The tech age of banking

In the not so distant past, forgetting your wallet meant a U-turn straight back home. Today, with a few taps or clicks on your smartphone, you can transfer money, sign a banking contract, order a ride, go shopping and dine out with friends. The trust of consumers is the basis for any form of transaction. However, how can we ensure this effortless tapping does not fall into the wrong hands?

The financial services market has undergone more evolutions in the past five to six years than in previous decades: new ways and new means of payment and banking, new consumer behaviors, and fierce competition from new entrants disrupting the ecosystem and playing their own game. In this context, today’s financial institutions are undergoing a massive transformation in digitizing retail banking. Traditional banks as well as FinTechs are seeking out multichannel strategies to position themselves in the transforming ecosystem and address a new generation of customers, with a keen focus on digital natives.

While the threats of disintermediation and commoditization are lurking around, we at IDEMIA believe that trust remains the strongest and most precious asset that financial institutions have in hand. Ask yourself: who do you really trust with your money, if not your bank? At IDEMIA, we are conscious that our management of secret keys has become mission critical for financial companies around the world. Together we have worked year after year to reduce payment fraud – both online and in-store.

To help financial institutions shape future banking and payment experiences, we have created offers that help them take on mobility and digitalization, while maintaining that trust. By leveraging biometrics for instance, we have advanced in a way that guarantees an enhanced and seamless customer experience while still providing trust in store, in branch, online and over the phone. After all, convenience and fluidity are nothing if not accompanied by peace of mind.
Reinventing financial services for the 21st century

Digital innovations have created new services, new ways of paying, managing money and communicating with consumers. While this total disruption of the industry has introduced many pressing challenges for our clients – financial institutions – it has also ushered in many exciting opportunities.

Key Figures

58% of global consumers see metal cards as a differentiator*

82% of global consumers are ready to use their fingerprint instead of a classic PIN code to pay**

83% of consumers would be more likely to use a card with a dynamic CVV than one with a static CVV**

Digital natives expect their banking to be like everything else in their lives – instant, seamless and effortless. They want to be able to pay their bills while riding the metro on their way to work, grab a drink at a concert without the hassle of pulling out their wallet or sign a loan contract from their couch. Meanwhile, on the other end of the spectrum, are the traditional consumers. Most of them still prefer to go into their local bank branch to make a deposit and sit across the table from their banker to sign documents, or they simply want to keep this relation with a human counsellor for more sophisticated services. It is up to financial institutions to maintain continuity between the traditional and digital realms and to offer the same level of service throughout all channels.

All these consumers can benefit from digital processes, be it in branch, online, over the phone or at the doorstep. And while the needs and expectations of these different types of consumers may vary, their primary concerns are the same: security and reliability. Whether it is in the bank branch, on their mobile phone, via a wearable device or by tapping their banking card – consumers need to be assured of the highest level of security possible for all types of transactions, at all time.

Let’s break it down. Today you may order an Uber, book an Airbnb for your next vacation, pay your rent and grab a cup of coffee – all the while without using your banking card, or simply without realizing it. Numerous actors (device manufacturers, FinTechs, retailers) are integrating payment means into their own apps, putting the banks at risk of losing contact with their consumers. But at the end of the day, after making numerous purchases through various apps, people always come back to the same place to verify their balance and spendings: their bank – the only safe financial repository they can entrust with their assets. We also observe that the payment card is arguably the last physical link between the consumers and their bank. More surprisingly, it is also becoming a new means for FinTechs to promote their brand in consumers’ everyday life.

At IDEMIA we believe that a consumer’s trust is the one key advantage that financial institutions have today – and banks have to do everything they can to maintain it.

*CompoSecure’s Global Survey of 18,000 Sept 2019
** : Data 2 decisions, Dentsu Aegis Network
What drives us

Around the world, more than 1,800 financial institutions and over 100 FinTechs – including some of the world’s largest, most prestigious banks – turn to us. In an ever-changing and complex banking ecosystem, we help them attract and retain customers. It is our job to give them the tools to innovate and succeed.

With AUGMENTED IDENTITY as the cornerstone of all our offers, we have developed disruptive solutions that address mobility and DIGITALIZATION and enable financial institutions to ensure CONTINUITY across multiple channels – in branch, online and on your mobile phone. We thus help them secure payment diversity, improve the cardholder experience and provide users with personalized, faster, and, as always, highly secure products and services.

At IDEMIA, we believe that banks can deliver much more than just the ability to pay. Leveraging the existing payment infrastructure, banks can simplify life in urban transportation systems – replacing tickets and city-specific card systems with everyday payment cards. In a seamless way, biometric payment cards can also help governments obtain proof-of-life – a huge challenge in numerous countries – with which they can maintain pension payments. Together with our financial institution clients we leverage cards, terminals and ATMs that are already in the field for usages beyond payment, and we are shaping the future of a true human need.

