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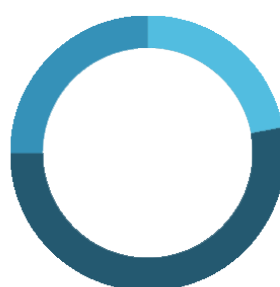**1000+** attendees

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Key Merchant Payments Challenges in 2018
by MPE 2018 chairman & speakers

MPE Chair
David Birch, Director of Innovation, Consult Hyperion

I think a major focus for the whole merchant payments ecosystem in the coming year will be the new threats, opportunities and players in the emerging **open banking** world. Starting with the U.K.'s move to open banking in January (the implementation of the Competition and Market Authority's "remedies", or the "CM9") and moving ahead with PSD2 across Europe, the ability for trusted organisations to access consumer bank accounts and to not only obtain transaction information but also to instruct payments will inevitably change the landscape.

There are new opportunities for acquirers to become broad-spectrum **merchant service providers (MSPs)** to facilitate interaction between the open banking infrastructure and the merchant community. This very appealing vision of the future (for merchants) will draw them towards a once in a generation change at point of sale. Merchants can easily afford to incentivise customers to switch to account-to-account "instant payments" and at the same time offer considerable customisation based on customer account data.

Apart from anything else I expect to see a resurgence of interest in the "**decoupled debit**" proposition whereby platform-provided strong authentication to retailer apps will allow them to bypass the existing card infrastructure (I have seen projections indicating that a third of European card volume could disappear in the coming years) and per- haps even the physical POS itself. I can certainly imagine self-scanning my way around Waitrose and when I hang up the scanner to leave, the Waitrose app will pop up on my phone with the total, ask me to swipe my fingerprint to confirm, and then Waitrose will instruct an instant payment from my account to theirs. As a customer, this looks to me like a familiar debit proposition: I walk out of Waitrose and the money walks out of my account. The fact that it never goes near the existing rails is something I neither know nor care about.

The retailers themselves, especially the millions of **small retailers**, will also benefit from this transition because a variety of new products and services will spring up to help them to manage their bank accounts, funding requirements and general financial services needs. I'm no expert on small business financing but the ability to see the details of a retailer's bank account will surely lead to new opportunities for specialist financial services providers.

All things considered, 2018 is going to be a pretty interesting year and I'm very much looking forward to learning about the new possibilities at Merchant Payment Ecosystem 2018 in Berlin.

Regards,
Dave.

MPE Chair
David Parker, CEO, Polymath Consulting

The key challenge facing merchants in 2018 will be around three areas:

GDPR
How they deal with the increased demands around data and GDPR and how they hold, collect and use this data for both marketing and removing customer payment friction

Alternative Payment Methods
They are increasingly alternative payment methods, whether PayByBank in the UK, Alipay or others that do not run on Visa, Mastercard rails. Which of these should they take the time to set up their online and offline acceptance with.

Fraud
Basket drop off, with 3DS and secure authentication coming in basket drop off will be a reall issue. Retailers need to adopt modern AI/Machine learning anti fraud solutions rather than traditioan rule based solutions to cope with the modern fraudsters but at the same time deliver a frictionless customer checkout experience.

MPE Chair
Paul Rodgers
Chairman
Vendorcom

A foundation for change…

My perspective is based on the view that innovation is rarely an esoteric exercise that exists solely for the fact

that it is possible. Fundamentally, it must deliver tangible benefits that are measurable in terms of productivity in the economy in which it is applied. In payments, that is best judged by whether the innovation is both deployed by service users and adopted by the end user – the citizen/consumer.

I have been involved in merchant payments for over 15 years. In that time I have seen the ecosystem develop from an effective, hierarchical, self-regulated environment with monopolistic tendencies, to what, in many areas, is now looking like a dysfunctional, technology-obsessed, regulatory free-for-all that is at risk of forgetting the collaborative lessons that delivered the biggest advances in true innovation in the sector. That would be a travesty as the potential for transformation is vast and, if we're honest, our failing economies in the developed world need to find a way to apply the lessons learnt in physical supply chains in the nineties and noughties to financial supply flows. Its time to think about what, from a payments perspective it means to:
- Think global, act local
- Optimise constraints
- Invest in core strengths and outsource the rest
- Build collaborative supply chains
- Use demand data driven forecasting to reduce inventory and lead times

The automotive and consumer packaged goods industries would laugh (or cry) at the lack of connectedness in the payments ecosystem.

The roll out of Chip & PIN in 2003-2006 in Europe remains the single biggest and most rapid transformation that payments has seen and has established an environment that offers the merchant payments ecosystem a foundation for even further transformation. In those three years, payments systems went from being the protected domain of card schemes and acquirers in a centralised environment with a relatively small number of influencers to become a platform on which to build a set of highly distributed technologies with diverse, finely adapted applications across multiple channels. It was the collaborative leadership of the major influencers in the payments industry that set the scene for the change we now see.

The most significant change in that time has been the dramatic shift in where the payments technology sits. What we have seen in the past 12 years is the exploitation of the foundation, facilitated by developments in cloud infrastructure that has negated the reliance on proprie-

The Case for a Collaborative Ecosystem

tary payments systems and redefined the mindset, terminology and practical approaches to initiating, processing, securing and funding transactions.

In the next 15 years, if payments is to realise its latent potential and contribute to the productivity of successful economies, there are lessons to be learnt from how we delivered the only meaningful innovation that the sector has seen in 50 years.

For anyone getting distracted by thinking contactless or mobile payments are innovations, it's time to take a long hard look at your perspective on the ecosystem. They are little more than iterations of what's been mainstream for a very long time; simply card payments with a different form factor. A pen might be different from a quill but it's not a printing press! And don't get me started on Apple Pay and 'wallets'! If you're not convinced, you really need to get to MPE!

From my perspective there will be three major determinants of successful deployment of emerging payments solutions:
- Regulation
- Market awareness and empathy, and
- Collaborative deployment

Negatively Motivated Regulation

Regulation is going to be one of the greatest determinants of successful deployment of emerging payments solutions. A trusted observer, consultant and analyst in the payments ecosystem recently commented, "…isn't it ludicrous, but typical, that the EU is starting to review PSD2 before it has even gone live…"

From my perspective, 'ludicrous' doesn't begin to describe the misalignment, contradiction and cost-multiplying effects of much of the current regulation in the payments sector! I'm not, however, going to attribute the blame to regulators alone or position a Brexit-style approach as the panacea for all EU regulatory folly. National parliaments and regulators are all too ready to pander to the who-shouts-loudest mob as well as failing to demonstrate leadership and set priorities that will benefit the economy as a whole. Politicians and regulators are essentially (and understandably) ignorant of the nuances of much of what they are expected to make pronouncements about in an all-pervasive area like payments. It is the role of the industry - the total ecosystem - to help inform them of the options, the benefits and the downsides of particular

courses of action.

From a European perspective, the unintended, but completely obvious, consequences of the myopic attention on IFR has left all stakeholders in a worse position. Short-termism, 'punishment mentality' and magical thinking have dominated payments regulators' approaches in the past five years where the goal seems to have been more about immediate correction of past and current detriments with no regard to the market's capacity to adopt the changes in the timeframes they concoct! I believe that regulators, rather than dictating fanciful, headline grabbing, punitive regulation, should paint a picture of the outcomes they would like to see in a future economic model, giving strong nudges and establishing frameworks that offer an opportunity for both choice and competition. The timescales for such change need to allow for the realistic write-down time of existing infrastructure thereby allowing low margin merchants the chance to maximise their investment in already robust, scalable, resilient customer-facing infrastructure. After all, the citizen/consumer ultimately needs to have confidence to adopt that change and see it as part of a simple, effortless evolution of their interaction with the merchant if there is to be any real impact on society and the economy.

The model of the UK Payment Systems Regulator is one to be emulated where, in addition to the usual open consultations, they have established an industry-wide Panel of incumbent influencers, innovative transformers and service user representatives who help inform future regulatory direction. The payments industry is learning to be less domineering, the merchant community less whinging and the regulator more trusting of what they are hearing. It's not all bliss but certainly bodes well for a competitive, internationally interoperative payments ecosystem that will serve the wider economy of post-Brexit Britain well! Perhaps we will see a similar model in the EU to ensure that the increasingly global merchant-consumer ecosystem can be economically serviced in the European compliance framework. The alternative is a lack of interoperability, excessive compliance costs and a thriving black-market economy – all of which add nothing to the productivity of an economy!

Market awareness and empathy

In my introduction, I said

that what we serve up under the title of 'innovation' does not have intrinsic value just because it is possible. Unfortunately, much of what we see emerging from the fintech arena in relation to payments has little or no practical market application at scale.

Sitting in the hot-house of an accelerator does not equip developers and technology innovators to create market-changing solutions. All too often what emerges are 'solutions' to non-existent, and never likely to exist, problems!

It's probably also worth noting that 'merchants' are not one coherent group of organisations! All too often fintech innovators make no distinction between retailers, restaurants, hotels, educational establishments, local authorities, airlines, transit and ticketing, or any of the other distinctly different merchant groups.

One of the greatest challenges to innovation in payments is that innovators think they can easily put themselves in the position of the end user - the shopper, the hotel guest, the diner, the passenger, … after all, we are all consumers at some stage in our lives. But, just as merchants aren't one coherent group, neither are consumers! Fintech innovators, entrepreneurs and, often, their investors are particularly unrepresentative of the consumer market at large!

Unfortunately, as individuals or as the small groups of people normally involved with such innovations, we can never get close to representing the wide range of interests, … that make up a real-world sample of a typical merchant's customers. There are essential-to-understand dynamics of the overall market and its sub-sectors.

Also, it is way beyond the experience of many fintech innovators to recognise the complexity of merchant sector systems and further still from their awareness that any-

thing relating to payments requires a level of interoperability, resilience, cost effectiveness, easy to implement/integrate, … that goes way beyond a sexy app, replicating existing processes on a mobile device or aggregating a few simple sets of data.

I hear many start-ups talk about how their solution is going to dominate the market, be ubiquitous, or be the preferred, 'front of wallet' option. Much of this is simply fanciful!

More than 10 years on, there is still a dampened residual harmonic effect of chip & PIN and early PCI implementations that are affecting the maximum volume and phasing of implementations in merchant sectors. This restricts overall market capacity for change in a fixed timeframe and therefore overall market adoption.

Market empathy will determine the success of fintech innovation. The crucial factors in this regard are: a realistic assessment of current and future end-user needs; an appreciation of the complexity of merchant systems architecture across multiple channels; a calculation of the realistic market volume; an evaluation of recent innovative implementations by market sub-sector and the industry as a whole; end users' current affinity with the technology or channel; quantifying the volume and value of the particular market that a solution might apply to; the ease with which end users can be transitioned from the current behaviour to that which is proposed.

In my experience, few, if any, current fintech and paytech innovators are close enough to the merchant market and real-world end-users to make any realistic aside assessment of these most important factors. Their market potential and company valuations are therefore totally unrealistic.

Collaborative deployments

For 15 years, Vendorcom has existed to promote innovation in the European merchant payments ecosystem through collaboration.

I am just as convinced now, as I was when I set up Vendorcom in 2003 that the most effective way to see true innovation deployed by service users and adopted by end users is through collaborative deployment in the marketplace. For today's would-be innovators, the challenge is to come alongside the incumbent players, not to dominate or rubbish their offering, but take advantage of the trust, market awareness, extensive customer portfolio, nuanced understanding of the distinct merchant market subsectors, and many other business essentials that have been acquired through their many years servicing the merchant payments ecosystem.

All too often the fintech conversation is dominated by the word 'disruption'. Existing payment methods, whether cash, cheques or cards, are consigned to history in the new world model! Such an extreme viewpoint suggests an unrealistic desperation amongst the fintech community.

I think 'transformation' is the term that should be on our lips. Of course change is necessary but the best way to take it to market is to recognise what service users and end-users value today and give them a clear path to the future in a way that gives them confidence, helps them understand the benefits and allows them to transition at a pace that is comfortable to them.

The Future of Payments

All the concepts raised above are the essence of Vendorcom's approach as an enabler of collaboration in the payments community: connecting people with each other, connecting seekers with solvers, connecting businesses with market opportunities.

Vendorcom Future of Payments Conferences 2018:
Thursday 1st February
Thursday 28th June
Thursday 11th October

IN MY EXPERIENCE, FEW, IF ANY, CURRENT FINTECH AND PAYTECH INNOVATORS ARE CLOSE ENOUGH TO THE MERCHANT MARKET AND REAL-WORLD END-USERS TO MAKE ANY REALISTIC ASIDE ASSESSMENT OF THESE MOST IMPORTANT FACTORS.

"

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MPE Speaker
Martin Sweeney, CEO and Co-Founder, Ravelin

PSPs that can offer merchants the smoothest customer purchase journeys are likely to be the long-term winners in the market.

4. Prosecutions will become even less likely for fraud offences.
UK Police have confirmed that they no longer attend or pursue physical shoplifting incidents with a less than £200 value due to limited resources. With police resources stretched across the globe the chances of anything but the most prolific offenders being pursued online are vanishingly remote. Merchants need to look out for themselves.

Insights and predictions on the future of Merchant Payments Ecosystem for 2018

1. Credential stuffing and account takeover will become the key unsolved issue in fraud
We know of merchants dealing with 20 million credential stuffing attempts daily. Few succeed, but when they do the financial and reputational cost can be enormous. 1.4 billion emails and passwords are available for anyone to access on the Dark Web so the fuel for the fire is not going away. Strong defences to stop it succeeding need to be coupled with intelligent monitoring of accounts to spot the anomalous behaviour.

2. Fraud vendors will need to go Ju-Jitsu to stay ahead of fraud
Ju-jitsu is the martial art predicated on using an opponent's strength against them. Fraud vendors will increasingly pick off the tactics deployed by the fraudsters and seek to negate them. For instance, if there is a list of emails and passwords out there why not check if new signups are attempting to use compromised credentials? Smart fraud solutions will combine lab-smart technology with street-smart tactics for most impact.

3.PSD2 will drive new competition for fraud detection capabilities between PSPs
With the launch of PSD2 on Jan 2018, the next 18 months will see a scramble amongst PSPs to comply with the fraud rate requirements to avoid two-factor second-factor authentication checks. While this might sound technical, the

5. Artificial intelligence continues to be "democratised"
We are moving past the early stages of AI adoption where businesses felt the need to build it themselves. Increasingly businesses are seeing the sense in "buying it in" through services like Ravelin and focusting their people and efforts on managing the output of the machine processing. With advances in dashboard development, explainability of scores and risk threshold management there is no requirement to reinvent the wheel.

