



# Contactless Readiness Assessment

## Solution Overview

Issuers, acquirers, retailers and processors are all anxious to capitalize on the demands of chip cards, including proximity “tap and go” contactless cards or key FOBs. They are also rightly concerned about the impact these smart cards will have on their current products, services and systems. Even though the magnetic stripe may be around for quite some time, the use of the contactless chip for credit, debit, and prepaid transactions, as well as multi-application, are now a reality. The technology will eventually migrate to EMV too.

To maintain competitive advantages and meet customer interest and demand, chip cards are must be a critical component of your product offering. Since the nature of proximity cards allows a customer to “wave” their wallet at the POS, customers will only have one card in the wallet to avoid removing cards at time of purchase. That means the ONE card chosen to be in their wallet, will be the winner.

KeyPoint Contactless Readiness Assessment will assist organizations with the maximum benefits of issuing these cards and the eventual migration to EMV Chip and PIN.

## Business Needs

Your organization knows that contactless cards will play a major role in the delivery of products and services in the near future. The questions surrounding the adoption of this technology are many:

- Where should you start when there are so many business decisions to be made regarding strategy, products and systems?
- What will be the impact on current credit, debit and prepaid products and related systems?
- How will the organization and infrastructure need to change?
- What impacts will there be from EMV mandates for chip and PIN
- How is your competition addressing these same concerns?
- What new business relationships should you be considering?

## Business Solutions

KeyPoint Contactless Card Readiness Assessment provides an evaluation of your organizations’ current operation along with an understanding of the impact of “smart services” including credit, debit and prepaid to your overall operation. As a result of the assessment, your organization will learn about smart products and how they will affect your current business, including EMV, contact chip and contactless chip as well as the integration of these applications to mobile devices. In addition, the assessment will provide an in-depth evaluation of what to keep, what to change and what to replace with regard to your current processing technology. It will establish action plans for today and the future of EMV with Chip and PIN compliance. Finally, you will receive a high level migration plan to smart card implementation.

## Company Information

KeyPoint provides planning, analysis, definitional and advisory services to leading organizations in the payments industry that seek to improve their operational performance, efficiency and profitability through the use of best practices and technology. KeyPoint has assisted over 450 clients in over 50 countries implement practical, cost effective solutions to address the challenges and opportunities that clients face.



Contactless Readiness Assessment  
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PROJECT APPROACH	PROJECT DELIVERABLES
<ul style="list-style-type: none"> <li>➤ On-site evaluation</li> <li>➤ Educational workshop – “Business and Technology” overview</li> <li>➤ Organization and Operational Impact</li> <li>➤ Readiness Assessment</li> <li>➤ Gap Analysis</li> <li>➤ Migration Roadmap</li> <li>➤ Identification of Project Size and Effort</li> <li>➤ High-Level Implementation Plan</li> <li>➤ Skill Set Requirements</li> <li>➤ Final Evaluation and Report on Findings</li> </ul>	<ul style="list-style-type: none"> <li>➤ High-Level Migration Plan</li> <li>➤ Education on Smart Cards (contact and contactless) for Core Migration Team</li> <li>➤ EMV Compliance action plan for Chip and PIN (if requested)</li> <li>➤ Readiness Assessment Report</li> <li>➤ Presentation of Findings</li> </ul> <p><b>Total Project Time: Approximately 30 Days</b></p>