

# Vendor's View of Open Payments

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2011 Fare Collection Workshop



# Taxi – Bus – Train – Mobile POS



# Variety of Markets

Used in a variety of markets to secure payments



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# Ticket Vending Machines

- Significant operational expense
- Labor intensive



# Ticket Vending Machines

- Industry desires faster boarding and more economically efficient method of fare collection



# Taxi vs. Bus

## Taxi

Average transaction  
timeframe under 2 seconds

Captive Rider

Receives true  
authorization

## Bus

NY MTA Pilot  
Transactions ~900ms

Risk associated with  
initial card tap



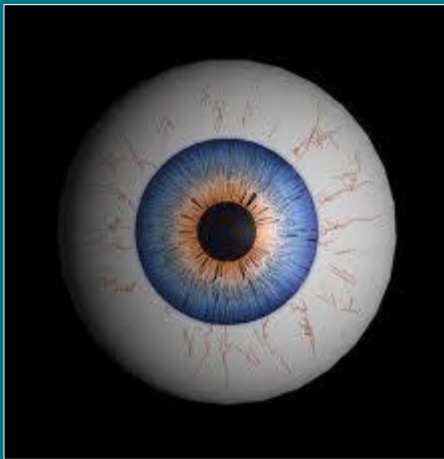
# Commercially-Off-The-Shelf

- MX Based architecture
  - Open Linux Platform, Plug-n-Play Interoperability
  - Supports most current CTLS & NFC Standards
- Over 1 million MX devices installed worldwide
  - Retail clients include: Wal-Mart, Costco, Safeway, Walgreens



# What can you do in 300-400 milliseconds

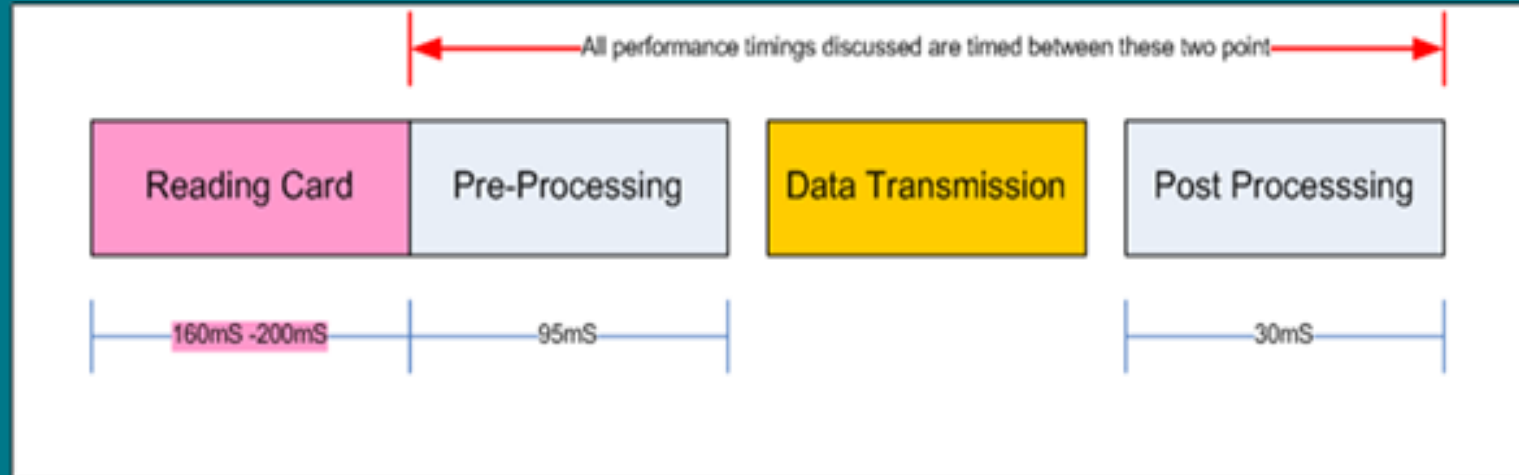
- Blink an eye
- Send signal from brain to hand
- Begin to understand a pictured object (add 250 – 450 to fully comprehend)
- Lightning travels 2 feet in 400 ms





# Timeframe to process a transaction

- Type of card affects reading time (EMV)
- Parse card data/extract PAN, date check, luhn check, bin check
- Form ISO 8583 packet & encrypt



# Speed vs. Risk

## Speed of Transaction



Time of Transaction is critical for moving people through a fare gate

## Risk Increases



Pre-Authorization is not a “guarantee” to pay

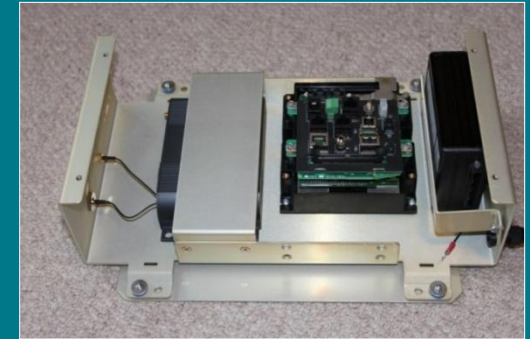


# Avoidance of Obsolescence / Future Proof



# TransitPAY for Bus and Subway

- Designed for rugged Transit environment
- Uses VeriFone MX architecture - over 1M MX payment devices installed worldwide
- Mx8CTLS reader supports all contactless and NFC industry standards
- Industry-standard E2E Encryption and Tokenization
- Open Linux platform; Plug & Play interoperability





# Evolution of Mobile POS



Portable  
Countertop  
device



Handheld/  
Countertop



Handheld Credit  
Card Terminal



More compact



Marriage of  
Payment  
Technology with  
mobile device  
handheld



# PCI Compliance Secure

- PCI guidelines for securing payment card data
- Bad guys always raising the bar / security never Sleeps
- End-to-End encryption and Tokenization reduces PCI scope – removes agency from Data Security business



# Core Competency of Securing Payments

Spend your time and money on taking fast and secure payments, not on managing labor intensive and costly operations — Let the leader in secure electronic payments manage *everything payments*, for you.

**Partner with VeriFone, the leader in SECURE electronic payments.**