6. Link Analysis will rise again
Link Analysis is the art of finding connections between compromised entities in order to uncover relevant connections. So if a device has been associated with a chargeback, it's interesting to see if any other users are connected to that device. It's been around a long time but is time-consuming, one-dimensional, and usually is predicated on know what links you are looking for in the first place.

In 2018, with the improvements in processing speeds, database graphing technologies and machine learning it is possible now to do that at hyper-speed. This means multi-dimensional maps of entire databases instantly available to analysts at a click. This moves link analysis from being an occasional high-intensity investigation to being a core, rapid-response and daily check for any analyst.

MPE Speaker
Raymundo Leefmans, CEO & Co-Founder, Dimebox

Insights on Key Merchant Payments Trends and Challenges in 2018

PSD2 & Open Banking

With PSD2 coming up, 2018 will be the year in which banks clearly define standards for access to the(ir) account(s). This regulatory requirement will bring a lot more efficiency in the payment cycle whilst combating fraud at the same time.

Merchants will be allowed (in)direct access to debit the customer's account with significant cost benefits as compared to other payment methods, as well as guaranteed availability of funds! Financial institutions on the other hand will struggle with this new payment method, where they can traditionally earn much more by offering other more costly ones. Loss of momentum and wether merchants and consumers actually benefit from PSD2 and open banking will strongly depend on the speed and willingness of banks to open up.

GDPR

The regulatory framework has been set out, as well as the 2018 deadline to implement all of these rules. However, there is still ambiguity about the actual implementation and enforcement of the rules in different markets. How the rules will be enforced should be made more clear in each market, as their literal interpretation currently leads to a costly exercise for merchants as well as unequal implementation and potential enforcement in different markets. It is expected that these 'design flaws' will be ironed out throughout 2018, after release.

Blockchain

The actual technology behind popular cryptocurrencies will finally be leveraged to its full potential, bringing efficiency, control and cost benefits throughout the entire payments value chain. The broader acceptance and adaptation of blockchain is currently dependent on the (larger) financial institutions opening up to provide relevant services to their customers.

As an example, blockchain can facilitate the requirements for banks to allow access to their accounts and enable real-time and validated transactions. Currently Ripple is such an enabler allowing for efficiency in the underlying financial transactions between Financial Institutions, but which is not yet widely embraced in the larger Merchant ecosystem. Therein lies the opportunity for (technology) players in the payments value chain to introduce innovative services for Merchants.

Transaction pricing vs Value add pricing

Financial Institutions will have to step up their game and change their business models from from the "per click" pricing model to one where merchants pay for the value added services they are offered. This opportunity presents itself as an evolution of capabilities offered by players such as Ripple or Dimebox, who leverage their technology to bring efficiency in the payments value chain to all parties involved.

Pricing payment services on the per click model will not be sustainable, not in the least because of PSD2 and Open Banking, where new payment methods will cannibalize the current payment revenue streams. Merchants are however willing to pay (sometimes slightly more) for a service that helps them battle fraud, have more security on getting the actual funds and, of course, increase efficiency and automation.

As a result of these regulatory changes coming in 2018, Merchants will ultimately expect more transparency from their service providers on pricing, so imagine the possibility to offer your Merchant a pricing plan based on:

- Their cost savings due to high automation
- Guaranteed conversion increase with smart tooling/ routing
- Decrease fraud without creating hurdles for genuine customers
- The most granular reporting and insights into consumer behavior and provide payment options relevant to these profiles
- Automation for resource intensive tasks

MPE Speaker
Neill Butcher
CEO & Founder
Headcount

My personal opinion is that with all the discussion around Blockchain, crypto currencies and AI that there is now so much noise in the market that the biggest challenge facing the payment industry is how do you focus on delivering a differentiated product or service that delivers real value to your customers. The impact of trying to do too many things is having an impact quality; doing just enough to launch an MVP 'to tick the marketing box' will result in significant customer pain in the longer run as this is inevitably not fit for purpose and there is little to no resource for the required incremental changes. In light of this payment companies need to be able to either rapidly onboard new payment methods and release functionality across their platforms without impacting reliability or provide a simple self-serve integration path for these new entrants to onboard themselves via a certified partner program.

I foresee that this problem will only become more pronounced as the effect of PSD2 will see an even larger num-

ber of providers enter this space so payment platforms need to be able to integrate, test and deploy faster than ever before to keep up with the compeition. This coupled with the expected growth of the IoT and contextual selling will result in payment providers having to grapple with the reality that a high proportion of these transactions will be running on non-secure rails and the payments companies that are prepared to invest and learn in fraud and risk management will be best placed to capitalize on this opportunity.

- Platform Uptime - Continued uptime for bug fixes and maintenance releases
- Competitive rates
- Ecommerce, Mcommerce, and POS solution from one solution provider
- A broad choice of global alternative payment methods
- Consultation with regard to PSD2
- A solution that includes taxation advice and assistance globally
- Real time reporting and access to full reconciliation and payment type management - Including multi-level privileges functionality with audit trail data

Open Banking
a lifeline for high street retail

MPE Speaker
Michael Rolph
CEO & Co-Founder
Yoyo Wallet

In 2018 retailers will need to deliver a more rewarding customer experience on the high street that goes beyond a fast way to pay for goods if it is to combat the onslaught of online. As well as creating more engaging loyalty and CRM programmes, customers will need to be taken on on a positive payment journey that goes beyond the checkout.

For all the gloom that is reported, high street retailers are still processing millions and millions of transactions a year, and some have been quick to realise the additional value these transactions can generate at the point-of-sale.

Brands such as Caffè Nero and Planet Organic launched combined payment and loyalty mobile app services for their customers last year, which have, uniquely, been able to tap into the point-of-sale and gain individual basket data from each transaction.

Through this mobile-led strategy, this basket data insight has been able to turn anonymous app customers into individuals with purchasing preferences and habits, who are gaining a more personalised experience by being instantly rewarded with tailor-made offers at the point-of-sale.

The beginning of 2018 has now seen retailer attention fall upon the introduction of Open Banking, where, for the first time, trusted third parties will be able to access a consumer's banking data. According to consulting firm Accenture, 74% of retailers they surveyed in December want to access this data so they can better tailor their products.

Open Banking now opens up a whole new world of opportunity for retailers that goes beyond mobile. As we hurtle towards a cashless society, the payments process could be transformed for virtually every retail customer, whether they pay through card or mobile.

The benefits for the customer? Being instantly rewarded with offers, discounts or special offers based on their individual shopping behaviour, regardless of their card or mobile payment method and without the need of a loyalty app or card.

At the same time, retailers would have at their fingertips a mechanic that didn't just appeal to their most loyal customers, but a tool so frictionless it would broaden CRM activity to identify, segment and potentially retain all customers, as well as set conditions that could really drive behaviour.

Stealing the march in November 2017, Yoyo, entered into a first-of-its kind partnership with Starling to enable the startup bank's customers to automatically reap the benefits of retailer-specific loyalty programmes every time they used their Starling payment card in Yoyo-accepting high street stores.

This partnership with Starling shows the awesome potential of Open Banking and marks the start of a new phase in high street retail to add even more value to the payments process and attach retailer loyalty to the wider banking experience.

Open Banking offers a well-needed lifeline for the high street - providing the opportunity to create data-led campaigns that can reward all shoppers as individual customers, regardless of the payment method. Those retailers who embrace Open Banking will soon find themselves stealing the march on their competitors.

New **Consumer Expectations**, New Opportunities for Retailers

The 21ˢᵗ century retail environment is a jungle and with regulatory advancements, technological growth, and generational forces constantly changing the landscape, it is important for merchants to turn these challenges into opportunities and cater to the evolving needs of the connected consumer.

If we've discovered one thing from this decade's digital revolution, it's that retail is greatly influenced by consumer behaviours and experience. Consumers are at the heart of changes occurring in retail and surviving the retail jungle will mean merchants are engaging consumers in new ways as the traditional retail landscape continues to be impacted by the growth of a global eCommerce industry that is expected to surpass $4 trillion by 2020.

Here are six ways retailers can engage customers and stay relevant, succeed, and compete:

Know Thy Customer

Consumers have grown accustomed to the convenience, simplicity, and security of the online experience – they want the same features in-store.

Still, nearly 90 percent of retail sales are generated in store.

So it's clear that the reign of the physical retail environment is far from over – it's a matter of making the experience in-store similar to the one online. Consumers expect offers that are personalized and relevant when they walk into a store and are likely to spend more in stores where they are greeted by name and made to feel like a valued customer. How retailers use data to understand their customers and respectfully customize experiences will reshape in-store experiences that bring people back and create opportunities to increase sales.

Mind the Millennial and Create "Instagrammable" Experiences

More and more millennials are entering the workforce every year, and their buying power continues to increase. A study by CallisonRTKL stated that millennials account for 24 percent of the population of the EU and are a vital part of the consumer base, particularly in Germany, the UK and France where they have comparatively strong incomes. The study also revealed that 62 percent millennials stated they are more likely to become a loyal customer if a brand engages with them across social networks.

Research by Accenture revealed that in UK specifically, millennials are more likely than older generations to visit retail
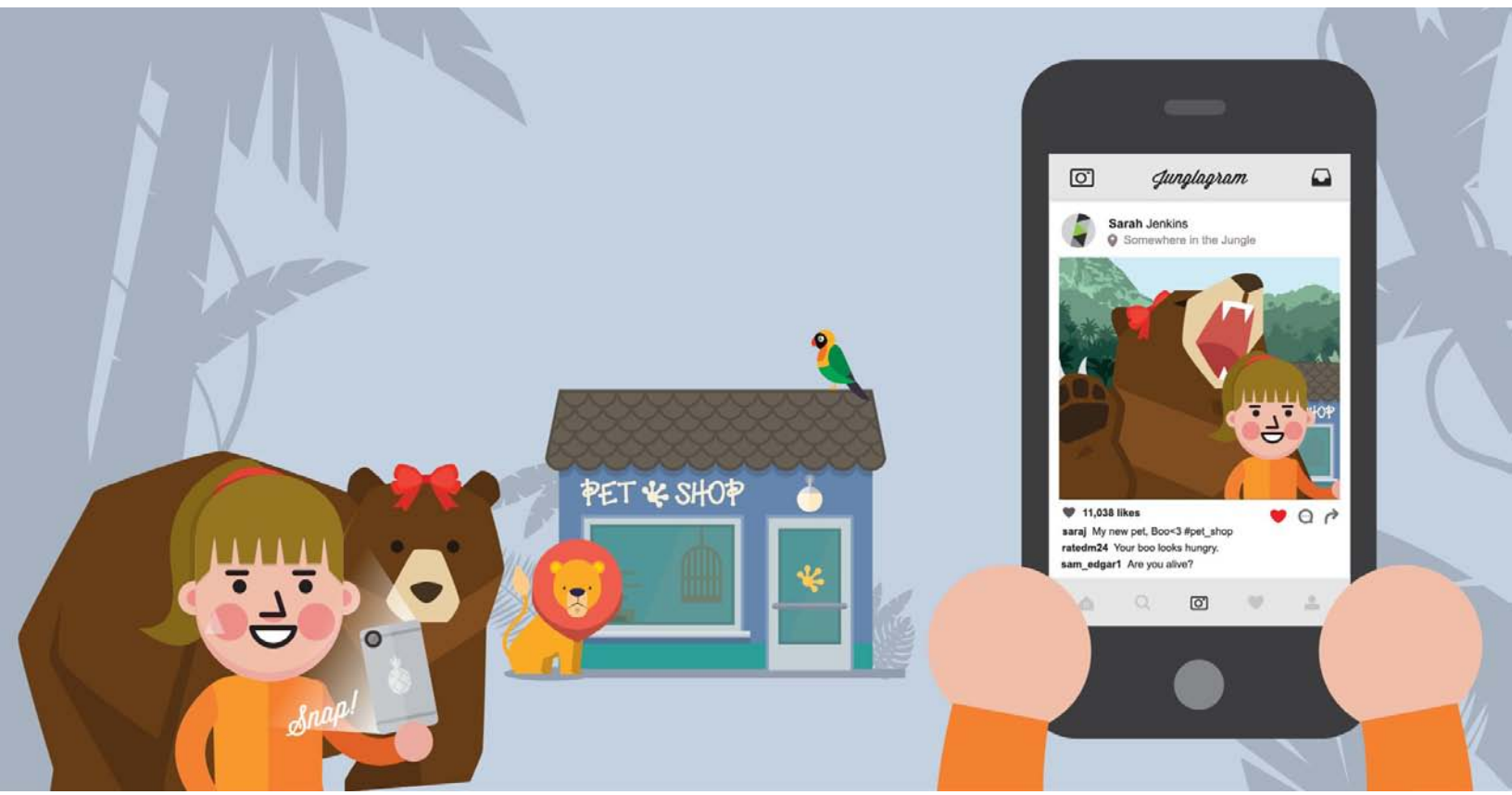
stores (35% vs 22%) and are more than twice as likely to use mobile devices to find items (44% vs 18%).

For younger generations, the purchasing experience tends to supersede the purchase itself. Industry research shows that, rather than trips to just make purchases, these shoppers are drawn to in-store experiences that are digitally-connected. Enabling merchants to create an in-store experience to write home about (or post on social media, rather) is an excellent way to help them stay relevant while attracting and retaining more customers. For example, merchants can engage consumers with fun and interesting digital ads ("pop-ups") throughout the store right at the point-of-sale (POS), at the table, or on a customer's mobile device, using beacon technology.

Unify the Brand

Omni-channel customers shop more frequently and spend 3.5 times more than other shoppers.

While visiting stores and restaurants, consumers increasingly have their smartphones at the ready to aid their purchase decisions--whether to compare menu items, or to find deals and locate products as they walk the aisles.

It is important for merchants to tear down the silos between their online and physical storefronts. Connecting both channels can provide them with access to the advanced consumer data and analytics needed for better targeting, consumer insights, and personalization across all customer touchpoints. However, integrating online and physical storefronts in a way that is consistent and seamless from the consumer's point-of-view is easier said than done, considering the complexity and ever-changing nature of technology, apps and regulation—not to mention the limited bandwidth of IT resources.

Fortunately, advanced payment technology offers a solution for merchants to overcome these obstacles. Recent innovations in this space have catapulted POS technology far beyond merely "payment acceptance" to offer a powerful business management tool for merchants of all sizes and verticals.

