowers unbanked in South Africa

16 February 2010 - Vodafone announces that it is bringing M-PESA, one of the world's most successful mobile money transfer services, to South Africa, to be deployed by its subsidiary, Vodacom South Africa and its South African banking partner. With approximately 26 million people in South Africa without official bank accounts, M-PESA will enable millions of mobile phone subscribers who have access to a mobile phone, but do not have or have only limited access to a bank account, to send and receive money via their mobile phones. The M-PESA service was developed by Vodafone and has already been deployed by Safaricom in Kenya, Vodacom in Tanzania and Roshan in Afghanistan (branded M-Paisa). More than 11 million registered customers now rely on their mobile phones for money transfer, airtime top-up and bill payments.

[http://www.vodafone.com/start/media\\_relations/news/group\\_press\\_releases/2010/vodafone\\_empowers.html](http://www.vodafone.com/start/media_relations/news/group_press_releases/2010/vodafone_empowers.html)

## Barclaycard Announces New Smart Phone Enabled Terminal

15 February 2010 - Barclaycard today took another step towards making its customers lives simpler by revealing that it is trialling a new mobile payments service, designed to allow retailers to accept card payment through their smart phone. The announcement was

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made by Dan Salmons, Director of Payment Innovation, at the Mobile World Congress in Barcelona, and is part of Barclaycard's commitment to delivering innovation that will make life easier for both merchants and consumers.

Barclaycard has found that a number of small businesses such as plumbers, electricians, mobile hairdressers & market traders all understand the benefits of card payment; including security, wide consumer acceptance and guaranteed payment. However many of them do not want the burden of carrying and managing additional equipment. Barclaycard is therefore developing a new mobile payments terminal to help these businesses accept card payments quickly and securely.

<http://www.newsroom.barclays.co.uk/Press-releases/Barclaycard-Announces-New-Smart-Phone-Enabled-Terminal-6a7.aspx>

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### **YES BANK launches a first-of-its-kind Mobile Money Services, powered by Nokia**

15 February 2010 - Nokia, a global leader in the mobile telecommunications industry, YES BANK, India's new-age private sector Bank and Obopay India, a wholly owned subsidiary of Obopay, Inc., have launched a Mobile Payment Service which establishes a platform enabling transfer of money using the mobile device in a secure manner. YES BANK, one of the pioneer banks in the Mobile Payments space, has received the regulatory approvals from the Reserve Bank of India (RBI), India's Central Bank to act as the Issuing bank and the custodian of funds under these services. This innovative pre-paid mobile payments service will be initiated as a pilot in Pune, one of the largest metropolitan cities in India. These services will be widely distributed leveraging off the reach of Nokia's retail channel.

<http://www.yesbank.in/releasedisp.php?pid=311>

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### **Visa Appoints Wireless Industry Veteran to Lead Worldwide Mobile**

22 February 2010 - Visa Inc. (NYSE: V), the world's largest retail electronic payments network<sup>1</sup>, announced today that Bill Gajda, currently Chief Commercial Officer at the GSMA, will join Visa as head of mobile. Gajda's position at Visa is designed to further advance Visa's mobile strategy, working in collaboration with the wireless and financial services industries to bring mobile payments and related services to consumers around the globe. Gajda comes to Visa with nearly 15 years experience in the wireless industry, including seven years with the GSMA, the organization which represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem.

<http://corporate.visa.com/media-center/press-releases/press996.jsp>

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### **“Play Now. Pay Later.” - Kwedit Inc launches New Payment Services for those without credit or debit cards**

4 February 2010 - Kwedit, Inc. ([www.kwedit.com](http://www.kwedit.com)), an innovative provider of alternative payment systems, today announced the launch of Kwedit Direct and Kwedit Promise, two new services for the tens of millions of consumers who have been unable to purchase digital content or virtual goods because they lack credit or debit cards or would prefer to pay with cash. Groundbreaking Kwedit Promise enables consumers to receive goods immediately in exchange for Promises to “Play Now. Pay Later.” Kwedit Promises can be paid off using any of the mechanisms provided by Kwedit Direct.

<http://kwedit.com/news/kwedit-launches-cash-payment-for-virtual-goods>

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### **Top tier banks sponsor fifth annual EBAday**

19 February 2010 - Payments professionals from across Europe will gather in Luxembourg in May for two days of intense networking and debate at the fifth annual EBAday forum, organised by the Euro Banking Association and Finextra Research. Building on the success of last year's conference in Vienna, EBAday 2010 will look beyond the practical compliance requirements of operating in a Single Euro Payments Area and deal with the critical strategic questions that banks must address if they are to prosper in the new business environment. An influential panel of senior executives, practitioners and

key stakeholders from across the payments industry will lead the discussions on the conference floor via a dynamic series of parallel streams, interactive workshops and open panel sessions.

<http://www.ebaday.com/Default.aspx>

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## **Visa Europe and Carte Bleue announce completion of merger**

9 February 2010 - Visa Europe and SAS Carte Bleue have announced the completion of the merger of their operations in France and the creation of Visa France. The new organisation extends Visa Europe's association model by establishing more direct relationships with French banks in order to meet their needs more closely. This deal represents a significant investment in France by Visa Europe, with a dedicated workforce that will work with Visa Europe's members in France to develop and deliver innovative, value creating solutions to meet their customers' needs

[http://www.visaeurope.com/pressandmedia/newsreleases/press426\\_pressreleases.jsp](http://www.visaeurope.com/pressandmedia/newsreleases/press426_pressreleases.jsp)

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