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Debit Optimization

How PINless changes the game for online channels

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Key Takeaways



Level-set on timelines and wider industry challenges



Where is PINless enablement today?

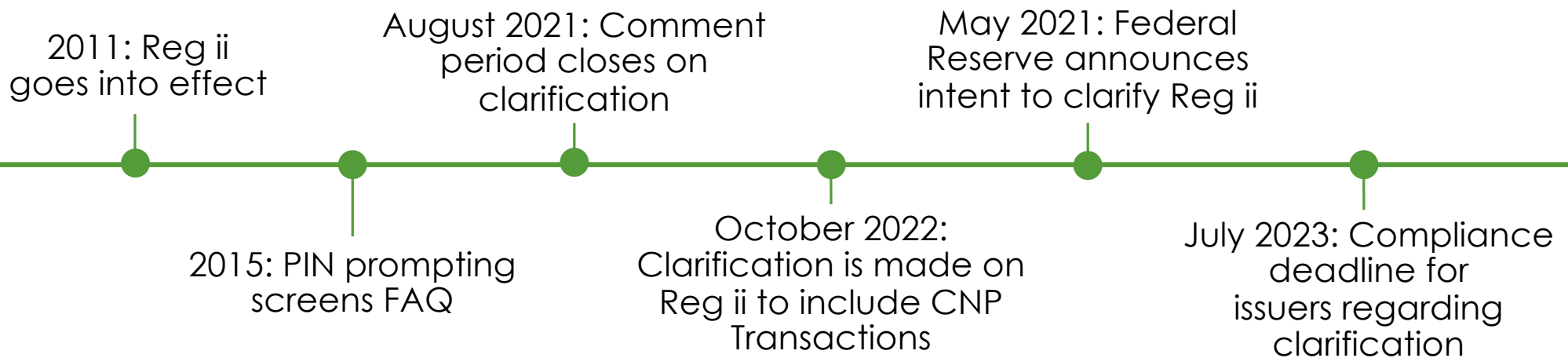


What are the use cases of PINless in CP and CNP?



Challenges ahead

Reg II Timelines and Advocacy



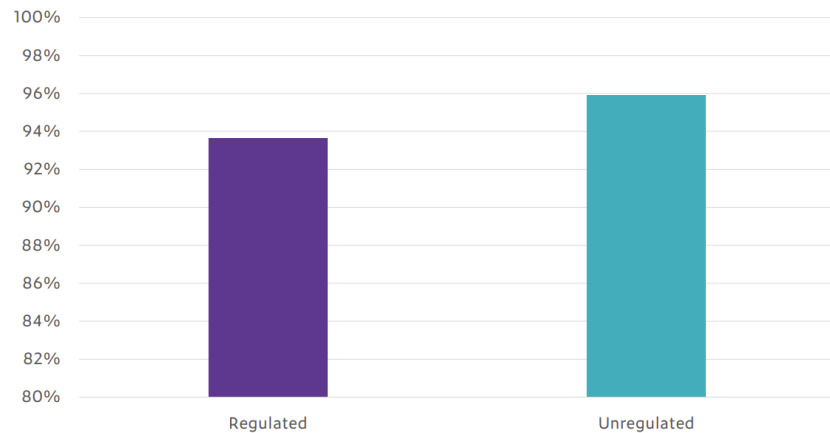
How did we get here?

- A unified and educated merchant voice
- Work with trades to inform regulators
- Persistent dialogue around merchant issues

Where is PINless enablement today?

Since October, CMSPI's observed a significant increase in the availability of PINless networks. As of June, regulated issuers had enabled 94% of CNP transactions for PINless, while unregulated issuers enabled 96%

CNP Enablement



How to take advantage of the PINless opportunity?

- Identify eligible BINs
- Utilize optimization engine
- Monitor and test performance

Use Cases of CP and CNP PINless

What is PINless?

Typically a transaction utilizing the Common Debit AID without PIN authentication

Savings represent an average 4 cents per CNP transaction and 2 cents per CP transaction

Contact PINless (in-store)

- Messaging: Single*
- Authentication: Sig/no-CVM
- Channel: Card-present
- Card Features:
 - PINless enabled
 - No PIN block

Contactless PINless (in-store)

- Messaging: Single*
- Authentication: Sig/no-CVM
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- Card Features:
 - PINless enabled
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ecommerce PINless (online)

- Messaging: Single*
- Authentication: No CVM**
- Channel: Card-not-present
- Card Features:
 - PINless enabled
 - No PIN block

Mobile PINless (online)

- Messaging: Single*
- Authentication: Biometric
- Channel: Card-not-present
- Card Features:
 - PINless enabled
 - No PIN block
 - Card credentials are network tokenized

Challenges and Opportunities Ahead



Global network
exclusivity and
badging changes



Network
tokenization



Fee
Increases



Market
Innovations



Mutability of
regulatory decisioning

Summary & Key Takeaways

1

CNP PINless enablement has reached 94% as of July, meaning \$2.8bn available in savings

2

PINless is a win for online merchants by creating competition in the online environment

3

The fight is not over so continue to make your voice heard

Thank you



- Don't forget to submit your session evaluation!
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