

EMC CONSULTING CARDS AND PAYMENTS PRACTICE

Meet complex and evolving payments industry challenges and customer expectations

ESSENTIALS

The Cards and Payments Practice offers a number of solutions to help companies that are facing strategic, process-driven, or technological change build long-term value for their clients. These solutions include:

- Interactive and Social Media Solution
- Data Monetization Solution
- CARD/Durbin Implementation Solution
- Fraud, Risk, and Identity Management Solutions
- Large Program Management Solution

The Cards and Payments Practice is part of EMC® Consulting's overall Financial Services Industry Consulting Practice. Its purpose is to assist cards and payments executives in meeting complex and evolving payments industry challenges and customer expectations.

Cards and payments companies are being forced to re-evaluate traditional business models. More and more often, they find themselves competing on price and service—against both traditional and non-traditional companies. Changing customer preferences are also having an impact as the growth of alternative payment options is creating consumer and corporate demand for faster, less expensive product and service delivery, access through more channels, and an integrated customer experience across those channels.

Both corporate and consumer payments customers are looking for online, realtime, and integrated offerings. Consumers are consolidating payment relationships and embracing electronic forms of payment. Corporations are demanding more security, transparency, and risk management from their payment providers—at a reduced cost.

All card and payment companies must compete in an ever more regulated space, balancing revenue goals with interchange and fee income limitations, as well as regulatory and customer demands for transparency and high-quality service. High-quality, secure, and timely data intelligence continue to be needed more than ever to support business initiatives and a robust customer experience. Our practice assists cards and payments executives as they focus on:

- Product parameters and pricing
- Evolving regulatory environment
- New and innovative—alternative payment mechanisms
- Non-traditional players threatening existing market share
- Rapid expansion of new technologies such as mobile and NFC
- Leveraging social media for sales, service, and branding
- Focusing on 'monetizing' data in the payments industry
- Evolving customer preferences

The Cards and Payments Practice brings deep market expertise married with EMC Consulting's capabilities in information management, process improvement, program management, and execution. This practice helps companies with strategic, process-driven, or technological change, build long-term value for clients. The following solutions are available:

- **Interactive and Social Media Solution.** EMC Consulting brings deep background and qualifications in assessing and improving card company interactions over the web, mobile, and SMS, and through social media. Clients have realized over 100 percent growth in interactive sales opportunities as well as substantially lower servicing costs.
- **Data Monetization Solution.** Our Cards Practice professionals can help extract maximum value from issuing, acquiring, or processing data flows—assisting with gathering, controlling, storing, and leveraging transaction and operational data.
- **CARD/Durbin Implementation Solution.** System development, parameter setting, partner relationships, customer-facing communication, channels, and training—all not only need to be updated, but remain nimble for future changes. Our services professionals understand what it takes to operate efficiently in the new regulatory world.
- **Fraud, Risk, and Identity Management Solutions.** EMC Consulting, together with RSA®, The Security Division of EMC, offer a wide range of services targeted to the card industry designed to identify and take action on potentially fraudulent transactions. RSA's industry leading identity management solutions have been deployed with award-winning results in the card industry.
- **Large Program Management Solution.** EMC Consulting's solutions for large program management in the cards industry leverage a deep understanding of card technology, process, and strategy; our consultants have successfully delivered multi-year, \$100M +, global initiatives.

WHAT MAKES EMC CONSULTING UNIQUE IN THE INDUSTRY?

EMC consultants average fifteen+ years of experience, and the assets we leverage—as well as our expertise in IT strategy and transformation—differentiates us dramatically from our competitors. We focus on asset-based consulting—delivering a blend of industry-specific solutions and service offerings. We provide maximum value to our clients by delivering seasoned industry experience and world-class technical skills.

As part of EMC Corporation, the world's leading developer and provider of information infrastructure technology and solutions, EMC Consulting provides strategic guidance and technology expertise to help organizations exploit information to its maximum potential. With worldwide expertise across organizations' businesses, applications, and infrastructures, as well as deep industry understanding, EMC Consulting guides and delivers revolutionary thinking to help clients realize their ambitions in an information economy. EMC Consulting drives execution for its clients, including more than half of the Global Fortune 500 companies, to transform information into actionable strategies and tangible business results.

CONTACT US

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