



# IDEMIA elevated as a Mastercard Digital First integration provider

IDEMIA joins the Mastercard Engage network to help banks deliver an entirely digital end-to-end payment experience.

# PAYMENT

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In the era of everything-on-demand, traditional issuing banks and FinTechs are increasingly looking to provide exceptional digital first experiences to their cardholders<sup>1</sup> while driving higher consumer engagement and encouraging top-of-wallet behaviour.

With its unique products and services portfolio, IDEMIA enables banks to blend the physical card and the smartphone, allowing them to offer customers the best of both worlds with easy account creation, rapid access to payment card information to start shopping right away, and the choice of secure payment options while making a purchase.

The Mastercard Digital First Program<sup>2</sup> is an end-to-end framework that allows Mastercard's partners to implement their desired all-digital card experiences and enrich the physical card with mobile-first features. As a Mastercard Digital First integration provider in the Mastercard Engage partner network, IDEMIA can support customers such as banks in every step of the way by integrating several certified components. This includes consumer onboarding and the near-real time issuance of card details, access to Mastercard network tokenization service, secure mobile contactless payments, and push provisioning of cards into digital wallets and with online merchants. In addition, IDEMIA can allow issuers to empower consumers by giving them greater control over their tokenized cards by managing them directly from the bank's mobile application.

*We are pleased to be elevated as a Mastercard Digital First integrator provider through the Mastercard Engage partner network. By leveraging IDEMIA's digital payment capabilities pre-integrated with Mastercard APIs, banks can introduce digital card features faster to market without bearing integration complexities.*

Mehdi Elhaoussine, SVP Digital Payment, IDEMIA

<sup>1</sup> <https://www.juniperresearch.com/press/digital-banking-users-to-exceed-3-6-billion>

<sup>2</sup> <https://www.mastercard.com/global/en/business/issuers/digital-first.html>