



Gemalto PURE solution

Gazprom Neft upgrades loyalty and prepaid fuel card network with Gemalto PURE contactless solution

Gazprom Neft is one of the the largest oil producers in Russia. In addition to exporting to over 50 countries worldwide, the company has built a network of more than 1,700 filling stations that extends to Russia, the CIS and Europe.

Using a private, closed loop solution based on Gemalto's Payflex technology, Gazprom Neft's existing 'On our way/Going the same way' loyalty and prepaid fuel cards have successfully attracted some 5.6 million members across 29 different regions. The company's loyalty cardholders are able to collect reward points to redeem at Gazprom Neft filling stations, encouraging repeat visits and supplementary purchases. Prepaid cards are used to buy fuel and other products and services, and offer fleet managers the benefits of greater financial control, efficiency and transparency. These cards were non EMV and did not support contactless payment.

Gazprom Neft's requirements

Driven by a series of key commercial objectives, such as increased security and quicker customer check-out, Gazprom Neft decided to strengthen and extend the advantages of its loyalty and prepaid fuel cards by migrating to an exclusively EMV-based contactless solution. Crucially, this would enable Gazprom Neft to leverage the optimized, banking-level security of this internationally recognized standard. The risk of fraud would therefore be significantly reduced, and the shift to EMV would also deliver outstanding interoperability, facilitating straightforward harmonization of both the point of sale terminal and software infrastructures deployed throughout the company's filling station network. In addition, Gazprom Neft wanted a future-proof, scalable solution that established a clear road map for the adoption of enhanced card functionality, and the roll-out of further value-added benefits for its customers.

Gazprom Neft upgrades loyalty and prepaid fuel card schemes with comprehensive Gemalto PURE solution

Why Gemalto?

Given the scale of both the Gazprom Neft filling station network and its card network, migration to EMV presented major challenges. In particular, to minimize disruption to customers and business operations alike, deployment right across Russia, Kazakhstan, Kyrgyzstan and Tajikistan would need to be completed in the shortest possible timeframe. Recognizing Gemalto's unrivalled experience and expertise in the field of large scale payment card applications, comprehensive portfolio of white label EMV products, extensive manufacturing and personalization capabilities and the availability of PURE contactless kernels for the major POS suppliers, Gazprom Neft chose to renew its partnership with the company for this ambitious new undertaking.

Reaping the benefits of the Gemalto PURE range

For the loyalty card, the company chose Gemalto's Gemalto PURE dual interface (contact and contactless) cards. Alongside the advantages of EMV, the introduction of contactless transactions would deliver the optimum in speed and convenience for its customers. In addition, there were important benefits to be reaped in terms of greater robustness in the sometimes greasy environments of filling stations. In particular, reducing the need to physically insert the card minimizes the risk of damage to payment terminals in such conditions, improving reliability, reducing downtime and cutting repair and maintenance costs.

As well as introducing dual interface functionality, Gemalto PURE provides an ideal fit for both the immediate and long-term objectives of Gazprom Neft. The cards are fully compliant with the requirements of the EMV 4.3 specification and as an EMV white label application, the choice of Gemalto PURE does not impact the business model defined by Gazprom Neft (no scheme fees) and they retain complete control over their own closed loop deployment. The cards are also purpose-designed to support the seamless introduction of further, value-added applications, such as mobile and wearables, thereby realizing the key goals of future-proof flexibility and scalability.

Successful deployment to demanding deadlines

In addition to its proven, industry-leading contact and contactless EMV products, the locally based, expert

technical support provided by Gemalto proved critical in successfully meeting Gazprom Neft's demanding project timetable. In particular, Gemalto was able to help Gazprom Neft move from a proprietary non EMV solution to a contactless EMV solution in the space of just a few months. In addition to replacing the physical cards, the acquiring host had to be updated to support EMV transactions with the option of CCD (Common Core Definition). Also, the POS terminals from Ingenico were remotely updated to include the Gemalto PURE software kernel and the parameters to recognize the AID (Application Identifier) of the new Gazprom Neft cards. Gemalto's scope of supply was truly comprehensive, extending beyond hands-on project management to encompass single-source personalization and card packaging direct from the company's advanced Moscow facility.



A secure platform for future business development

Embracing the EMV ecosystem and contactless technology with Gemalto PURE cards provides Gazprom Neft with a clear road map for future business development. Whilst for the moment the company remains committed to a closed loop strategy, migration to EMV opens the door to new applications, and the potential for mutually beneficial partnerships with other merchants and service providers. Furthermore, the introduction of contactless cards and terminals not only offers a significant step forward in speed, convenience and durability, but also ensures that Gazprom Neft has laid the foundations for the adoption of mobile payments. As a result, it is now ideally placed to serve and support a fast-emerging generation of smartphone-centric consumers.