Verifone Carbon, the company's beautiful, flexible and integrated POS is an example of the way POS is evolving, providing merchants with a multifunctioning and integrated system that can be customized for vertical applications and is adaptable to changing consumer expectations. It is a game-changer – it enables retailers to modernize their instore experience. Traditionally POS devices have focused on the simplest possible, quickest transaction, but that isn't always what consumers and retailer want. In other situations, e.g. white goods, homeware, fashion - they seek information and advice. Increasingly they are turning to the internet for that part of the purchasing journey, which puts instore revenue at risk. Carbon is designed to assist that interaction between instore expert staff and the interested potential customer, instore, all the way to the purchase.

Carbon will have access to the Verifone Merchant Marketplace where merchants will be able to discover, purchase and install commerce apps and customize their device to personalize the customer experience.

It has also won the 2017 iF DESIGN AWARD which was presented by Hannover-based iF International Forum Design GmbH, Germany's oldest independent design organization.

Think Outside the Checkout

Another major complaint from modern consumers is that checkout lines are just too long.

Bluetooth Low Energy (BLE), 3G/4G and Wi-Fi connectivity combined with mobile or portable POS devices now allow merchants to extend the check out beyond the counter and throughout the store. Verifone e355 is a great example of a mobile POS (mPOS) that enables customers to spend less time in checkout lines while creating a more one-on-one, transformed shopping experience. For instance, restaurants use mobile and portable payment technology to offer patrons the ability to securely pay-at-the-table.

Dependable, fast and secure kiosk ordering is proving invaluable in many of the larger QSR chains. These solutions expedite ordering while lowering overhead and are expected to continue growing over the coming years.

Another way for merchants to better their checkout while reducing staffing and operational costs, is by implementing self-checkout aisles, especially in fast moving retail environment where speed and volume is key.

Spread Out Investments

New consumer-facing technology such as new cloud-based apps and digital payment methods are constantly being introduced, and consumers will expect to use them in the physical store.

Cloud- connected payment devices can expedite the merchant's ability to access popular business and consumer apps at the POS. By leveraging app marketplaces and developer toolkits, proprietary and third-party apps can be developed, tested and supported on payment- and commerce-capable platforms. Benefits range from improved customer loyalty via points programs or geo-targeted offers inside the store, to tailored incentives based on online purchases at the POS, pay by invoice functionality and improved inventory management via e-commerce and legacy system integration.

Empower merchants to try out new technologies as they emerge so they can securely experiment to find new value and revenue opportunities.

Verifone's partnership with Pennies in UK is a fantastic application of the company's technology to enable consumers, merchants and charities to support great causes through an innovative channel. The Pennies app demonstrates how easily merchants can leverage their investment by adding value to the point of sale. Retailers using Pennies have experienced footfall growth after thanking their customers for raising funds for charity.

Stay Secure

Given that there is unprecedented growth in the digital payments industry, with more alternate payment options available to consumers today, security will become even more necessary and needs to evolve. All merchants – regardless of size – are vulnerable to payment system attacks, and customers are concerned about the security of their information when making a payment.

Merchants want to know that their devices and systems are as secure and future-proof as possible. Multilayered security helps protect sensitive information as it travels through the payment ecosystem. Regulatory advancements like PCI 5.x (PCI Security Standards Council) and PSD2 (Revised Payment Service Directive) make it imperative for merchants to adopt advanced technological solutions that comply with the most up-to-date security standards to cater to the evolving needs of the connected consumer.

Payment devices no longer just accept payments, they are now powerful business solution tools that enable merchants to create innovative, secure, and future-ready shopping experiences for the connected consumer of today. Retailers that continue to evolve and leverage online experiences in the store, stand to win customers and tap new revenue opportunities.

By: June Felix, President of Verifone in Europe

[1] https://retailnext.net/en/blog/brick-and-mortar-vs-online-retail/

[2] https://www.callisonrtkl.com/shopping-centre-forecast/europe-new-consumer-trends/

[3] http://europe-re.com/from-clicks-to-bricks-merging-physical-and-online-retailing/61195

Platforms will shape Digital Commerce in the years to come

MPE Speaker
Urs Gubser
Head E-Commerce
SIX Payment Services

From an E-Commerce point of view, it's powerful platforms that will shape digital commerce in 2018. Payments is still at the core of these developments, but more and more payment gateways look to become platforms in order to create an ecosystem that extends their service offering. They enable this by adding functionalities from internal and external solution partners that allows them to expand their market position or assume a different role. Established gateways and acquirers will try and leverage the capabilities they have and look towards closer integration of existing business processes and technologies, leveraging their customer relationships. Or in other words, they will invest internally to align and bundle capabilities that were previously not properly integrated. In absence of that scope of services, incumbents will try and partner with FinTech companies, which effectively means they buy capabilities, or invest heavily in new technologies and build capabilities.

There are several reasons for this development, three loom large:

a) Merchants demand it - with customers increasingly asking their gateway provider to fulfill more and more requirements that have not traditionally been the domain of gateways. For example business functions (collection and marketplace capabilities, but also sophisticated analytics and fraud prevention know-how, as well as supporting new omni-channel and seamless commerce use cases). This is an arena where well-established multi-national acquirers and acquiring processors like SIX clearly have an advantage.

b) Market forces and regulatory changes require it - whilst providing more and more functionality, the payment func-

tion itself is becoming more and more a commodity business. With new regulation (PSD2) and especially open API banking and account-to-account transactions, a change in the payment landscape is forthcoming. This will force the industry to work together and create services that can be incorporated in their core offering. Smart new players – if cleverly plugged in - may bring new momentum to the ecosystems.

c) Technology and new channels enable it - this is a two-way development. On one hand, barriers of entry for new technology entrants have come down significantly thanks to advance in cloud technology. Creating a platform from scratch is, thus, no longer an undertaking with heavy upfront costs. On the other hand, there are new channels enabled by new platforms, such as conversational commerce and programmatic commerce. Whilst this is a vast playground, the ongoing industry consolidation amongst payment providers is probably a certain limiting factor here.

SIX Payment Services
SIX Payment Services offers financial institutions and merchants secure, innovative services along the entire value chain of cashless payments. Our tailor-made solutions include settlement of domestic and international payments by credit, debit and prepaid card. One of Europe's largest card transaction processors and market leader in Switzerland, Austria and Luxembourg, SIX Payment Services ensures that card-based payments in Switzerland and abroad are both accepted and processed. With around 1,100 employees and 10 locations worldwide, SIX Payment Services supports clients in 33 different countries.

www.six-payment-services.com

Perspective from MPE speaker
Aurimas Bakas, Co-founder, WoraPay

Mike Jennings, product manager, Clover & WoraPay, Lloyds Bank Cardnet, says the bank is focusing on the "value proposition" for merchants and looking beyond just reducing card fees for merchants.

"In the competitive market in which we operate, it is extremely important to be able to differentiate ourselves, and WoraPay has helped Lloyds Bank Cardnet to do this when we have discussions with merchants," says Jennings. There are a wide range of businesses that could benefit from an ordering system that allows customers to pay via their mobile phone and collect when their purchase is ready including: in-office catering; high street cafes; restaurants and pubs; sporting arenas; public transport; supermarkets and other retailers and ticketing agents.

Not so long ago, merchants in the UK had to process a range of payments options, from cash, credit and debit cards, to offering a myriad of paper stamp cards to track and reward customer loyalty. In those days, while their patrons queued up for everything from their morning coffee

Jennings comments that by implementing mobile Order and Pay these businesses can realise a number of benefits.

Acquiring banks look to Beat the Queue

to a quick afternoon sandwich, these merchants had one main request from their banking partners: 'What can you do to reduce my card fees?'

In today's world, Order and Pay facilities, available via the mobile phone in almost every customer's hand, present added pressure on merchants to offer faster and more convenient payment options. Competition between rival lunch spots in a busy city like London means more than just offering better discounts or seasonal meal deals in today's digital age. Many merchants are now looking to offer mobile payment options that allow customers to place an order via an app, and to collect their purchase when notified via text message.

On one side, many newer FinTech entrants are able to provide businesses with mobile Order and Pay services, essentially completing with acquirers. However an existing acquiring bank would offer ease of implementation and trusted security measure.

- Businesses can increase efficiency by decreasing the amount of time staff need to spend dealing with long queues at the till.
- Offering mobile Order and Pay is also proven to increase sales. Based on the WoraPay proof of concept at Lloyds Banking Group and their in-house caterer Gather & Gather, more than 370,000 mobile orders have been processed to date. At some cafes this has reached 30% of all hot drink sales, with a 5.4% increase in card transactions since implementation. 25% of people are repeat users of the service.
- Customer insight is quicker to get and much more valuable with detailed order histories and easily integrated loyalty schemes. As a reward for commitment, businesses can send special offers straight to their customers' phones.

The WoraPay platform is integrated with bank's acquiring technology, so transactions are processed by the bank.

The service can be set up and launched within a day with no extra resource needed. It is completely secure and approved by the Financial Conduct Authority, and Risk and Compliance at Lloyds Banking Group.

Installation is also made easier with additional support through Lloyds Bank Cardnet teams, dealing with acquiring related queries, says Jennings. Businesses can chose to use the WioPay wallet app, integrate the service into an existing app, or develop a proprietary branded app for a personal touch.

"Lloyds Bank Cardnet is delighted to be working collaboratively with WoraPay to provide our clients with an innovative and simple solution, which significantly improves the customer experience and hence increases their sales potential," says Tony Nash, managing director of Lloyds Bank Cardnet.

For Lloyds Bank, offering its merchant partners services

such as mobile Order and Pay, helps small to medium-sized business compete with large corporate brands, like Starbucks, says Jennings, which ties in to the bank's commitment to Helping Britain Prosper.

Offering the WoraPay Order and Pay service via Lloyds Bank Cardnet helps the bank "differentiate ourselves from our competitors" and shows Lloyds Bank as "an innovative acquirer, in line with our other solutions such as Clover and our Contactless Charity Donation device," says Jennings.

Learn more about how mobile app solutions can benefit business on the Lloyds Cardnet website here. Moreover, as we can see many acquirers around the globe are looking into Order and Pay solutions. Business Insider also expects smart phone orders in quick service and fast causal outlets to make up more than 10% of all sales by 2020. Meanwhile WoraPay predicts that 20% of UK takeaway drinks and food will be pre-ordered on mobile for queue-less pickup by 2020. The evolution is happening now.

Payment terminals section

Perspective from MPE moderator
Eric de Putter, Managing Partner,
Payment Redesign

After years of declining sales, 2017 was the year that John Lewis, one of the UK's largest department stores stopped selling SatNavs. Smartphones are becoming more and more intelligent and avoid the need for other hardware. Photo cameras were the first casualty, followed by scanners, alarm clocks, voice recorder, MP3 players and calculators.

The strategic vision in the payment industry is that smartphones are the successor to cards. In addition to this, research by the Aite group and Payment Redesign demonstrates that also payment terminals can be replaced by a smartphone.

Card payments need to stay relevant to capture more

acceptance. P2P solutions such as Mobile (Denmark), PayConiq (Belgium, Netherlands) and Ping-it (UK) allow payments between smartphones without a need for additional hardware. This brings electronic payments to a new audience, where card payment does seem a bit cumbersome as it requires a payment terminal.

After interviewing a range of stakeholders during a research on how the industry could change, the Aite group

Canadian based Mobeewave is pitching a smartphone for NFC and mobile payments. The latter can be qualified as a genuine Soft POS, a software only solution for a Point-Of-Sale that can take NFC cards and NFC supporting mobile phones.

Security is the main concern smartphone security, an activity that is addressed by the PCI DSS Forum. The current security and certification framework seems applicable to

Payment terminals (r)evolution – changing the dynamics of card acquiring

and Payment Redesign identified the above timeline.

Mobile POS was the first technology to become mainstream, mainly pushed by Fintechs offering technology and card acquiring.

Smart POS terminals, dedicated manufactured to take card payments but not to devices such as mainstream manufactured smartphones.

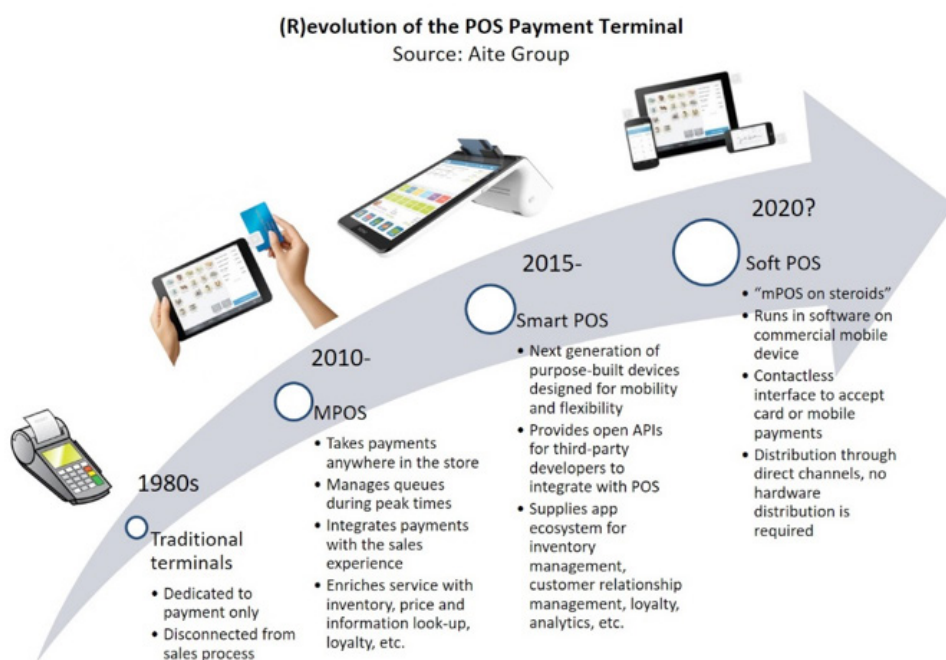The PCI DSS forum is currently specifying the security framework and certification requirements and it is envisaged that this will be delivered by year-end. This work is also known as the PIN-on-glass specification and once in place, this will open availability of prim and proper certified solutions.

(R)evolution of the POS Payment Terminal
Source: Aite Group

1980s
Traditional terminals
• Dedicated to payment only
• Disconnected from sales process

2010-
MPOS
• Takes payments anywhere in the store
• Manages queues during peak times
• Integrates payments with the sales experience
• Enriches service with inventory, price and information look-up, loyalty, etc.

2015-
Smart POS
• Next generation of purpose-built devices designed for mobility and flexibility
• Provides open APIs for third-party developers to integrate with POS
• Supplies app ecosystem for inventory management, customer relationship management, loyalty, analytics, etc.