**Key Figures**

1,900 financial institutions & FinTechs trust us (including most of the world’s largest banks)

800M payment products produced in 2019

Up to 4M cards digitized per month on the major mobile wallets

**They Trust Us**

“We are happy to partner with IDEMIA in order to provide customers with F.Code technology. We tirelessly work on offering the most recent and secure technologies to payment card users in Japan and abroad. Introducing them to this new biometric opportunity to secure daily payments will add a major milestone to our business.”

Ichiro Hamakawa, JCB’s CEO

“Making things simple for our customers (in particular online subscription and new secured digital services) is key to their satisfaction”

Yves Trémer, Chief Digital Officer at Group BPCE
Our promise to you

At IDEMIA, we tirelessly innovate to introduce solutions that meet user needs in the rapidly changing financial services industry landscape. As a leading player in the payment business, we offer financial institutions a complete and innovative portfolio of solutions ranging from classic EMV card technologies, eye-catching metal cards, to cutting-edge mobile payment, digital services and innovative online payment security.

Payment for today and tomorrow

From wearable cards to completely digitized wallets, there are more and more ways to pay. But did you know that most non-cash retail purchases are still done with a physical payment card? Banking cards remain an unwavering bond between banks and consumers. At IDEMIA, we obviously invest in the payment future with digital wallet and mobile shopping solutions, but we also continue to promote and lead innovation in the payment card business – with contact and dual interface EMV payment cards, because we know that the most difficult aspect of new technology adoption is changing user habits. This is why we keep enhancing the payment card that the vast majority of customers have already adopted, adding additional security measures such as dynamic CVV codes or fingerprint sensors that replace PIN numbers. We also observed that cardholders now want a sense of uniqueness. With our technologies, they can differentiate by customizing their cards with a photo or enjoy a premium experience with metal cards.

Biometrics for authentication and identification

We all agree that security is what matters most when it comes to payment means and banking accounts, but sometimes it only adds stress. We have all been there before – forgetting a PIN code, struggling with cumbersome logins and passwords to check banking account balances on smartphones, or failing to make a transaction abroad or online even though you are the rightful cardholder. At IDEMIA, we believe security must not be at the expense of convenience. Our biometric solutions enable financial institutions to rely on a trusted identity, based on biometrics – whether a quick smartphone selfie or a fingerprint scan on a bank card – we allow banks to offer a secure and convenient experience at all times, be it in the physical or digital world.
Banking anywhere, anytime

A lost bank card is always a nightmare – calling to cancel it then waiting for a replacement. Imagine if this happens while traveling in some remote corner of the Earth, the problem becomes exponentially more difficult... until now. With IDEMIA’s innovations, banks can instantly issue a replacement card, in branch or on a smartphone, ensuring that users are never cut off from their resources. Subscribing to a new contract – credit loan, new payment card... – can be done remotely as well, with the same legal value as an in-person signature. Waiting several days, or even weeks, to finally receive a card is outdated. Today’s connected customers want quicker, more efficient processes and so do banks. At IDEMIA we ensure that any cardholder can get physical and digital cards in hand faster than ever, thanks to our worldwide network of 30 services centers.
Augmented Identity

With Augmented Identity – an identity that ensures privacy and trust and guarantees secure, authenticated and verifiable transactions – we bring greater security for payments in all their forms so that financial institutions and their customers can stop worrying.
Our innovations

Biometric card
With F.CODE PIN codes become a thing of the past. Users need only to press the fingerprint sensor on the card to authorize payment. Authentication of the cardholder has never been so easy. This is an efficient and secure way to unleash contactless payments beyond the current transaction limit. Currently more than 15 banks, among the most prestigious worldwide, are already testing this new technology in order to offer these top of wallet cards to their customers in 2020.

Dynamic security code
With MOTION CODE™, a card’s CCV code changes every hour on a mini e-paper screen on the back of the card, reducing CNP fraud by 80%. The best and most innovative aspect of this invention? It requires zero changes in user habit. It is also a great tool that has demonstrated valuable to attract new customers, increase revenues on existing customers and reduce exposure to fraud risks.

Metal cards
Worldwide, 53% of consumers are willing to pay for a metal card. Our comprehensive portfolio of contact and contactless payment metal cards are designed for consumers looking for premium products reflecting a high-end lifestyle and status. Our exclusive materials are manufactured with the latest techniques such as printing, engraving and decoration over metal.
**Mobile payment**

Smartphones have already replaced watches – so why not wallets? Whether through a bank’s own app or a third party wallet, we help banks deliver digital cards to customer phones with maximum security. We already digitize up to 4 million cards per month for our customers in Europe, the US, Latin America and Asia.

**Transport**

For those who live in large cities, daily commutes on urban transportation systems have likely already been streamlined by contactless media. At IDEMIA, facilitating daily life is in our DNA. In the US, in Europe and in Asia, transport operators trust us to offer complete solutions for travel cards and services. We help them offer their service without media limitation (contactless cards, phones and even wearable products).

**Smart Services**

What if bank customers could walk out of a branch with a new payment card in hand, just after signing a contract? What if they could receive their new PIN code instantly via the banking app? What if they could turn their favorite photo into a personalized backdrop on their card? All this is possible thanks to IDEMIA’s Smart Services, serving millions of customers every year, in more than 40 countries.