

**Using technical excellence to get
ahead in the game**
—
Case Study from The Payment Card Business

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PAN Nordic Card Association, PNC

- PNC is an organisation for PAN Nordic financial institutions working with Payment Cards.
- Region of business is: Sweden, Norway, Denmark, Finland, Iceland, Latvia, Estonia and Lithuania.
- Members are
 - Bankenes Standardiseringskontor (BSK)
 - Danske Bank
 - Europay Sweden
 - Federation of Finnish Financial Services
 - Handelsbanken
 - Nordea
 - PBS
 - SEB
 - Swedbank
 - Visa Sweden



Background

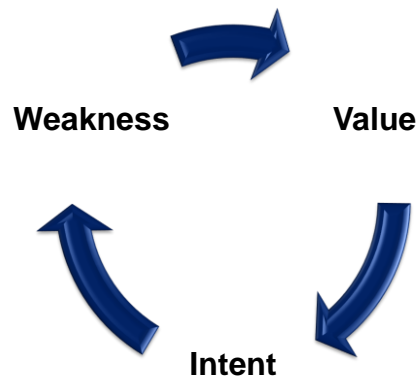
- The card-related fraud is increasing
 - Different businesses are protecting themselves
 - The crime takes place where
 - . The security is insufficient
 - . It is something valuable to steal

■ Current market value

Account number and CVV2	Classic track data	Gold / Plat / Corp track data	Semi-finished Blank plastic	Complete counterfeit Gold plastic	Track data and PIN
					
\$1	\$10	\$35	\$100	\$300	\$1000

Objective

- Reduce the Value of data
- Reduce the Weakness of the payment system
- Persuade criminals to go and steal from someone else !!



PCI DSS (Payment Card Industry Data Security Standard)

- The PCI DSS
 - a set of comprehensive requirements for enhancing payment account data security
 - was developed by the founding payment brands of the PCI Security Standards Council, including American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc. Inc. International, to **help facilitate the broad adoption of consistent data security measures on a global basis.**



Tools for Card Present and e-Commerce



Card Present The Components



Card Present End to End Encryption (E2E)

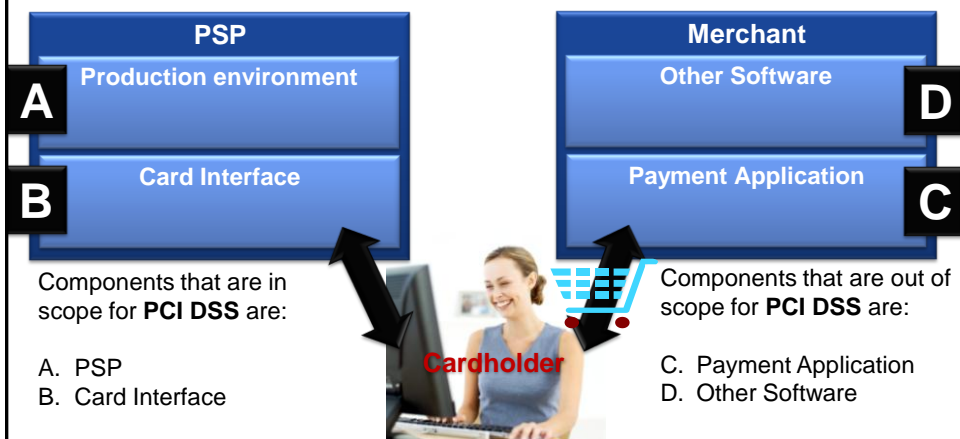


E2E makes it considerably easier for merchants to fulfil the PCI DSS requirements

- E2E means that card data is encrypted in the POS (the POS terminal) and is decrypted at the acquirer host or at the PSP host.
- E2E protects card data from the POS to the acquirer or the PSP meaning that the merchant can not process or transport clear text card data.
- E2E makes card data useless for criminals who compromise merchants.
- E2E reduces the merchants card data environment and reduces the number of applicable PCI DSS requirements for the merchant.

Hosted e-commerce solutions – All other solutions are defined as non-hosted solutions

- The cardholder is redirected from the merchant's site during the payment



Effects The Swedish Market used as an example

Category	Initial situation - In Scope for SAQ-D	Strategy	Target situation - In Scope for SAQ-D
<i>Card present</i>			
Merchants	12000	<i>12000 could use E2E Validated terminals and PEDs</i>	0
PSPs	30	<i>22 will migrate their customers to certified PSPs</i>	8
Taxi PSPs	250	<i>250 will migrate their customers to certified PSPs</i>	0
Payment Application Vendors	200	<i>200 will use E2E validated terminals or PEDs</i>	0
<i>E-commerce</i>			
Merchants	10000	<i>10000 have moved their solutions to hosted solutions</i>	0
PSPs	100	<i>93 have migrated their customers to certified PSPs</i>	7

Questions