2020?
Soft POS
• "mPOS on steroids"
• Runs in software on commercial mobile device
• Contactless interface to accept card or mobile payments
• Distribution through direct channels, no hardware distribution is required

Where mobile POS was about gaining typically smaller retailers, SmartPOS is about offering more services varying from checking if items are on stock – and take payment to offering a client in a hotel to call a Uber through a payment app. Smart POS devices will be couple to an app store with services linked to card payments.

SoftPOS will have a bigger impact and may potentially disrupt the existing card acquiring sales and terminal fulfilment processes. Any mobile phone shop can start selling terminals with card acquiring contracts, execute KYC and be the first contact point for maintenance. This is a good opportunity for telecom shops to become a Payment Institution and compete with card acquirers either team up with a card acquirer.

Most incumbent manufacturers, and some new entrants such as Poynt and AEVI, offer Android based terminals and the term Smart POS was born.

Square has developed a dongle style card reader with the PIN keyed in on the smartphone.

Large retail banks can pro-actively offer an app to their

clients as they have already completed KYC. In countries with a digital or mobile ID, any card acquirer can quickly win new clients. The transition from hard- to software seems a win for card payments but each incumbent needs to assess if they can benefit or not from this technology transition.

More information: contact Eric de Putter, eric.deputter@paymentredesign.com +44 7950 449188

Alternative Payment Methods section

Perspective from MPE speaker
Ronnie d'Arienzo
Chief Sales Officer
PPRO Group

The biggest challenge for the industry is the scale of our success

Explosive growth and rising customer expectations set high standards for 2018

The challenges that come with success are the best kind to have. And in 2017, the payments industry was — by any standards — wildly successful.

According to research by Cap Gemini, the digital payments industry grew by 20% between 2015 and the end of 2017. The analyst also predicts a 10% growth in the volume of digital payments, in 2018 alone.

And if numbers alone aren't convincing, you need only consider the enthusiasm with which long-established retailers are jumping on board the payments band-

wagon to know that things are really taking off. In 2017, established retailers such as Tesco, Walmart, Decathlon, Starbucks and Carrefour all launched or continued to invest in their own mobile wallets.

Even this doesn't capture the full extent of the opportunities before us. As well as the growth of existing digital and alternative payment methods (APMs), we can expect to see emerging technologies such as the Internet-of-Things and wearables bring a demand for payment facilities to entirely new platforms. Last year also saw the expansion of Asian APMs such as UP, WeChat and Alipay in Europe and North America.

All this has happened at the same time as, and largely thanks to, the massive expansion in e-commerce. The latest estimates are that e-commerce grew by 23% globally in 2017. The total volume of e-commerce sales is expected to reach $4 trillion by 2020.

But just because the challenges of success are nice to have, it doesn't make them easier to resolve. So, what should merchants and PSPs focus on to make sure they can surf the wave of success in 2018?

Finding the right APMs for your market

With so many new APMs, new platforms, and merchants

expanding into new markets, it can be difficult to know which APMs are really crucial to success in any territory. Understanding this is paramount for merchants and the PSPs who serve them.

In many markets, 50% or more of existing online transactions use local payment methods, unfamiliar to Western and global merchants. Fail to support these and you lose the larger part of your potential market. Many of these markets also have varying rates of financial inclusion. As the non-banked in any market come online, the popularity and importance of APMs within the market may shift again. PSPs and merchants need partners that can provide them with up-to-date intelligence and forecasts about which APMs are important in each market.

We must take the GDPR seriously

On the 25 May this year, the EU's General Data Protection Regulation (GDPR) enters into force. Enshrined in national laws, the GDPR mandates more stringent data protection, privacy and disclosure rules. It also means much stiffer penalties when a breach occurs. Analysis by the NCC Group estimates that in the UK fines would be around 79 times higher than they are today.

Despite this, studies find most companies still aren't fully prepared for GDPR compliance. According to a recent UK survey, 76% of organisations are not ready for the GDPR to come into force. In payments, we cannot afford to be GDPR-laggards. We must be leaders, or risk losing the trust on which our success depends.

Faster payments mean greater complexity

When PSD2 comes into force it will create an open banking landscape, with banks opening their APIs to regulated digital financial service providers in a way that fosters both technical and market innovation. Further fuelled by the adoption of the SEPA Instant Credit Transfer in November 2017, this is expected to accelerate the proliferation of instant-payments methods.

But as more and more payments are made in a matter of milliseconds, the problem of instant verification and fraud detection — in volume — becomes increasingly urgent. If the industry is to maintain its momentum and maximise its success, it must place a premium on securing consumer trust, and that means addressing this issue as a priority. The only way this can be done, is by investing in more sophisticated and more powerful artificial intelligence (AI). So, my final prediction for 2018 is that the payments industry will throw its weight and its research money into AI in a big way.

Automotive Payment:
Patchwork or Connected Solution?

Nowadays, like other industries, the automotive industry needs white label payment solutions, too. New mobility services and business models are challenging not only for car manufacturers but also for PSPs. Mobility services are truly global and truly omnichannel solutions. In order to process payments for global mobility services many different payment services need to be integrated. Is it patchwork, or should we call it a connected solution? Let's explore this further.

Did you know that buying a car or just tires is marketplace business? I didn't until recently a merchant explained that he sells tires to consumers, but mounting the tires is a separate service of the local garage. Therefore, when buying tires, including mounting services leads to a basket with two products from two merchants including provisions going back and forth – typical marketplace business. Due to the risk involved merchants wouldn't resell a third party mounting service. Hence, mixed baskets, marketplace reconciliation and split settlements are relevant to the automotive industry.

Back to patchwork: Car rental payments are a good example because they are victims of the payment industry. A car rental business needs thousands of POS terminals in dozens of countries and airports around the world. Unfortunately, the payment industry can only provide acquirers and POS terminals that are local or regional at best. Therefore, car rental companies, like many international retailers, invest huge effort, time and money to integrate and maintain a network of local and regional POS solutions for their global business.

Of course, you've already heard about silent, automatic in-app payment with cards, PayPal, Apple Pay or WeChat. Computop does all of that, but let me point your attention to a less fancy subject: accounting and wallets. Terms and conditions of taxi apps often reveal that users don't just pay for a service but also open an invisible digital wallet. These wallets could be the key for future services like in-car entertainment, loyalty and automatic payment at gas stations and in parking lots. Moreover, taxi drivers and passengers using the same wallet make it easy to transfer even the smallest amounts of money without involving costs for a card or payment scheme.

Marketplaces, global scope, omnichannel, wallets. Whether it's a patchwork or connected solution depends on the payment platform. Don't trust anybody who pretends to be able to do or build all of that alone. There is no one-size-fits-all offering. Each part of the solution should be selected carefully and then integrated and customized to a full-service solution.

Check out my presentation with Fabian Mansfeld of SIXT car rental: Day 1, Session 3, NextGenPOS track. We will explain how POS and Omnichannel Payment can be standardized globally in order to reduce efforts for integration and maintenance.

By: Ralf Gladis, CEO, Computop – the payment people

Perspective from MPE speaker
Ivan Glazachev
CEO
Yandex.Money

Russian payment landscape: East or West?

The global payments industry is constantly looking for new payment methods and scenarios to simplify transactions. Judging by my personal experience of working for a leading online payments company, I have to admit that Russian payment landscape constitutes an interesting case: Russian users easily change their behavior patterns and opt for different services and applications depending on their convenience. What does the future hold for payments in the world's largest country - will the industry go the Western or the Eastern way?

Enormous land of bank cards

Russia is by far the biggest country on Earth: stretching across 11 times zones, it covers more than 17 million square km (6.6 million square miles) and is home to more than 146 million people. According to the Central Bank of Russia, Russian banks issued 253 million bank cards as of April 01, 2017. Whereas the vast majority of Russians (73% - stats by NAFI) have at least one bank card, one third of the cardholders have two or more cards.

Bank cards came to Russia from the West, but the transformation of payment landscape happened astonishingly quickly. The number of bank cards in issue rose to 253 million in 2017 from 74.6 million in 2006, taking total card issuance to 1.7 per capita, according to Central

Bank figures. This compares to an average of 1.24 cards per capita for the ten countries in the Eurasian Payment Cards Yearbook 2016-17, and a European average of 1.53 cards per capita.

In the first years of the 21st century, debit bank cards turned into a mass product in Russia due to salary transfer schemes offered by major banks. Nowadays there is still a common practice for Russian employers to provide their employees with current accounts and related debit cards, the so-called salary cards, at a bank chosen by the employer, - salaries are paid to these accounts respectively. Debit cards in Russia outnumber credit cards by about 7:1.

Interestingly, Russian banks are often outperforming Western banks in terms of the number of features and the quality of interfaces. Whereas in the US additional features are often provided by separate startups, Russian banks prefer to keep this functionality in-house as it gives them more control and room for development. Russian banks and PSPs are eventually ceasing to be 'banks' in their pure form, and are becoming more of ecosystems with a wide array of additional instant services available in apps, such as payments for utility, parking, taxes, traffic fines and so on.

Cash is king

Despite the existence of numerous bank cards, there is a paradox: a lot of Russians still prefer to pay cash. The economic downturn together with the devaluation of national currency, rising inflation and several bank closures have made Russian people cautious about payments. As a result, some Russians do not trust banks and prefer to keep their savings under the pillow at home. They receive their salaries on bank cards and withdraw money later – a large proportion of card use in Russia is cash withdrawal at ATM.

Interestingly, Russian infrastructure is set up around cash. There are hundreds of thousands ATM and cash kiosks across the country, which are considered a popular way for Russians to pay for utility bills, taxes, online purchases or each other (P2P). Russians also use them to send international remittances and access a range of other financial services. Cash-on-delivery is still seen as a popular payment method for online purchases – Russian people want to see the purchase before they spend the money.

That being said, people's habits are slowly changing. The number of non-cash payment card transactions in Russia is clearly demonstrating a positive trend. The acceptance network is improving and Russians are starting to use their cards more at points of sale. The non-cash share in the total number of card transactions is growing to exceed two-thirds already, according to the Central Bank of the Russian Federation.
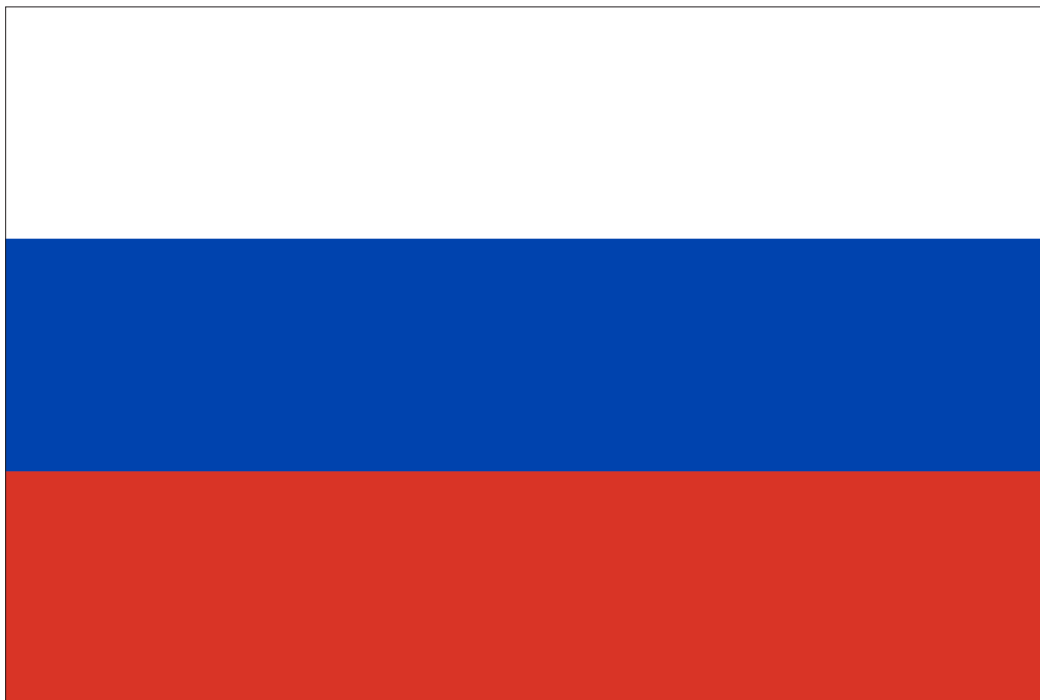
Russia isn't the only country where cash was the king. Some Scandinavian countries have also weaned themselves from cash but still use cards frequently. In China, the change has been to phones and this transition has happened startlingly quickly. Almost everyone in major Chinese cities is using a smartphone to pay for just about everything. Both Ant Financial and Tencent companies are able to provide payments on the cheap, partly by allowing smaller vendors to make use of a simple printout of a QR code or their phone, instead of an expensive card reader. A back-end system that stores a record of user accounts, instead of having to communicate with a bank, keeps costs down as well.

Contactless payments

Given that credit cards appeared in Russia only around 15 years ago, bank infrastructure and systems are much newer than in Europe. The lack of legacy infrastructure enables banks to be more agile from a technology and cultural point of view, similar to banks in South-Eastern Asia - banks take decisions quicker. Bank consolidation, big company innovation and a can-do business culture make for a dynamic, competitive and innovative market.

The penetration rate of bank cards with a contactless interface and the frequency of their use are growing rapidly. According to the latest survey conducted by Visa (data as of September 2016), 41% of Russian citizens hold contactless cards today, and 38% use them. The development of this market is boosted not only by the efforts of the international payment systems, which made the availability of a NFC-reader in the POS-terminals a common standard long ago. Another driver is the arrival of mobile payment services such as Samsung Pay (end of September 2016) and Apple Pay (early October 2016). These contactless services came to Russia thanks to partnerships with Russia's largest banks, and Yandex. Money, Russia's largest online payment service, was among the first PSPs to introduce these services among non-banks.

In Russia, the number of people using contact-

less payments is growing: whereas last fall only 5% of Russians had had experience with contactless payment technology (according to NAFI), this spring, the number already reached 8.6% (according to Mediascope). People like to pay contactless for online shopping, food delivery, housing services, cellular networks, and money transfers. Among the main motivating factors the respondents name convenience, the speed of payment, and the novelty of the technology. Leading Russian banks accelerate the migration of their merchant acquiring networks to 100% support of contactless transactions.

