Enhancing Security & Convenience for Merchants On-Campus and Off-Campus

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NACCU 2017
Orlando, FL
April 3, 2017
Agenda

- Introduction to Apriva
- The Target Objective
- A Cashless Future for Campuses
- Convenience and Security
- Accomplishing both Convenience and Security
  - Go Cashless
  - Enable EMV Acceptance
  - Merchant Mobile Payments
  - Biometrics
  - Consumer Online and Mobile Channels
  - Emerging IoT
- Conclusion
About Apriva

- Formed in 2003; headquartered in Scottsdale, Arizona
- Two Divisions: Point of Sale (POS) and Information Security Systems (ISS)
- 1,100+ POS Resellers & Partners
- 213+ million transactions and over $10 billion processed in 2016
- Ability to **centralize payments** on a single gateway platform for multiple methods of payment
- Strong patent portfolio in mobile application development, operations, management, and security
- Gateway and Cashless Vending presence at over 700 campuses in the USA and Canada
Omnichannel Payments on (and off) Campus

- VENDING/UNATTENDED
- MADE FOR PURPOSE
- APRIVAPAY PLUS
- INTEGRATED POS SOLUTION
- UNIVERSITY CAMPUS
- CAMPUS WALLET APPLICATION
The Target Objective

- Enhance student, faculty, staff, and visitor convenience
- Increase security and consumer engagement
- Drive revenue and reduce expenses

How to begin?
- By understanding where and how payments are occurring
- Understand what consumers are looking for in terms of payments acceptance
- Understand your payment solution providers capabilities and product roadmap
- Keep an eye on payments security trends and offerings in the marketplace
A Cashless Future for Campuses

• Enhance security for consumers and merchants
• Cut costs, drive sales lift and grow revenue
• Minimize theft and fraud opportunities
• Ability to track consumer purchasing trends
• Pair with consumer loyalty and rewards opportunities
• Pre-ordering and bill payment via online channels
• Always stay secure:
  – Payment card data
  – Personally Identifiable Information (PII)
  – Healthcare and student-related data
  – Social media and email data
• Value, security, scalability, and high availability are key
Where Campus Commerce Takes Place

• **Attended Payment Environments**
  – Bookstores, dining centers, concessions, off-campus merchants, etc.

• **Unattended Payment Environments**
  – Parking, kiosks, vending, laundry, etc.

• **Online Payment Environments**
  – Bill payment, online purchasing, event tickets, etc.

• **Back Office**
  – Bursar, payroll, healthcare, student information, merchant funding, etc.
Convenience and Security Defined

- **Convenience** is the state of being able to proceed with something with little effort or difficulty.

- **Security** is the state of being free from danger or threat.
Payments Convenience

• **What does convenience mean in the payments context?**

  – **Consumer / Community**
    - Know your community and their payments use aspirations and behaviors
    - Enable acceptance of meaningful methods of payment and form factors
    - Proactively consider future emerging payment methods and how to support
    - Always keep security top-of-mind

  – **Merchant / Retailer / Operator**
    - Support opportunities driving sales lift and merchant community engagement
    - Support opportunities for faster funding for consumer purchases
    - Seamless access to reporting and reconciliation data
    - Provide support as needed
    - Consumer verification before fulfillment
    - Always keep security top-of-mind
Security vs. Compliance

• Focus on comprehensive security, not just point-in-time compliance
• Understand full scope landscape
• Segment wherever possible
• Continuous controls management
• Third-party accountability
  – Vending operators
  – Off-campus merchants
• Focus not just on payment data, but other sensitive information

• Security Enhancement:
  – Full payments visibility
  – Stronger controls over third-parties accessing cardholder and PII data.
Convenience with Security
Opportunities to drive both at the same time
Enable Cashless Acceptance

• Enable cashless acceptance
  – MSR, EMV, Contactless, QR codes, etc.
  – Supportability credit, debit, campus and ACH/EFT payments
  – Use a card (or not) to pay for things at attended and unattended locations
    • Self-service retail / kiosks
    • Vending machines
    • Parking
    • Recreational / sports venues

• Security Enhancement:
  – Less handling of cash
  – Improved tracking capabilities
  – Keep cards in-hand or possibly eliminate need for a card altogether
Adopt EMV at the Point-of-Sale

• Adopt EMV at the Point of Sale
  – Attended
    • Bookstore, dining, concessions, etc.
  – Unattended
    • Vending, parking, kiosks, etc.

• Security Enhancement:
  – Reduce opportunities for counterfeit card fraud
  – EMV adoption increases security for in-person payments
  – Does not have an impact on cardholder-not-present commerce security
  – Bundle with E2E, or P2P, Encryption
  – QuickChip support
Mobile Payments

- Enable mobile payments acceptance
  - NFC (on-board payment capture devices like terminals and readers)
  - In-App / Wallet

- Security Enhancements:
  - No cash handling
  - EMV
  - E2E, or P2P, Encryption
  - Tokenization
  - Improved tracking capabilities
  - Opportunities to eliminate payment card data at POS w/ In-app purchasing capability
Mobile Payments vs. Mobile Wallets

• A mobile payment is any type of payment made using a mobile device. Examples include bill pay, in-app/online purchases, in-store purchases, and P2P transfers.
  – Frequency of use increasing; adoption significantly grew over past 18 months but has leveled off over the past 6 months.
  – 2/3 of consumers have made a payment using their mobile device with past year, differences vary by age group.
  – Security concerns continue to be cited as a barrier to adoption.

• A mobile wallet is an app that stores payment cards, tickets, loyalty cards, receipts, vouchers and other items that might be found in a conventional wallet.
  – Starbucks cited most frequently as a go-to mobile wallet.

Biometrics in Payments

- Form of Identification and Access Control using Human Characteristics
  - Single Sign-On
  - Facial Recognition
  - Iris Scanning
  - Authenticate option by price
  - P2P / Real-Time Money Transfer
  - Fingerprint
  - Selfie Pay
  - Voice

- Security Enhancement:
  - Higher level of assurance with consumer’s identity using biometric characteristics
Consumer Online and Mobile Security

- Use a secure web browser
- Install firewall and antivirus software
- Keep personal details private
- Be alert for scam emails
- Always log out
- Never leave computer while logged in
- Clear browser cache
- Check accounts for suspicious activity regularly. Set up alerts if available.
- For mobile wallets, check for newer versions, update passwords regularly and enable two-factor authentication

Security Enhancement:
- Educate consumers using online commerce channels to take control of their own security responsibilities
Emerging - IoT and Campus Payments

• Internet of Things (IoT)
  – By 2020 there will be more than 50 billion devices connected to the Internet*
  – Turn a device into a payment device
  – Physical devices embedded with connectivity and applications to collect and exchange data – “Smart Devices”
  – Convenience is enhanced, but connectivity to Internet introduces the usual data security risks
  – Devices linked to credit, debit and campus card accounts
  – Tremendous convenience opportunities

• Security Enhancement:
  – Utilizes tokenized data to facilitate payments
  – No cash handling capabilities

In Conclusion

• Security is a shared responsibility – campus, payments solution provider, merchant and consumer

• Convenience is achieved via adoption of secure payment solutions that are relevant and valuable to consumers

• Adopt secure payment solutions at all points of payment capture for all payment methods accepted

• Always look for ways to increase BOTH convenience and security at the same time

• Stay informed on the latest payments technologies and the value of adoption on and off-campus for all stakeholders involved

• Seek out expert guidance and offer training and education opportunities for students, faculty, staff, visitors, and merchants
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Thank You!

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