

# Frost & Sullivan Awards Oberthur Technologies as Company of the Year in the Global Smart Cards Market

# PAYMENT CONNECTIVITY

POSTED ON 03.31.16

Based on its recent analysis of the smart cards market, Frost & Sullivan recognizes Oberthur Technologies (OT) with the 2016 Global Frost & Sullivan Company of the Year Award. OT's unique solutions to resolve the specific constraints in end-user markets, thereby offering a quality purchase experience to its customers, has given an edge over its peers in the highly competitive global smart cards market.

Frost & Sullivan selected OT as the company demonstrates excellence in terms of growth strategy and implementation. This award recognizes OT's high degree of innovation with products and technologies, and the resulting leadership in terms of customer value and market penetration. OT's portfolio encompasses embedded security solutions for key applications, notably across the financial services, telecom, original equipment manufacturer, transport and government sectors.

Demonstrating the breadth of its expanded portfolio, OT recently collaborated with Samsung to handle the end-to-end services for Samsung Pay via its digital payment enablement platform and its near-field communication (NFC)-embedded secure element, Pearl™. Similarly, Orange leverages OT's New Gen Universal Credential Platform to activate and manage its Orange Cash service.

Acknowledging the importance of building expertise in the IoT space, OT is also investing externally to help strengthen its position in the market. For instance, in early 2015, it acquired Prodo Telecom, an over-the-air (OTA) platform provider. By also developing a connected device solution that takes into account ease of interoperability, OT is well on its way to entrenching itself in the burgeoning IoT market. A concrete recognition is OT selection by Daimler AG, to securely connect Mercedes-Benz passenger cars via OT's embedded remotely programmable SIM and OT's M-Connect solution.

*The company's recent focus on improving security in financial transactions proves its ability to develop solutions that raise the bar for innovation. Its newly launched solution, OT MOTION CODE™, adds an extra layer of security on card-based online payments by replacing the three-digit CVV code on the back of the card with a mini-screen that changes the code periodically. Importantly, MOTION CODE™ does not require retailers to make any changes to their existing point-of-sale systems nor any change on end-users customer experience.*

*Frost & Sullivan Senior Research Analyst Shuba Ramkumar*

OT willingness to solve the specific constraints of its customers can also be seen in the Telecom market where OT is helping to simplify SIM card usage and overcome form factor-related issues for operators and consumers through the increased provision of millions of multiSIM cards.

OT's desire to provide the best solution for each customer is best exemplified by the rollout of its patented LASINK™ technology, an improved identification solution that ensures increased security for government documents. LASINK™ allows the document holder's picture to be engraved directly into the card while, for the first time, combining the robustness of a polycarbonate card and the quality of a color picture, enabling easy identity checks over a long period.

*In 2015, OT successfully signed renewal contracts with key customers but also many new ones in all sectors covered by OT. OT's effort to facilitate mobile contactless payments and create a unique digital identity for every citizen is proof of its willingness to innovate with solutions that offer digital security in the connected future.*

*Frost & Sullivan Senior Research Analyst Shuba Ramkumar*

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in terms of growth strategy and implementation. The award recognizes a high degree of innovation with products and technologies, and the resulting leadership in terms of customer value and market penetration.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.