The power of QR-codes

It's quite tough to imagine how critical the messenger app WeChat is for everyday life in China until the tenth person of the day asks to scan your QR code. QR codes are everywhere is the East: a QR code is scanned to pay for a taxi ride using Alipay, a QR code is scanned to pay for breakfast using WeChat – even enterprising musicians playing on the streets of a number of Chinese cities have put up boards with QR codes so that passers-by can simply transfer them tips directly.

In Russia, as elsewhere, the future will be increasingly digital. A year ago Yandex.Checkout launched a new feature for Russian merchants: the ability to accept payments through QR-codes. Sellers simply need to place QR-codes on their merchandise, and customers are able to scan the code through the Yandex.Money mobile application. To some extent, QR-codes, which have been rocking the East, have a great potential to become extremely popular in Russia. Interestingly, sometimes innovation in the payments industry does not come from the market, but from the government.

For instance, nowadays all alcohol retail sellers, what means in Russia all the food retailers, have their integration into the country's electronic tracking and monitoring system (EGAIS). In order to perform their tracking obligations under the EGAIS system, retailers have to be equipped with special hardware - a visual 2D scanner connected to the till, which is able to read QR-codes. This external state initiative can potentially result in the rise in the QR-payment industry in Russia. Thus, if Russian government decides to be digital or more innovative, they will be successful. Given that, e-wallets will find a new place in the ecosystem, becoming much more than just an e-commerce payment tool – but a smart, flexible and handy essential.

Payments in messengers

Whereas instant messenger payment model is in high demand in Asia, it is still brand new for Russia. Telegram, which has some 100 million users and has evolved from a simple communication platform into an entire ecosystem, looks to be following the footsteps of WeChat — where messaging apps are integrated with offline commerce and electronic wallets.

Yandex.Checkout was the first in Russia to enable online stores to accept payments via Telegram Bots, allowing their customers to pay for goods and services directly in the messenger: movie tickets, mobile communication, flower delivery and so on. Accepting payments in this new way suits both small companies that work with their clients mainly through social networks and messengers, and large businesses.
Telegram is not the only experience for payments in messengers. For example, Yandex.Checkout provides built-in chat payments for online stores with JivoSite. Recently Yandex.Checkout has also enabled online stores to send invoices to their customers via Viber messenger, with more than 800 million people on the platform in 193 countries.

What is the silver bullet for e-commerce?

Russian business landscape is currently going through a period of dramatic changes, fueled by quick adoption of both Western and Eastern business practice and technology. Russia is a vast country of contrasts, which also is reflected in national payment habits. In order to be successful, businesses need to fit into the country's own perspectives and cultural norms. Staying one step ahead requires regular updates, improvements and new features.

That being said, Russian e-commerce market is unique, featuring a distinct mix of different practices and payment habits in one place. Therefore, businesses striving for profit maximization have to adapt to existing payment landscape and give their customers a choice of payment options, popular among Russians. In return, Russian Payment Service Providers have a challenging task to make different payment scenarios as technologically advanced and user-friendly as possible.

Where are we heading?—Russian thinkers, writers, politicians and scholars have been discussing this question for several hundred years. The outstanding and imaginative Russian historian Vasily Klyuchevsky once remarked that Russia is subject both to the mild winds of Europe and harsh winds of Asia. Indeed, Russia occupies a middle position between East and West—geographically, politically, culturally but also businesswise.

Japanese crypto exchange bitFlyer launches in Europe. bitFlyer, the first Bitcoin exchange to be regulated in Japan and the U.S., said it received a Payment Institution (PI) license to operate in the European Union.

Source: Bank Innovation

Amazon Go will hit the UK by the end of 2018, analysts predict – but what about human contact? Amazon Go, the cashierless supermarket, could be poised to open in the UK this year, if retail analysts' predictions are correct. In the 21st Century, convenience is king, but what if the only person you talk to all week is the checkout attendant who scans your groceries?

Source: iNews

Google's Assistant, Chasing Alexa, Is Said to Plan Revamped Consumer Push. New online store may showcase Home, other voice-enabled devices as Amazon's market share keeps growing.

Source: Bloomberg Technology

Visa Brings Sensory Branding to Merchants, Terminal Manufacturers and Developers. Visa (NYSE: V) today announced that its suite of sensory branding is now available as a pilot program for merchants, terminal manufacturers and developers. In a world increasingly filled with voice-commands, networked appliances and payment-enabled wearables, Visa's unique sound, animation and haptic (vibration) cues signify completed, secure transactions in digital and physical retail environments when consumers pay using Visa.

Source: Business Wire

Google announced on January 8, that they are bringing together all the different ways to pay with Google, including Android Pay and Google Wallet, into a single brand: Google Pay.

Source: Google

Amazon Go cashier less convenience store opens to the public in Seattle. After a nearly 14-month trial run open only to the Seattle company's employees, Monday marks the public debut of the store — among Amazon's boldest efforts to reshape brick-and-mortar shopping.

Source: Seattle Times

Klarna Payments Expands eCommerce Footprint with ACI Worldwide. ACI's UP eCommerce Payments solution drives further growth of Klarna, giving shoppers in Europe and the U.S. more ways to pay.

Source: ACI Worldwide

Unaware, unprepared and paralysed:
Retailer readiness for PSD2

Research from independent technical consultancy Consult Hyperion and CCgroup reveals that major tier one and tier two UK retailers are unaware, unprepared and paralysed ahead of the Second Payment Services Directive (PSD2) coming into force on the 13th January 2018. This unique study of 30+ major tier one and tier two UK retailers, provides new insight into the opportunities and threats for retail technology providers, and reveals the worrying statistics about just how unprepared retailers really are:

- Only 16% are seeking to 'take advantage' of the new regulation
- 67% of retailers don't think PSD2 will have much of an impact
- On average only a third of retailers can confirm they'll take action

With little time to get up to speed and capitalise, there is a window of opportunity for retail technology vendors to help merchants react to PSD2, while helping themselves win new business, but this window will close fast.

Source: CC Group

ING and Rabobank customers can now
try out Payconiq

Payconiq is a European payment initiative with offices in Amsterdam, Brussels, Hasselt, Luxembourg and Munich. Payconiq, the 2014 brainchild of the ING innovation lab, was founded in Amsterdam. Over 45,000 shops are now actively connected to the system. Payconiq is currently being used in Belgium, the Netherlands, Germany and Luxembourg.

As from January 23th,2018, 20.000 users will have the opportunity to experience quick and easy payments with Payconiq.

Payconiq, the mobile payment service through which users can pay online, on the go and between friends, will offer ING and Rabobank account holders the first

opportunity to try out quick and easy payments in the Netherlands. Android users can now download Payconiq from the Google Play store. Payconiq will most likely be available in the App Store for iOS users within the next two weeks.

The first Dutch merchants have already signed up to accept mobile payments through Payconiq. In anticipation of their nationwide release later this year, Payconiq will start to increase the number of merchants over time. From that time on, multiple other banks will offer a direct connection to Payconiq. The payment service will also be available through multiple online Payment Service Providers.

Pay fast and easy via QR-codes

Payconiq allows their users to simply pay online and in-stores by scanning a QR-code. Thanks to a direct connection with the user's bank account, transactions can be swiftly processed against low costs for the merchants. Merchants can integrate Payconiq directly into their cash register or use a third party payment provider, as for example, the internet cash register Kassa Compleet or CCV.

Due to Payconiq's collaboration with CCV, the market leader of payment terminals in the Netherlands, merchants can easily offer and accept mobile payments to their consumers. Once Payconiq is selected as the preferred payment method, the QR-code appears on the pin terminal after which the consumer can scan the OR-code and confirm the transaction via the Payconiq app. Enny van de Velden, Chairwoman of CCV: "We're excited that we, as a major European payment facilitator, can support Payconiq with the release of mobile payments in the Netherlands."

Guido Vermeent, CEO of Payconiq Netherlands, says: "We are incredibly proud that we're getting started in the Netherlands. The Netherlands has always welcomed innovation and the development of Payconiq is living proof of that. We're looking forward to establish mobile payments Netherlands."

One European platform

With the introduction of Payconiq, it's no longer needed to enter long IBAN numbers when making payments. Next to making on- and offline payments, users can easily transfer money to friends and family by selecting a fellow Payconiq user from the personal contactlist in their smartphone. Payconiq is free to use for consumers. Consumers can already pay at over 45.000 merchants in Belgium and Luxembourg and soon in Germany where Payconiq has been released earlier this month.

Source: Payconiq

Shanghai Metro to Accept Mobile-App Payments

Beginning Saturday, Shanghai's subway passengers will be able to use a mobile app to pay their fares.

QR code-readers are being installed in all 389 metro stations in the city, which will allow passengers to use an app developed by metro operator Shanghai Shentong Metro Group. The app – dubbed "Metro daduhui" – will connect to the payments systems of Alipay and China UnionPay, the operator said in a statement (link in Chinese).

Each station will have at least four turnstiles — two entering and two exiting — that support the new payment methods. All turnstiles on the city's Line 17 and the east extension of Line 9 will support QR-code payments, ac-

cording to the operator.

The Shanghai Metro will offer discounts to riders from Saturday through February to encourage passengers to try the new payment method.

The system will also support offline payments, allowing passengers without an internet connection to travel first and pay later, said Jin Tao, general manager of the operator's information management center.

The unveiling comes two months after Shanghai began testing the program on the city's maglev line, and one month after the operator formed an alliance with Alipay, which is owned by Ant Financial Services Group, an affiliate of Alibaba Group Holding Ltd.

In November, Alipay rival WeChat, owned by Tencent Holdings Ltd., rolled out a similar payment option for the

subway system in the southern city of Guangzhou, the capital of affluent Guangdong province.

China's public transportation sector has become the latest battleground for the mobile-payment leaders, who are vying to make early entrances into new sectors.
Tencent has launched mobile-payments services on public buses in 11 Chinese cities — including Guangzhou, Qingdao and Hefei — while Alipay has launched similar services in as many as 18 cities, including smaller ones such as Jiaxing, in East China's Zhejiang province.
Although Beijing has yet to accept QR-code payments, it launched a program last year to allow payment from smartphones equipped with near-field communication (NFC) technology. The Shanghai Metro has accepted payments via NFC since 2014, but not many riders use the function.

Source: Caixin

Security section

Mastercard establishes biometrics as the new normal for safer online shopping

Banks in Europe will offer biometric solutions as of April 2019 as part of the company's renewed efforts to improve the shopping experience

Waterloo, 22 January 2018 – Mastercard announced today that consumers will have the capability to use biometrics, such as fingerprints or facial recognition, as a way to identify themselves when they shop and pay with Mastercard as of April 2019.

The increased availability of biometric capabilities on tablets and smart phones – consumers' clear preference for these kind of solutions – and the EU's new regulatory requirements for strong authentication suggest that the time is ripe for enabling biometric validation solutions for digital payments.

The vast majority of consumers—93%—prefer biometrics over passwords for validating payments and according to a recent research paper conducted by Oxford University in collaboration with Mastercard, 92% of banking professionals want to adopt biometric solutions. Banks also report that when such biometric authentication is used, customers are much more inclined to go through with their purchase. The abandonment rates can drop by up to 70% compared to other methods like One Time Password sent via SMS, which reflects the much improved user experience.

«Biometric technologies perfectly match consumers' expectations of getting the secure payment solutions of tomorrow, in line with the increased digitalization of lifestyles. This can significantly benefit consumers, retailers and banks by improving the purchase experience

and better securing the transaction. Our leadership in the field demonstrates our ability to adapt to the expectations and new uses of consumers », said Javier Perez, President, Mastercard Europe.

Existing methods to prove an identity online can take shoppers away from a retailer's website if it is time consuming or complex. One way to solve that is moving from a reliance on what the consumer knows (e.g. passwords) and what they have (card or smart device), to what they have (e.g. mobile phone) and who they are their (biometrics).

Mastercard has been a driver of the advancement of biometric technology in payments for years with a focus on improving both consumer experience and security online and offline.

Mastercard Identity Check, now available in 37 countries[1] around the world, is an authentication solution that enables individuals to use biometric identifiers, such as fingerprint, Iris- and facial recognition to verify their identity using a mobile device during online shopping and banking activities. This solution dramatically speeds up the digital checkout experience and improves security providing a seamless check out experience that reduces abandonment rates.

A plan to enhance consumer experience and security in the digital environment

This shift to biometrics is part of Mastercard's new action plan to help banks, retailers and partners, to prevent fraud and improve the consumer experience in the new digital environment. It also meets new regulatory requirements around Strong Customer Authentication set out by PSD2 and is aimed at ensuring a smoother consumer experience and reducing unjustified declines. It includes a new set of services recently designed such as Mastercard's Decision Intelligence or Automatic Billing Updater that leverage most contemporary technologies, including artificial intelligence. With this approach, Mastercard will help its partners not only to comply with requirements set out in the new PSD2 legislation, but also to go further in optimizing the checkout experience of their customers.

[1] Mastercard Identity Check is available in 37 markets including Australia, Austria, Bahrain, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Egypt, Finland, Germany, Hong Kong, Hungary, Iceland, Israel, Japan, Kuwait, Lebanon, Malaysia, Mexico, the Netherlands, New Zealand, Nigeria, Norway, Oman, Qatar, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, the United Arab Emirates, the U.K, and the US.

Source: MasterCard

MASTERCARD IDENTITY CHECK
PUSHING DIGITAL PAYMENTS FORWARD WITH BIOMETRICS

mastercard.

TOUCH, TAP, BLINK!

MASTERCARD IDENTITY CHECK

is already allowing consumers to authenticate digital payments using facial, iris scan and fingerprint recognition.

digital payments using facial, iris scan and fingerprint recognition.

AS OF APRIL 2019
biometric solutions will be offered by all banks working with Mastercard.

CONSUMER
PREFERENCE:

93%

of consumers prefer biometrics over passwords

CONSUMER
EXPERIENCE:

70%

less abandonment rates with biometrics

SAFER

FASTER

EASIER

PERSONALIZED

Mastercard Identity Check:
Digital biometric solution for the digital age

Microsoft No Longer Accepts Bitcoin, Customer Support Confirms

According to our Accounts and Billing agent, the Bitcoin option is not available as per new update . Purchasing using bitcoin is no longer possible.

So the rumor that Microsoft stopped accepting Bitcoin payments is true? When was this updated rolled out?

You can use another payment instrument to purchase the game application Francisco.

Will I be able to buy using Bitcoin in the future?

Let me confirm that information, one moment please.

According to Account and Billing, it is no longer possible to buy using Bitcoin in the future and this update was released last July 2017.

