Digitize Your Private Label Payment Cards

RETAILER CARDS

1. Card data is sent to TSH
2. Data is sent to card issuer to verify card & cardholder
3. OTP (one time password) is sent to end-user & verified by TSH

WHAT IS YOUR DIGITAL STRATEGY?

- Ultimate end user convenience
  - Payment and rewards in a single tap
  - Your card is always in their pocket

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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.

HOW DOES IT WORK BEHIND THE SCENES?

TRUSTED SERVICE HUB

1. Enrollment takes a few quick steps for frictionless payment and loyalty.
2. De-tokenization: token to card
3. Card payment authorization

HOW DOES IT WORK FOR THE CONSUMER?

A fast, friendly & convenient consumer journey

1. Payment and loyalty get secure, faster and more intuitive.
2. Increased by going digital

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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)

Reasons to work with Gemalto

- 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.
- 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

Private Label card

- In store
- In app
- Online

948,4 million smartphones used for contactless payments by 2021*

The impact of your private label cards

- Improve loyalty
- Increase engagement
- Reduce payment costs – less cash, no interchange –
- Improved brand image
- Efficient check-out
- Optimized personal marketing & rewards
- Be 100% autonomous with Gemalto PURE.
- The last mile between the digital wallet and the POS.

*Forecasted by Juniper Research
**https://www.invespcro.com/blog/customer-loyalty-programs/