



Course Reference: B10011

## 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 smart-card-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 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 premises<sup>1</sup>

**Course fee:** € 699 per person<sup>2</sup>

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

<sup>2</sup> Price does not include any taxes

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



Course Reference: B1001I

## Course schedule

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

Agenda
<p><b>EMV General Overview</b></p> <ul style="list-style-type: none"> <li>Major differences between a magnetic stripe transaction and a chip transaction</li> <li>EMV Implementation Options</li> </ul>
<p><b>EMV Specifications / Payment System Implementation</b></p> <ul style="list-style-type: none"> <li>Analysis of the differences between the EMV specifications and the EMV implementations defined respectively by Visa and MasterCard</li> <li>Differences between Visa and MasterCard specifications</li> </ul>
<p><b>EMV Business Benefits</b></p> <ul style="list-style-type: none"> <li>Review of the major business benefits of the EMV chip card</li> </ul>
<p><b>EMV Security Benefits</b></p> <p>Analysis of the security mechanisms defined in EMV to reduce fraud and limit the financial risk taken by an Issuer:</p> <ul style="list-style-type: none"> <li>Solutions provided by an chip EMV card to improve the security of offline transactions</li> <li>Solutions provided by chip EMV card to improve the security of online transactions</li> </ul>
<p><b>EMV Migration Impacts</b></p> <ul style="list-style-type: none"> <li>Impacts on Financial Institutions</li> <li>Impacts on Acquirers</li> <li>Visa and MasterCard Liability Shifts</li> </ul>
<p><b>Capitalizing on Chip implementation</b></p> <ul style="list-style-type: none"> <li>Online authentication</li> <li>Loyalty</li> <li>Pre-authorized Debit</li> </ul>

## 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)			

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