

EMV Training – Business Impacts



EMV is now a reality worldwide and all banks are not wondering “if” but “how” to implement chip technology. This one-day seminar will bring you awareness and education on the EMV specifications and their benefits, as well as an accurate view of the migration impacts on the entire payment system.

Gemalto has a long history and recognized expertise in smartcard-based payment solutions. During this training, you will benefit from the trainers’ extensive field experience on EMV migrations and their in-depth knowledge of the latest standards.

Objectives

At the end of the training, you will:

- > Be familiar with the concepts & objectives of EMV specifications
- > Be familiar with the concepts & objectives of EMV specifications
- > Be able to evaluate the scope of the EMV migration and its impacts on your entire infrastructure (terminal, ATM, front-end and back-end servers, card issuance etc).
- > Identify new opportunities offered by EMV implementation.

Key topics

- > Introduction to EMV
- > EMV Toolbox
- > EMV Business Rules
- > EMV Migration Impacts

Who should attend

People from management working in the banking and payment domain involved in the decision process, such as:

- > EVP, SVP Credit Cards
- > Marketing Managers
- > Card Center Managers
- > Security Managers
- > Project Managers

Each session consists of

- > Complete training manual

Pre-requisites

- > This training does not require any specific skill
- > This course is held in English. On customer request a session in French can be organized.

Duration: 1 day

Location: Gemalto premises¹

Course fee: € 699 per person²

¹All training courses can be held on-site at customer premises, or at one of the Gemalto training centers. Please contact us for more details.

² Price does not include any taxes

Course schedule

When performed at customer premises, the agenda is tailored to customer attendance profile. The standard agenda is provided below:

AGENDA

EMV General Overview

- > Major differences between a magnetic stripe transaction and a chip transaction
- > EMV Implementation Options

EMV Specifications / Payment System Implementation

- > Analysis of the differences between the EMV specifications and the EMV implementations defined respectively by Visa and MasterCard
- > Differences between Visa and MasterCard specifications

EMV Business Benefits

- > Review of the major business benefits of the EMV chip card

EMV Security Benefits

Analysis of the security mechanisms defined in EMV to reduce fraud and limit the financial risk taken by an Issuer:

- > Solutions provided by an chip EMV card to improve the security of offline transactions
- > Solutions provided by chip EMV card to improve the security of online transactions

EMV Migration Impacts

- > Impacts on Financial Institutions
- > Impacts on Acquirers
- > Visa and MasterCard Liability Shifts

Capitalizing on Chip implementation

- > Online authentication
- > Loyalty
- > Pre-authorized Debit

Related courses

EMV Business
Impacts
(B1001I)

Mastering EMV
Implementation
(B1002I)

EMV Migration for
Issuers
(B1003S)

EMV Migration
for Acquirers
(B1004S)

EMV Migration for
Personalization
Bureau
(B1005S)

Site Evaluation
and Migration
Plan Definition
(B1011W)

Workshop on
Card Issuance
Requirements
(B1010W)

For further information about registration, course schedule:
please contact us via email to: banking.training@gemalto.com
or visit our web site: <http://www.gemalto.com/>