A fast, friendly and convenient consumer journey

1. Capture card data
2. Authenticate yourself, accept T&Cs, and the card is ready!
3. Enter OTP

GEMALTO, YOUR TRUSTED PARTNER FOR DIGITAL PAYMENT

Leverage Gemalto’s leadership and strong partnerships to make digital cards a success

A fast, friendly and convenient implementation with Gemalto TSH (Trusted Service Hub)

HOW DOES IT WORK BEHIND THE SCENES?

WHAT IS YOUR DIGITAL STRATEGY?

Digitalize your card in a mobile app

HOW DOES IT WORK FOR THE CONSUMER?

Digitalize your card in a mobile app

End-to-end offer with mPURE & TSH in the cloud

独立的支付解决方案

GEMALTO PURE

Mobile

GEMALTO PURE is available for any kind of wallet, both OEM Pay and issuer branded applications.

No need to upgrade
Issuer payment authorization host

From token – unique digital identifier – to cardholder information

End-to-end offer with mPURE & TSH in the cloud

Independent tokenization offer

Certified by independent laboratories

Gemalto supports all main private label technologies used by retailers and transporters

A global player with a strong track record

A dedicated team of payment consultants to support our customers

The impact of your private label cards

69% of brand loyalty is based on brand recognition**

The number of smartphones used for contactless payments by 2021*

The impact of your private label cards

948,4 million

The number of smartphones used for contactless payments by 2021*

Increased by going digital

Your branded plastic card can be digitalized and kept safely in a mobile wallet.

Your card can be used in your own branded application that functions as a wallet, or enrolled in a manufacturer wallet like OEM Pay.

Payment and loyalty get secure, faster and more intuitive.

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Pure is a white label payment application designed for issuers who want the benefits of an independent payment solution, based on EMV standards.

Mobile Pure is available for any kind of wallet, both OEM Pay and issuer branded applications.

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*Forecasted by Juniper Research

**https://www.invespcro.com/blog/customer-loyalty-programs/