May I ask what will happen if I try to follow this information? https://support.microsoft.com/en-us/help/13942/microsoft-account-add-money-with-bitcoin

On the r/Bitcoin subreddit, it's all about Microsoft and Bitcoin, as the tech giant seemingly stopped accepting the flagship cryptocurrency, according to various top threads. One points to Microsoft following Steam's footsteps in no longer accepting Bitcoin. The rumor stems from a Bleeping Computer article that claims the software and hardware giant did halt Bitcoin payments.

On top of the thread, an r/Bitcoin admin stickied a post stating various users tried to find the Bitcoin payment option, but were unable to. His comment notes he believes it's "clear that small retail payments don't make economic sense for Bitcoin right now," and that although everything points to the rumor being true, it is still unverified as there was no official statement on Microsoft's end.

Another top thread on Reddit claims Microsoft does still accept Bitcoin payments, and that shills are just trying to fill the subreddit with fear, uncertainty, and doubt (FUD). Per this thread, Microsoft allows users to add a predetermined amount of dollars to their balance using Bitcoin, so the tech giant does indirectly accept the flagship cryptocurrency.

So, which is it? To find out, we at CCN decided to try to make a purchase using Bitcoin. We quickly found out the Bitcoin payment option wasn't there. Refusing to pay with fiat, we contacted customer support.

Does Microsoft still accept Bitcoin?

Chatting with Microsoft's customer support, we were told the company no longer accepts Bitcoin as a payment option. Notably, the company has seemingly decided to stop accepting the cryptocurrency since July 2017.

Give the unsatisfactory answer we were given, we pressed the issue and were connected to a member of the Higher support from Microsoft's Accounts and Billing team. He confirmed Microsoft has stopped accepting Bitcoin due to "multiple issues we are receiving with regards to it." When pressed, he revealed that "there's no other information cascaded to us on why Microsoft stopped accepting Bitcoin as a payment info aside from the problem processing the payments."

Microsoft still has a how-to page on its website explaining how users can top up their accounts with Bitcoin. Asked about this, we were told the process no longer works, as Microsoft stopped accepting Bitcoin.

Given that the company updated its systems to stop accepting the cryptocurrency back in July, when Bitcoin was still at about $2,500, we asked if the move was due to a lack of customer demand. We weren't given a lot of details, but we were told "3 out of 5 customers" were currently having issues with Bitcoin. Microsoft support further revealed that the company has "3 escalations that the redeem Bitcoin is not reflecting on their Microsoft account."

It seems the cryptocurrency community is already making it clear people want to use Bitcoin as a payment method. As for our purchase, we refused to pay with fiat, and asked if this was about the current problems

accepting Bitcoin. As reported by CCN, the software and hardware giant put the breaks on cryptocurrency payments in 2016, Little after the company's move started making headlines, it apologized for what it deemed "inaccurate information," and revealed Bitcoin would still be accepted.

At the time, the how-to detailing the process used to add money to a user's account using Bitcoin was still active, just like it still is now. Given that there was no official announcement so far, some suspect this may all be another flop.

Microsoft originally started accepting Bitcoin via BitPay in December 2014. At the time, the move was met with

The issue that I mentioned is between Microsoft and Bitcoin wherein our system is having trouble getting and processing the payments by using a cryptocurrency. I'd rather be straightforward and be blunt, Richard, this'll gonna be a long shot, because it really depends on Microsoft whether to accept cryptocurrency in the future, or not.

But no worries, I'll make sure to do proper actions here. I'll raise it up to our back-end support for them to be notified that one of our customers contacted with regards on making a purchase by using cryptocurrency.

Bitcoin's network is facing, and if the company will accept Bitcoin or any other cryptocurrency in the future. Here's the answer we got:
Not the first time

It's worth noting this isn't the first time Microsoft stops

much fanfare, as the company joined the ranks of other large companies like Dell, Newegg and TigerDirect in accepting Bitcoin.

Source: CCN

Bitcoin is no longer accepted at gaming store Steam

The rise and rise of Bitcoin might make some people richer, but it's been a headache for companies that accept it.

Steam, the gaming digital distribution service owned by Valve, will no longer take Bitcoin as a form of payment.

In a blog post on Wednesday, Valve explained the decision was made due to the "high fees and volatility" in the value of the cryptocurrency in recent months.

According to the company, transaction fees that were 20 cents when they first enabled the cryptocurrency in April 2016 have skyrocketed to as much as $20.

Bitcoin's network is struggling to keep up with the number of transactions that are being processed, pushing up transaction fees as miners prioritize transactions which pay a higher fee.

Then there's of course the extremely unpredictable value of Bitcoin itself. In case you haven't noticed, it broke the $13,000 barrier on Wednesday, but has seen dramatic drops in value, as we saw last week.

Steam customers who use Bitcoin pay for the cost of the game, as well as the transaction fee charged by the network — but the processing time for the cryptocurrency has created a problem.

"The value of Bitcoin is only guaranteed for a certain period of time so if the transaction doesn't complete within that window of time, then the amount of Bitcoin needed to cover the transaction can change. The amount it can change has been increasing recently to a point where it can be significantly different," the blog post reads.

It means the company has to either refund the original payment to the customer, or ask for more funds to cover the outstanding balance.

Both situations mean the customer is again hit by the Bitcoin transaction fee, and the company said it's seen an increase in users falling into that predicament — resulting in underpayment.

"At this point, it has become untenable to support Bitcoin as a payment option. We may re-evaluate whether Bitcoin makes sense for us and for the Steam community at a later date," the post adds.

Source: Mashable

Partnership section, M&A News
4Q 2017 - 1Q/2018

Ingenico Group reaches an agreement to acquire Paymark, a New Zealand leader in payment processing. Ingenico Group (Euronext: FR0000125346 - ING), the global leader in seamless payment, today announced the signing of an agreement in order to acquire Paymark, a leading New Zealand payment network, for a global consideration of NZD 190 million.

Source: Ingenico

Ride-hailing app Grab acquires mobile payments startup iKaaz. The rich functionality of iKaaz' mobile payments platform and its experienced leadership team will accelerate feature development and partner integration of GrabPay, Grab's payments platform. Already Southeast Asia's #1 ride-hailing platform, Grab is expanding across all markets in Southeast Asia in 2018 with the goal of becoming the region's universal payments platform.

Source: NFC World

Facebook & Confirm.io: Facebook buys biometric ID verification startup Confirm.io

ING & Payvision: ING has spent EUR270 million to acquire a 75% stake in international card acquirer and payments platform Payvision.

9:00

Opening address
COMMON PROGRAM - GENERAL SESSIONS
Moderator: David Birch, Director of Innovation, Consult Hyperion

9:10

Session 1/ Keynotes:

- KEYNOTES by Susan Grossman, EVP, Retail and Commerce solutions, **Mastercard Advisors**
  TBC, **Amazon**

C-Level Club discussion on Merchant Payments Ecosystem in 2020

- Key success factors for Acquirers, Processors and PSP's
- Industry changing to meet the expectatations & requirements to be more relevant for digitally enabled customers
- Perspectives on tomorrow's payments landscape
- PSD2 and GDPR - Set to change the payments industry forever
- Tech giants battle for payments

Osama Bedier, Founder & CEO, **Poynt**
Raymundo Leefmans, CEO & Co-Founder, **Dimebox**
Amy Parsons, SVP, Global Acceptance and CX, **Discover Global Network**
Silvia Mensdorff-Pouilly, General Manager Europe, Processors & Networks, **ACI Worldwide**
Niklaus Santschi, CEO, **BS PAYONE**

10:30 — ## Networking Break

11:30

Session 2/ Keynotes:

- KEYNOTES by Nigel Dean, Marketing Director, **Spire Payments**
  June Felix, President Europe, **Verifone**
  Julian Sawyer, Chief Operating Officer, **Starling Bank**

C-Level Club discussion: Innovative Payment Technologies creating magical moments for customers

- How Innovative payment technologies are impacting your business? How to utilise these technologies to create seamless customer journey?
- Interoperability, API's and Open Platforms, IoT, AI, Machine learning, Data sience and Cloud, VR & AR

Suzan Kereere, Head, Global Merchant Client Group, **VISA**
Seamus Smith, EVP Global Payments & Banking, **Sage** & CEO, **Sage Pay**
Gijs op de Weegh, COO, **Payvision**
Ronnie d'Arienzo, Chief Sales Officer, **PPRO Group**
Richard Harris, SVP International Sales, **Feedzai**

13:00 — ## Lunch

14:00

PAYMENT ECOSYSTEM TRACK	CHECKOUT & CONVERSION TRACK	NEXTGENPOS TRACK	MERCHANT-2-MERCHANT FORUM
Moderator: Ron van Wezel, Senior analyst, Aite Group	Moderator: David Parker, CEO, Polymath Consulting	Moderator: Geoffrey Barraclough, Head of Proposition, EVO Payments International	Moderator: Paul Rodgers, Chairman, Vendorcom

PAYMENT ECOSYSTEM TRACK

Session 3: Acquiring in a consolidated market

- Business strategies - Acquiring, Processing and PSP's
- PSP's expanding into acquirer services
- Local vs. Cross border
- Centralised acquiring & pre-acquiring, retailer centralized payment platforms
- Pan EU acquiring - Business rules changes
- PSD2, XS2A as accelerator for European acquiring business
- CMA, APIs & PSD2: The knowns and the unknowns

Sebastien Slim, Head of Marketing and Innovation, HPS
Roger Niederer, Managing Director, SIX Payment Services
Gijsbert van der Poel, Head of Card Acquiring, Raiffeisen Bank International
Marie Costers, General Manager, Open Test Solutions, FIS
Andreas Melan, Head of IKEA Group Payments, IKEA Group

CHECKOUT & CONVERSION TRACK

Session 3: E&M commerce trends driving innovation

- E-commerce & M-commerce payments changing industries in the world are constantly in a state of flux. But what drives this surge of innovation in the market? How do we continue to be innovative in the future?
- Technology driving e-commerce and m-commerce boom - IoT, AI, Data Sience, Machine lerning
- Mobile & APPs, Social messaging and payments, Chatbots, one-click payments, contextual & voice commerce, in-app payments

James Butland, Head of Payments EU, Airwallex
Ivan Glazachev, CEO, Yandex.Money
Dagmara Kowatzky, Vice President Business Development Europe, Mastercard Payment Gateway Services
Urs Gubser, Head eCommerce Strategy & Projects, SIX Payment Services
Matti Rusila, Development Manager, OP Financial Group/Pivo Wallet

NEXTGENPOS TRACK

Session 3: The Omnichannel Recipe

- Multiple payment acceptance & omnichannel
- Integrated Cross-Channel Payments Infrastructure
- POS-As-A-Service
- Omnichannel - EASIER, FASTER & MOBILE retailing
- Omnichannel vs. blended commere

Ralf Gladis, CEO, Computop
Fabian Mansfeld, Senior Director, Sixt SE
Craig Borrett, Head of Product Management, 3C Payment
Dimitri Gugunava, VP Banking & Acquiring, SumUp
Bart Willems, Director, EMEA Region, Discover Global Network
Quintin Stephen, Principal Product Manager, ACI Worldwide

MERCHANT-2-MERCHANT FORUM

M2M FORUM 1: PAYtech

- Trending technologies dominating changing consumer behaviour
- Customer Retention vs Payment processes (Customer journey, Loyalty, Facilitating CX processes in / retailer case studies)

Paul Rodgers, Chairman, Vendorcom
Tomasz Pieta, Senior UX Designer, Booking.com
Etienne Martin, Product Manager, Lyst
Pascal Volz, Managing Director of fischerAppelt, performance, fischerAppelt

15:30 — **Networking Break**

16:30

Session 4: State of the industry - Consolidation, Mergers & Acquisitions

- Acquiring 2.0: Build or Buy?
- The wave of consolidations/takeovers in acquiring
- Post-acquisition challenges and Integrated Partner Management
- The economics of acquiring

Kai-Christian Claus, Partner & Managing Director, EY Innovalue
Edward Strycharczuk, General Manager, Evo Payments International Czech Republic & Poland
Andrea Dunlop, CEO Acquiring & Card Solutions, Paysafe Group

SPECIAL PANEL : Challenges of bringing talent across sectors
Exploring the real shift in how the FinTech/Payment sector is approaching talent and building a culture that enables innovation.
Axelle Sznajer, Partner, Head of FinTech Europe, Egon Zehnder
Rogier Rouppe van der Voort, Commercial Director, Payments & Cards Network
Camile Laupman, Partner, PaymentGenes
Neill Butcher, CEO & Founder, Headcount

Session 4: Marketplaces - business opportunities

- Business models which can have a significant impact on the operation, relationships and compliance implications for the marketplace
- Key issues in seller onboarding
- How does PSD2 impact marketplaces?
- Challenges connected with optimising buyer payments at checkout
- Delivering fast and convenient pay-outs
- How can marketplaces address payment split and payment flow management
- Challenges marketplaces face in proactive fraud management

John Snoek, VP Product, Acapture
Faheem Bakshi, Head of Payments, Kinguin
Theodore Hettich, Chiel Sales Officer, Fruugo

Session 4: Creating magical experiences for customer

- Changing shopping behavior and the demand for new shopping experiences
- Virtual and Augmented Reality creating more magical experiences for customer
- The use IoT - How to take advantage of IoT's ransformative potential in retail, what impact will it have on CX?
- Finding the balance between technology and CX
- Future stores check-in vs. check-out experience

Nicholas Armstrong Dryden, CEO, Sthaler
Adrian Gregory Lui, Strategic Partner Manager, Google
Daniel Nicolescu, Managing Partner & Co-Founder, SymphoPay
Michael Lovelock,Senior Manager, Merchant Acceptance, Discover Global Network

M2M FORUM 2: Fraud & Security

- Data driven fraud strategy maximising conversions
- The use of machine learning in fighting fraud
- Chargeback reduction: implementing changes and measuring the impacts
- Anonymous Payments: Knowing your Unknown Customers

Brian Wilson, Fraud Team Lead, Riot Games

18:00 — **Closing address**

18:10 — **Networking reception**

Enjoy the reception and experience MPE exclusive networking that gives you the opportunity to meet new partners and share your ideas with other attendees.

All participants are cordially invited

8:50

PAYMENT ECOSYSTEM TRACK
Moderator: Ghela Boskovich, Head of Fintech & Regtech, Startupbootcamp

Session 1: Instant, mobile & alternative payment acceptance
- Instant and mobile payments commercial opportunities
- SEPA Instant Payments
- Mobile as a Platform: Business Models
- Flavours of Open Platforms and APIs for
- instant payments
- Instant vs. NFC
- Instant payments: What does it mean for compliance?

