



SigALERT

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Signature Card Services is clarifying the path ahead for EMV migration.



Find out how the experts at Signature Card Services are preparing you for smooth transition to EMV and what EMV integration will mean for your portfolio.

EMV has been adopted by many developed countries, as well as most emerging countries. The U.S. had resisted moving to EMV until 2011 when Visa announced an EMV migration plan that included incentives for adoption and potential penalties for those who did not. MasterCard likewise announced their own EMV adoption plan in early 2012, with Discover and American Express following shortly thereafter.

These card networks are requiring US processors, sub-processors, and certain larger merchants to be able to support merchant acceptance of EMV transactions no later than April 1, 2013.

As this deadline draws near, you may be wondering whether your ISO is ready and, more importantly, how your ISO can help you help your merchants. Signature Card Services is fully prepared to simplify and smooth the transition for both you and your merchants, by providing all of the information and support you need.

To start, here are the answers to some common questions you or your merchants may have about EMV:

What is EMV? EMV (an acronym of founding organizations Europay International, MasterCard and Visa) was initiated to provide a worldwide standard for interaction between chip-based "smart cards" and approved payment devices and ATMs.

Why is EMV a good thing? These chip-based cards store encryption data for authentication. An EMV terminal reads data stored on the chip card and authenticates that the card is legitimate, thus preventing the use of stolen or cloned cards. Because chip cards are so secure, merchants that are EMV capable may request to eliminate their annual PCI audit requirements – potentially providing big cost savings for the merchant. (Note that merchants will still have to be PCI compliant.)

What happens if a merchant is not EMV compliant? As the industry transitions to EMV, card networks are shifting the liability for fraudulent card transactions. Beginning in 2015, liability will reside with the party in the processing chain that has the weakest implementation of EMV. That means that the merchant will bear full liability for fraudulent losses, losses that could have been prevented had the merchant installed chip terminals.

How is Signature Card Services helping pave the way for the EMV transition? We believe that early adopters stand to gain significant benefits, so we've proactively researched the market to find the lowest cost vendor – industry leader Dejavo. This allows us to provide EMV technology to you free of charge. This puts you ahead of the curve, giving you another powerful way to differentiate yourself in the market. Learn more about our new Dejavo terminals below.

EMV Migration: We Are Ready! EMV adoption does not have to be costly or difficult. Signature Card Services is making the transition as seamless and hassle-free as possible, offering a free Dejavo EMV-capable terminal, as well as full support and education to both agents and merchants. We are empowering merchants to embrace this change, so they can be ready to reap the benefits that EMV will bring to the industry: greater security, lower PCI compliance costs, and maximum flexibility.

Exciting features of our Dejavo terminals include:

- **EMV capable**
- **PCI compliance**
- **Facilitates constant communication with merchants**
- **Built-in loyalty reward program**
- **Wireless communication**
- **Custom report generator**
- **Menu-level password security**
- **Unique tip functions**
- **On-screen help**
- **Favorites menu**



Want to learn more? We have extensive training and support available for agents. Contact Christina or Halima for details!

As a Signature Card Services Independent Sales Agent, you can feel confident that you'll receive the residuals you're owed. We've paid residuals on time, every time, for over 15 years.

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