Gemalto Dynamic Code Verification (DCV) card

Next Generation Payment Card

> Drastically reduces CNP fraud
> Unchanged cardholder experience
> Easy to rollout for issuers
> Four-year battery life
Mitigate fraud while maintaining the online shopping experience

Sitting at home on a Sunday night ordering up groceries, bidding in an online auction or purchasing gifts has become a popular activity for consumers throughout the world. In 2013, 41.3% of global internet users had purchased products online. In 2017, this figure is expected to grow to 46.4% (source: European Central Bank - July 2015).

Maintaining a seamless eCommerce experience while combatting fraud is becoming a challenge that all stakeholders – including online retailers, card firms, security experts and banks – are having to wrestle with. Across Europe, not only was CNP fraud the single largest fraud category in 2013, recording a loss of 958 million euros, but it was also the only one on the increase, growing by 20.6% on 2012 (source: European Central Bank - July 2015).

The right solution

Gemalto has developed the Gemalto Dynamic Code Verification (DCV) card to help issuers deploy a solution that guarantees secure eCommerce transactions and a seamless online shopping experience for cardholders. This easy-to-use solution will give consumers, retailers and banks confidence in their transactions and cut the risk of shopping cart abandonment and revenue loss while reducing CNP fraud management costs such as charge-backs, call centers, claim management and re-issuance of cards.

The Gemalto DCV is a classic contact or contactless EMV payment card which displays a dynamic code that automatically changes over time without the cardholder’s intervention.

Benefits for issuers

The DCV card guarantees enhanced security, helps issuers instantly to put a stop to CNP fraud and cuts the cost of managing it – particularly in areas such as call center, claim management and card re-issuance.

On top of that, Gemalto DCV cards helps to increase customer retention. Consumer study and user testing recently conducted by an independent market research firm has demonstrated that end users intuitively understand the security benefits of this display payment card and are more likely to use this bank card as their first choice for everyday card transactions. (source: CSpace Research Agency)

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**Unchanged Cardholder Experience**
Since the three-digit dynamic code is in exactly the same place as the three-digit security code on a traditional EMV payment card, rollout of the Gemalto DCV card is straightforward. There is no need to dedicate time and resources explaining to users and issuing branches how to use it or how the technology works: the consumer experience remains unchanged.

**Enhanced security**
Gemalto’s DCV technology is a real game changer in the global fight against CNP fraud, protecting these transactions so they are no longer the weak link in the card payments business.

**Easy implementation**
This issuer-centric solution is easy to deploy as it puts issuers in full control with no merchant-side or acquirer integration required. The Gemalto DCV card is compliant with OATH-based open-reference architecture. Designed to be interoperable, it enables flexible solution development and deployment. OATH-based solutions are currently implemented by more than 50 leading authentication providers.

**Business growth**
Consumers can enjoy a seamless and secure shopping experience with increased confidence. There is no cardholder enrollment phase and no need for additional steps such as entering a PIN code, so their experience remains the same. This ease of use will encourage customers to shop online more often, generating additional revenue for issuers while decreasing CNP fraud management costs.

**A brand you can trust**
Choosing Gemalto’s DCV card means benefiting from a market leading expertise in EMV & display card technology, quality, reliable production and issuance from MasterCard and Visa certified facilities.

Our market-leading expertise in display card technology deployments is based on delivering more than 2 million display cards over the past seven years, so you can trust us to provide a secure, reliable and easy-to-use solution.

Partnering with Gemalto means also gaining access to a leading player in the eBanking and eCommerce security markets. We have proven expertise in security and a complete portfolio of authentication, end-point protection and fraud management solutions that’s responsible for securing more than 100 million online users to date.

**Complete solution (one-stop-shop)**
The Gemalto DCV Card is fully integrated with Gemalto’s services, from card personalization and packaging to end-user mailing and fulfillment.

The DCV card is part of a wider Gemalto ecommerce solution that targets CNP fraud. Other solutions include the Gemalto DCV mobile app and the Gemalto DCV Confirm Authentication Server.

The Gemalto DCV Confirm Authentication Server stores all user, card and device information. It validates the dynamic codes generated by the card and sends the result to the authorization host.

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**CARD FEATURES**

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FINANCIAL SERVICES & RETAIL

The world of financial services is changing fast and consumers look for ever more personalized, convenient, yet secure options to pay, communicate and interact with their banks. Gemalto, a Thales Company offers a wide range of digital solutions to meet and exceed these demands. Financial Services & Retail regroups a broad range of solutions and offers to equip banks with the most advanced digital security and technology available.

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