Dag-Inge Flatraaker, Chairman of the Mobile Channel Working Group & member of the Executive Board, European Payments Council
Max Geerling, Executive Adviser e-Payments, Dutch Payments Association
Jean Philippe Joliveau, Product Manager, SIA
Dean Wallace, Solution Practice Lead, Immediate Payments, ACI Worldwide

CHECKOUT & CONVERSION TRACK
Moderator: Kebbie Sebastian, Managing Director, Penser

Session 1: New approaches in fraud detection & prevention
- Security roadmap for next generation of payments
- Optimization: CX, conversion and fraud
- Fraud pattern recognition using artificial intelligence & machine learning
- Lying to Sell – How deceptive marketing impacts your portfolio
- New SCA requirements under PSD2

Jeremy King, International Director, PCI Security Standards
Dirk Mayer, Senior Consultant Fraud Prevention, Risk Ident
Christian Chmiel, CEO, Web Shield
Martin Sweeney,CEO, Ravelin
James O'Toole, Co-Founder & CEO, ID-Pal

NEXTGENPOS TRACK
Moderator: Eric de Putter, Managing Partner, Payment Redesign Limited

Session 1: Cloud, Smart & Next generation POS
- Ulitlising Cloud for Next generation POS
- Android and iOS platform / PIN ON GLASS
- The move from traditional terminal to tablets (SW and HW)
- APPs changing the mPOS ecosystem / Powerfull open platforms cabable of running third party APPs

Eric de Putter, Managing Partner, Payment Redesign Limited
Nigel Dean, Marketing Director, Spire Payments
Mathias Plank, Founder & CEO, KACHING
Michal Prazny, Director, Payment Solutions, AEVI
Prashant Sharma, Global lead for Point of Sale (POS) and Point of Interaction (POI), Mastercard

FESTIVAL OF ONLINE PAYMENTS
Moderator: Mélisande Mual, Managing Director, Publisher, The Paypers

Session 1: International Merchants/PART A
- Merchants representatives providing an overview of most popular online payment methods for different online merchant categories; key drivers of customer and merchant adoption
- Number and volume of transactions, user base, cost of acceptance, user experience, fraud, risk, security challenges
- Fashion, Airline, Travel, International Retail, Entertainment, Online travel agencies, Marketplaces

Benjamin Pannier, MD, VP Payments, Zalando SE
Konstantin Surkov, Global Payments - MEA & CEE, Netflix
Orcun Akca, CEO, enaviga
Felix Koehler ,Business Development Manager, Google

10:20 — Networking Break

11:10

Session 2: The FinTech revolution
- The state of flux: Fintech landscape
- Collaboration & partnership: FinTech, RegTech
- Entrepreneurship and Investing
- Opportunities and challenges for FinTech startups
- Partnership with FinTechs, Talent management: Digital and cultural changes as an innovation driver for traditional payment providers

Ghela Boskovich, Head of Fintech & Regtech Partnerships, Startupbootcamp FinTech
Aurimas Bakas, Co-founder, WoraPay
Don Ginsel, Founder & CEO, Holland Fintech
Eliad Saporta, Managing Director, Coriunder
Steve Emecz, CCO, AI Collect

Session 2: Cross-border e-commerce expansion
- Best practice approaches to creating a holistic plan to overcome legal and regulatory fragmentation in a global market
- Operational models and cross-border payments optimisation
- Interoperability, API's,Open Platform, PSD2

Ronnie d'Arienzo, Chief Sales Officer, PPRO Group
Ryan O'Kane, Director, eCommerce Product Strategy, Global Payments
Felix Huber, Head of Northern Europe, Stripe
Christophe Bourbier, Chairman & Co-founder, Limonetik

Session 2: AI & Machine learning in practice
- Using machine learning and artificial intelligence to drive sales & make accurate, compliant decisions.
- AI-powered personalised approach
- Limitless applications of ML in retail: Product pricing optimisation, sales and customer service forecasting, precise ad targeting, website content customisation, prospect segmentation
- Combining AI & ML with virtual reality, apps like coupon aggregators and deal finders with real human expertise to benefit both retailer and customer

Richard Harris, SVP International Sales, Feedzai
Ergi Sener, CEO, Bonbon Technology
Jane Jee, CEO, Kompli-Global Limited

Session 2: International Merchants/PARTB
- Solution provider point-of-view on most popular online payment methods for different online merchant categories; key drivers of customer and merchant adoption
- Number and volume of transactions, user base, cost of acceptance, user experience, fraud, risk, security challenges
- Instant payments, carrier billing, schemes and more....

Martin Koppel, CEO & Co-Founder, Fortumo
Piotr Kurczewski, CEO, DialCom24
Silvia Rodriguez, Head of Europe, Europe CFO, SafetyPay
Adam Bowman, Director of Partner Sales, Trustly

12:30 — Lunch

COMMON PROGRAM - GENERAL SESSIONS
Moderator: Neira Jones FBCS, MSc, Advisory Board, Emerging Payments Association

13:20

INNOVATION CORNER COMPETITION
A selection of 5 innovative start-ups will compete in dragon's den style competition showcasing ground-breaking ideas improving merchant payments. Winner of the MPE innovation award will be announced at the prestigious MPE Awards and proclaimed "Best Start-up Innovation".

14:20

Session 3/ Keynotes:
- KEYNOTES by **Marqeta, CyberSource and more**, speakers to be annouced soon...

Jason Gardner, Founder, CEO, **Marqeta, Inc.**

15:20 — Networking Break

15:20 | **Networking Break**

16:20

Session 4: Regulations in 2018

- RegTech Landscape: Regulations, Risk & Compliance
- PSD2: What to expect in 2018? How to negotiate the 'fuzzy zone' between PSD2 coming into force and the regulatory technical standards?
- PSD2: impact on CX
- The importance of consumer behaviour in the success of PSD2
- How PSPs are preparing for PSD2, TPP opportunities for PSPs & their roles
- Post interchange regulatory period - the state of centralised acquiring
- Interchange fee caps unintended consequences
- Fintechs and Regtechs: Risks, rewards
- How to be AML and GDPR compliant?

Iddo De Jong, Senior Expert, **European Central Bank**
Andrea Dunlop, CEO Acquiring & Card Solutions, **Paysafe Group**
Carolyn Sweeney, Director of Business Development, **The Chargeback Company**
Axel Schaefer, Advisor - Payments, **IKEA Group**

20:00 | # MPE Awards Ceremony & Gala Dinner

All participants are cordially invited!

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8:55

PAYMENT ECOSYSTEM TRACK
Moderator:
Gary Munro, Principal Consultant, Consult Hyperion

Session 1: Digital Shopping Journey and Loyalty

- Eliminating the friction in the consumer journey
- Encouraging shopper loyalty through payment experience; Digital loyalty on the rise
- Areas of friction that need to be addressed to improve the customer journey and decrease shopping cart abandonment rates

Michael Rouse, Chief Commercial Officer, Klarna
Krzysztof Klimczak, Co-Founder & CEO, ZenCard
Miguel Mateus, Co-founder & Co-CEO, Izicap

CHECKOUT & CONVERSION TRACK
Moderator:
Ashok Misra, Business Program Manager, Microsoft

Session 1: New approaches in fraud detection & prevention...continued

- Biometrics & IoT for fraud prevention
- Fraud trends in merchant payments: Account takeover, Chargeback mitigation strategies
- Friendly fraud, Global vs. local fraud,
- Mobile and mCommerce fraud
- Customer authentication & verification: 3D Secure 2.0, two/multi-factor & risk based authentication

Ekaterina Safonova, Director for Partnerships and Training , Technical advisor, Cybertonica
Kate Owen, VP, Northern Europe, Digital Element
Keith Briscoe, Chief Marketing Officer, Ethoca
Mike Yeardley, Senior Director, Product Strategy, Threatmetrix

NEXTGENPOS TRACK
Moderator:
Janusz Diemko, CEO, Polskie ePłatności

Session 1: Mobile wallets & NFC

- P2P wallets: WeChat Pay, Alipay, PayTM - Lessons learned from Asia
- Digital Wallet Landscape: The race of Apple Pay, Samsung Pay and Android Pay
- New wave of NFC: Impact of tap-n-pay technology on spending habits and retilers
- NRFC tag reading: Apple joins the NFC party
- Wearables
- Retailer branded wallets, Apps, in-app & invisible payments

Ulf Geismar, Director, Edgar, Dunn & Company
Michael Rolph, CPO & Co-founder, Yoyo Wallet
Jason Oxman, CEO, Electronic Transactions Association
Andrey Makarov, Director Financial Services Marketing Department, MTS Group

10:30 — **Networking Break**

11:30

Session 2: Payments industry in times of major regulation implementations

- European acquiring & payments channel strategy and eCommerce
- CMA, APIs & PSD2: The knowns and the unknowns
- New solutions and ideas created on behalf of PSD2

Wei Zhihong International Market Director and General Manager of Europe Branch, UnionPay International
Nathan SooHoo, Corporate Development & Strategic Partnerships, Trulioo
Sascha Kruesi, Co-Founder, customweb ltd.

Session 2: Blockchain and Cryptocurrencies

- Distributed ledgers: From proof-of-concept to real-world adoption
- The role of open source software in blockchain
- Cryptocurrencies and Tokens - tha value concept and use cases

Meinhard Benn, Founder, SatoshiPay

Session 2: mPOS and PayFacs

- mPOS: Implications and Opportunities for mPOS Providers and Merchants
- Monetizing mPOS: mPOS as a Service, Data, VAS and beyond
- The future of PayFacs (Payment Facilitators) and their impact on the merchant services business.
- Country/region specific challenges

12:50 — **Lunch**

13:50

COMMON PROGRAM - CLOSING SESSIONS
- Conference outcomes - Strategic discussions

15:00 — # End of MPE 2018

David Birch

Director of Innovation
Consult Hyperion

Geoffrey Barraclough

Head of Proposition
EVO Payments International

Neira Jones

FBCS, MSc, Advisory Board
Emerging Payments Association

Seamus Smith

CEO
Sagepay

Jason Gardner

Founder, CEO
Marqeta, Inc.

Zsombor Imre

CEO, Founder
Invendor

Andreas Melan

Head of IKEA Group Payments
IKEA Group

Ron van Wezel

Senior analyst
Aite Group

Ghela Boskovich

Head of Fintech & Regtech Partnerships
Startupbootcamp FinTech

Gijsbert van der Poel

Head of Card Acquiring
Raiffeisen Bank International

Axel Schaefer

Advisor - Payments
IKEA Group

Max Geerling

Executive Adviser e-Payments
Dutch Payments Association

Eric de Putter

Managing Partner
Payment Redesign Limited

Brian Wilson

Fraud Team Lead
Riot Games

Dimitri Gugunava

VP Banking & Acquiring
SumUp

Janusz Diemko

Member of the Supervisory Board
Polskie ePłatności

Christian Chmiel

CEO
Web Shield

Edward Strycharczuk

General Manager
Evo Payments International Czech Republic & Poland

John Basquill

Editor
PaymentsCompliance

Ronnie d'Arienzo

Chief Sales Officer
PPRO Group

Mélisande Mual

Managing Director, Publisher
The Paypers

Jason Oxman

CEO
Electronic Transactions Association

James Butland

Head of Payments EU
Airwallex

Mathias Plank

Founder & CEO
KACHING

Nigel Dean

Marketing Director
Spire Payments

David Parker

CEO
Polymath Consulting

Raymundo Leefmans

CEO & Co-Founder
Dimebox

Axelle Sznajer

Partner, Head of FinTech Europe
Egon Zehnder

Camile Laupman

Partner
PaymentGenes

Michael Rolph

CPO & Co-founder
Yoyo Wallet

Craig Borrett

Product Director
3C Payment

Martin Sweeney

CEO
Ravelin

Martin Koppel

CPO & Co-founder
Fortumo

June Felix

President Europe
Verifone

Suzan Kereere

Head, Global Merchant
Client Group
VISA

Kebbie Sebastian

Managing Director
Penser

Ashok Misra

Business Program
Manager
Microsoft

Ulf Geismar

Director
Edgar, Dunn & Company

Michael Rouse

Chief Commercial Officer
Klarna

Silvia Rodriguez

Head of Europe,
Europe CFO
SafetyPay

Roger Niederer

Managing Director
SIX Payment Services

John Snoek

VP Product
Acapture

Ivan Glazachev

CEO
Yandex.Money

Jeremy King

International Director
PCI Security Standards

Osama Bedier

Founder & CEO
Poynt

Sebastien Slim

Head of Marketing and
Innovation
HPS

Rogier Rouppe van der Voort

Commercial Director
**Payments & Cards
Network**

Nathan SooHoo

Corporate Development &
Strategic Partnerships
Trulioo

Dag-Inge Flatraaker

Chairman of the Mobile
Channel Working Group &
member of the Executive Board
European Payments Council

Andrea Dunlop

CEO,Acquiring
& Card Solutions
Paysafe Group

Paul Rodgers

Chairman
Vendorcom

James O'Toole

Co-Founder & CEO
ID-Pal

Faheem Bakshi

Head of Payments
Kinguin

Benjamin Pannier

MD, VP Payments
Zalando SE

Carolyn Sweeney

Director of Business
Development
**The Chargeback
Company**

Daniel Nicolescu

Managing Partner &
Co-Founder
SymphoPay

Dirk Mayer

Senior Consultant
Fraud Prevention
Risk Ident

Orcun Arka

CEO
enaviga

Jane Jee

CEO
**Kompli-Global
Limited**

Nicholas Armstrong Dryden

CEO
Sthaler

Don Ginsel

Founder & CEO
Holland Fintech

Julian Sawyer

Chief Operating Officer
Starling Bank

Etienne Martin

Product Manager
Lyst

Krzysztof Klimczak

Co-Founder & CEO
ZenCard

Iddo De Jong

Senior Expert
European Central Bank

Aurimas Bakas

Co-founder
WoraPay

Eliad Saporta

Managing Director
Coriunder

Ekaterina Safonova

Director for Partnerships
and Training , Technical
advisor
Cybertonica

Tomasz Pieta

Senior UX Designer
Booking.com

Gary Munro

Principal Consultant
Consult Hyperion

Ralf Gladis

Founder & CEO
Computop

Richard Harris

SVP International Sales
Feedzai

Kai-Christian Claus

Partner & Managing
Director
EY Innvoalue

Urs Gubser

Head eCommerce
Strategy & Projects
SIX Payment Services

Gijs op de Weegh

COO
Payvision

Jean Philippe Joliveau

Product Manager
SIA

Theodore Hettich

Chief Sales Officer
Fruugo

Pascal Volz

Vice President
E-Commerce
airberlin

Meinhard Benn

Founder
SatoshiPay

Michal Prazny

Director, Payment
Solutions
AEVI

Konstantin Surkov

Global Payments -
MEA & CEE
Netflix

Dagmara Kowatzky

Vice President Business
Development Europe
**Mastercard Payment
Gateway Services**

