Erste Maestro PayPass Display Card
First in the world

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Agenda

Erste&Steiermärkische Bank
a brief overview

Reasons for change
Old authentication method and its weaknesses

eKey Project
New authentication, partners, implementation

Lessons learned
In 2000 Erste&Steiermärkische Bank became a member of Erste Group
Today

Serves more than 785,000 clients

Employs around 2,000 people

Operates 133 branches

Has network of around 620 ATM’s

Ranks Nr. 3 by total assets
Our Multichannel Services

Erste **NetBanking** (170.000 users)
Erste mBanking (35.000 users)
Erste FonBanking (36.000 users)
Erste FonStart
Erste NetPay
Erste SMS
Erste Kiosk
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NetBanking service was introduced in 2002 with user authentication method consisting of:

- **USERNAME**
- +
- **PASSWORD**
- +
- **TAN CARD** *(grid with 32 8-digit numbers)*
According to customer satisfaction surveys users were very satisfied with **simplicity and mobility** of the TAN table.
We wanted to find a new, more secure method that would keep these two key features.
eKey Project

Started in 2011 and its goal was to implement a new authentication method for electronic banking users.
Project was very extensive since it covered many different areas:

- Partners
- Pricing
- Delivery to the customer
- Storage and Distribution
- Technologies
- Procurement
- Device selection
- Investment planning
- Legal affairs
- Customer needs
- Communication plan
- Marketing strategy
New method selection
We evaluated several authentication methods:

- Token
- Card reader
- Display card
- Mobile token
- PKI
The objectives we wanted to achieve:

1. To raise the security of all direct channels with stronger two factor authentication

2. To implement one authentication system that can be used by **all types of clients** on all channels

3. To satisfy **customer needs**, especially of those customers who were used on practicality of the TAN table (they carried it in a wallet)

4. Customer view approach – one customer for multi services

5. To find the **best solution for the bank** (minimum change of existing processes, the favorable price)
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We selected the Display Card as the best option!
Partners

MasterCard
support and guidance

Asseco
we chose Asseco’s Authentication Server (SxS)

Austria Card, Gemalto, NagraID
our card supplier and their subcontractors

MBU
our card processor
At the same time when we decided to go with the Display Card, another project was in preparation phase – Maestro PayPass Card for retail clients.

We joined these two projects and issued three types of cards.
Non-payment Display Card for corporate clients

It is used only for user authentication and transaction authorization on direct channels

- Pilot Production was in May 2012
- Mass issuing started in June 2012
- 50,000 cards issued until September 2013
Maestro® PayPass™ Card for retail clients

Dual-interface Maestro card linked to retail current accounts.

Two phased approach:
1. Mass issuance in Rijeka and Bjelovar region
2. Regular issuance on other regions.

First phase started October 2012.

Regular issuing started in November 2012.

68.000 cards issued to customers until September 2013.

Retail clients pay no additional fee for the card.
This current account card is “5 in one” as it is used for:

- ATM withdrawal
- POS payment
- Contactless POS payment
- Safe Internet shopping
- Direct channels user authentication and transaction authorization

The first card of this type in the world

Pilot Production in February 2013

Mass issuing in March 2013

100,000 cards issued to customers until September 2013.

Retail clients pay no additional fee for the card
We put a lot of effort into communication with clients and try to educate them about Display cards and their benefits, but also about the need for online security in general.
Odmorite se od pleganja kartica. Samo ih priluzite i plaćanje je gotovo.

Od sada plaćajte brže i nikad jednostavnije.

Vrijedno je upitati koja je razlika ovih kartica od onih koje već imate,
MasterCard PayPass ili Maestro PayPass karticom transakciju učinkovito potpuno sami
- izlazi na karticu samo priluzite na beskontaktni čitač kartica i Vaša transakcija će biti odrađena u nekoliko sekundi,
- Za kupovinu u iznosu manjem od 100 kuna nije potrebna čak ni autorizacija PINa ili potpisom.
Nakon uspješno obavljene transakcije, dobit ćete račun, a na Vaši zahtjev izdat će nam se i slip.
Jednostavno, za ne?

Sigurnost prije svega.
Plaćajući MasterCard PayPass ili Maestro PayPass karticama nemate radnog za zatvoritnost jer se plaćanje odvija sigurno i brezo.

Uz PayPass tehnologiju:
- Kontrola je u Vašem rukama - karticu ne predajete u ruke predvatajela
- Brzina plaćanja onemogućuje detektoriziranje Vaših podataka
- svaka kupovina iznad 100 kuna autorizira se PINom i potpisom.
- ne prestajte bezgranično plaćanje - kartica treba da biti zaštićena još i u rukama vaše.
- Pa što bi se transakcija nije održala, imate još 45 sekundi za izvrsnu akciju da se zaštićite.

Kratke uteze za korištenje Erste Maestro® PayPass
18.312 prikaza prije 3 mi.

NetBanking - Upute za korištenje Erste Maestro®...
25.483 prikaza prije 3 mi.
Marketing

National marketing campaign for current account with Maestro® Display PayPass™ Card
Innovation has its price
to be the first on the market often has some bad sides
Lessons learned

1. Unexpected technical problems in card production since it was the first Maestro Display PayPass card in the world

2. More resources were spent than planned because of unpredictable challenges in the project

3. Coordination of several suppliers and sub-suppliers was more demanding than expected
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3. Coordination of several suppliers and sub-suppliers was more demanding than expected
But also there were some good sides

Cooperation with Asseco

Asseco was very reliable and helpful partner
Questions?

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