Prashant Sharma

Global lead for Point of
Sale (POS) and Point of
Interaction (POI)
Mastercard

Christophe Bourbier

Chairman & Co-founder
Limonetik

Amy Parsons

SVP, Global Acceptance
and CX
Discover Global Network

Bart Willems

Director, EMEA Region
**Discover Global
Network**

Andrey Makarov

Director Financial
Services Marketing
Department
MTS Group

Michael Lovelock

Senior Manager, Discover
Merchant Acceptance
Discover Global Network

Markus Hövekamp

VP, General Manager
Verifone Germany
Verifone

Neill Butcher

CEO & Founder
Headcount

Felix Huber

Head of Northern Europe
Stripe

Quintin Stephen

Principal Product
Manager
ACI Worldwide

Wei Zhihong

Head of Europe
UnionPay

Matti Rusila

Development Manager
OP Financial Group

Dean Wallace

Solution Practice Lead,
Immediate Payments
ACI Worldwide

Niklaus Santschi

CEO
BS PAYONE

Steve Emecz

CCO
AI Collect

Kate Owen

VP, Northern Europe
Digital Element

Marie Costers

General Manager, Open
Test Solutions
FIS

Miguel Mateus

Co-founder & Co-CEO,
Izicap

Silvia Mensdorff-Pouilly

General Manager Europe
Processors & Networks
ACI Worldwide

Adam Bowman

Director, Partner Sales
Trustly

Ryan O'Kane

Director, eCommerce
Product Strategy
Global Payments

Ergi Sener

CEO
Bonbon Technology

Keith Briscoe

Chief Marketing Officer
Ethoca

Susan Grossman

EVP, Retail and
Commerce Solutions
Mastercard Advisors

Adrian Gregory Lui

Strategic Partner
Manager
Google

Felix Koehler

Business Development
Manager
Google

Fabian Mansfeld

Senior Director
Sixt SE

Sascha Kruesi

Co-Founder
customweb ltd.

Mike Yeardley

Senior Director, Product
Strategy
Threatmetrix

TBC
CyberSource

TBC
Amazon

Who will win YOUR VOTE!?

yoyo™

Verifone®

Payza™

Paysafe

PayMate

KINGUIN

KACHING

HPS
ENABLING INNOVATIVE PAYMENTS

ecommpay

Dimebox

asia pay®

allpago
accept payments in Latin America

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GLOBAL NETWORK

THE PAYPERS

mpe

VOTE ONLINE & WIN

This is your chance to cast your VOTE & WIN your free ticket to attend the MPE2018!

"MPE Influencer of the Year" Award will go to the most influential payment provider for the significant contribution to the growth and development of the merchant payments industry during the last year.

See you in Berlin at MPE 2018, February 20 - 22

[WEBINAR] Latin America: Successful payment & e-commerce strategies

Sponsored by:

Are you considering entering e-commerce in Latin America? What do you need to know when considering expansion into this region?

Latin America is today one of the world's most economically and culturally diverse regions. The region's e-commerce market was worth $37.4 billion and it is also an increasingly competitive market for alternative payment methods such as e-wallets. Currently accounting for 6% of the payment market, but expected to increase in the near future.

With mobile and fixed-line penetration rates growing rapidly and a booming e-commerce market, Latin America is a lucrative and fast maturing, with opportunities for online shopping vendors that can find a way to reach their target audience effectively, particularly with a mobile optimised e-commerce experience.

See recordings

This webinar will look at the state of e-commerce in the region. Concentrating on six key markets which together account for more than 95% of Latin American e-commerce turnover, it will give you the insights you need to understand this fast-developing online market
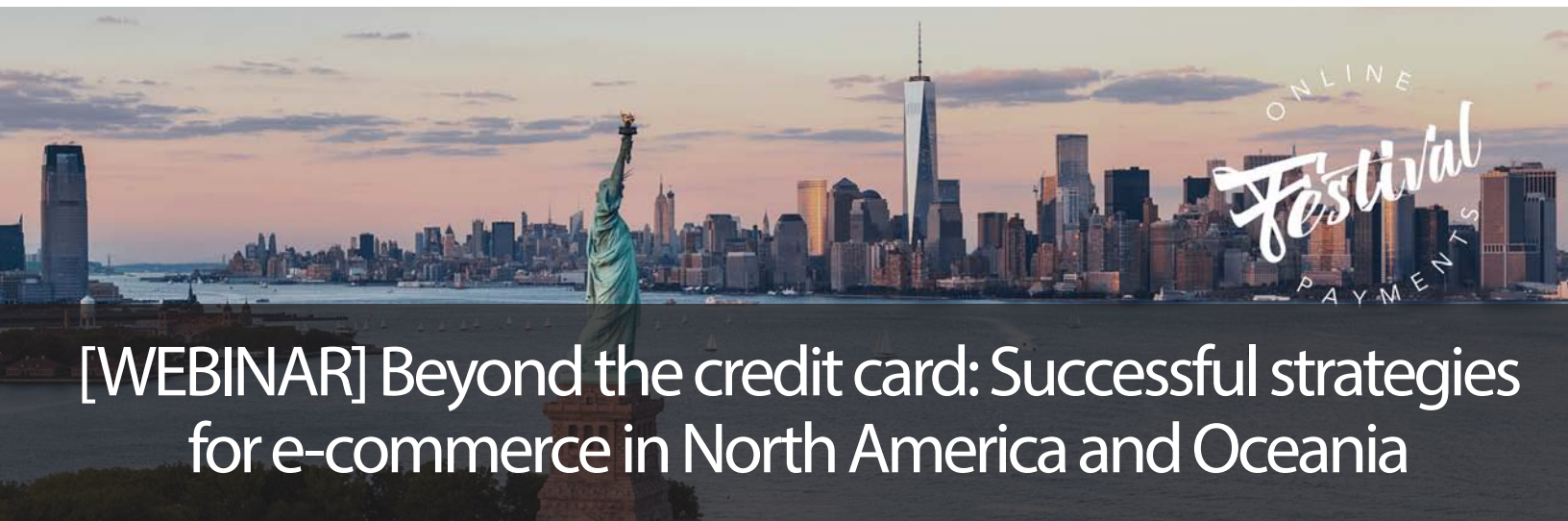
Speakers & Panelists

Mark Beresford (Moderator)
Director
Edgar, Dunn & Company

Richard Harrison (Presenter & Panelist)
Partner Development Manager,
PPRO Group

Jens Bader (Presenter & Panelist)
Co-Founder
MIR Limited

[WEBINAR] Beyond the credit card: Successful strategies for e-commerce in North America and Oceania

Sponsored by:

the payment professionals

See recordings

North America's e-commerce market is worth $562bn a year – 2.6% of the GDP – making it the second largest in the world. The most common way of paying for online transactions is still credit card. However, almost 20% of Americans now use e-wallets and market statistics indicate a growing acceptance of alternative payment methods (APMs). The North American market is highly complex as well as highly competitive. In order to break into it, PSPs and merchants need to understand local market dynamics, consumer preferences and payment culture.

Oceania is an area rich in opportunities for e-commerce providers. The webinar will take a look at some unique e-commerce payment challenges in Oceania – mainly connected with distance and sparse populations. The speakers will focus on Australia and New Zealand, the two largest markets in the region. Covering their payment cultures, infrastructure and other crucial details that you'll need to know about if you're expanding into these countries.

Speakers & Panelists

Melisande Mual (Moderator)
Managing Director, Publisher
The Paypers

Tristan Chiappini (Presenter & Panelist)
Head of Account Management, Payment Services,
PPRO Group

Neeraj Gupta (Presenter & Panelist)
Leader, Product Management
Vantiv

[WEBINAR] Successful strategies for e-commerce and online payment acceptance in Asia

Sponsored by:

E-commerce in Asia is flourishing – with $770 billion in online transactions annually and the highest e-commerce sales of any region, Asia is leading the world. And over the next 5 years, Asian e-commerce will be the main growth area for online retail.

To succeed in Asian markets, e-commerce providers need to understand local cultures, market conditions, and payment preferences.

In this webinar, in just 60 minutes, experts in e-commerce and the Asian markets will present strategies for successful online payment acceptance for companies who want to expand their e-commerce business into Asia.

See recordings

Speakers & Panelists

Volker Schloenvoigt (Moderator)
Director
Edgar, Dunn & Company

Tristan Chiappini (Presenter & Panelist)
Head of Account Management, Payment Services,
PPRO Group

Ralf Gladis (Presenter & Panelist)
Founder & CEO
Computop

[WEBINAR] E-commerce trends in Eastern Europe

Sponsored by:

PPRO — the payment professionals

With 47.2 bn USD in transactions annually, Eastern Europe is the fourth largest e-commerce market in the world, trailing Asia-Pacific, North America and Western Europe by a significant margin.

In contrast to more developed markets, where e-commerce growth has slowed, the relatively young e-commerce market in this region offers significant opportunities for growth.

Eastern European market experts from PPRO and Coinbase will focus in this webinar on 5 key e-commerce markets: Czech Republic, Hungary, Poland, Russia and Lithuania.

See recordings

Speakers & Panelists

Mark Beresford (Moderator)
Director
Edgar, Dunn & Company

Richard Harrison (Presenter & Panelist)
Partner Development Manager,
PPRO Group
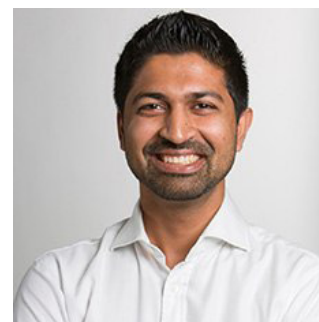
Zeeshan Feroz (Presenter & Panelist)
CEO
Coinbase

[WEBINAR] E-commerce trends in Middle East and Africa

Sponsored by:

See recordings

Are you considering entering e-commerce in Middle East and Africa? What you should know before you jumping into payment acceptance in the region?

The Middle East with its $15.6 billion e-commerce market is the smallest of all the global regional markets. However, with a dynamic, young population, one of the highest global per capita Internet and mobile penetration levels and the recent acquisition of Souq.com (e-commerce local leader) by Amazon, the region presents a tempting prospect for many e-commerce players in next 5 years.

Over 1 billion potential African customers, growing middle class and shift towards online trade, pave the wave for African and cross border e-commerce. McKinsey projected that e-commerce will be worth $75 billion in Africa's leading economies by 2025.

Speakers & Panelists

Alex Rolfe (Moderator)
Managing Director
PaymentsCM

Richard Harrison (Presenter & Panelist)
Partner Development Manager,
PPRO Group

Andy Veitch (Presenter & Panelist)
Associate
Accourt

[WEBINAR] Western Europe: Successful payment & e-commerce strategies

Sponsored by:

See recordings

Western Europe is one of the world's most prosperous regions and one of its most lucrative e-commerce markets. From Portugal in the South to Norway in the North, market conditions, payment preferences, and local challenges vary widely. But all of the markets covered in this report offer rich rewards to any company that has something to sell which Western Europeans want to buy. Richard Harrison from PPRO will dive into some obvious and less obvious Western European countries, individual payment methods and payment preferences and will also look into e-commerce growth rates, stats and figures.

The roll-out of PSD2 brings in new opportunities for digital payments. One area is receivables. The volume of overdue payments in Western Europe has grown steadily in the last decade to trillions of Euros, but few organisations are investing enough in innovating their processes. Advancements in technology and changes in consumer behaviour have created a need for frictionless payments. Steve Emecz from collectAI will demonstrate ways to get there in his webinar part of "PSD2 and how digitisation in receivables enables frictionless payments."

Speakers & Panelists

Mark Beresford
(Moderator)
Director
Edgar, Dunn & Company

Richard Harrison
(Presenter & Panelist)
Partner Development Manager,
PPRO Group

Steve Emecz
(Presenter & Panelist)
CCO
collectAI

Ralf Ohlhausen
(Panelist)
Business Development Director
PPRO Group

Merchant Payments Ecosystem 2018

www.merchantpaymentsecosystem.com
February 20-22, Berlin

MPE is the ONLY European event focused on merchant payment acceptance. 11th edition of conference and exhibition covers every aspect of card acquiring, alternative payments and payment technology online, mobile and in-store. MPE connects: merchants with acquirers, PSPs, payment processors, schemes, regulators, gateways, POS HW/SW solution providers and innovative FinTechs. 1000+ attendees, including 300+ CEOs and 300+ FinTech participants from 40 countries. The high quality program and exhibition features 150+ speakers, over 70 sponsors and exhibition.

Download the agenda & register

Future of Payments Conference

1st February 2018

More info

Future of Payments Conference

28th June 2018

More info

Future of Payments Conference

11th October 2018

More info

Global Map of mPOS Providers

The most comprehensive industry overview of mPOS providers. The interactive map monitors the increasing complexity of mPOS ecosystem listing players coming in from different sectors around the Globe.

www.merchantpaymentsecosystem.com

2010 — **Jan**

Square

Provider to merchants: ✓
(Core Service & Wallet)

Vendor to providers: ✗

Accepted Card Brands: VISA, MC, AMEX, DISCOVER

Countries Serving:
United States, Canada, Australia, Japan

Product Names: Square Register
Connection Type: Audio jack card reader
Features: Free secure card reader available after sign up, secure encryption, easy setup, free Square Register app, no setup fees or long-term contracts, funds from swiped payments are deposited directly into bank account within 1-2 business days, includes checkout customization, management tools, data analytics
Verification Method: Signature
Compatibility: iOS, Android

Website: www.squareup.com

2010 — **Mar**

Lightspeed

Provider to merchants: ✓
(Core & Front Office & Back Office & Open API)

Vendor to providers: ✗

Accepted Card Brands: VISA, AMEX, DISCOVER, MC, JCB

Countries Serving:
United States, Australia

Product Name: LightSpeed Mobile
Connection Type: Mobile payments sled, serial port & audio jack card readers
Features: Create new invoices, perform inventory lookups, add or create a customer, scan products with linea-pro hardware, process credit card payments, accept signatures on-screen, email receipts. LightSpeed is the complete retail solution
Verification Method: Signature
Compatibility: iOS

Website: www.lightspeed.com

2010 — **Apr**

Shopkeep

Provider to merchants: ✓

Product Name: Shopkeep