Visa Ready To Launch (VRTL)

End to End Issuance

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Visa
Ready To Launch

A strategic program for partners offering e2e issuance and Program Enablement/ Management capabilities.

Visa Ready To Launch

Takes away the burden of choice and fast-tracks deployment of credentials via product bundling, simplification of pricing & contracting and ease of implementation

VISA

One Contract, One Pricing, One Integration

One&Done Solution

1 Unified Service Orchestration Layer (USOL) -Tech Stack
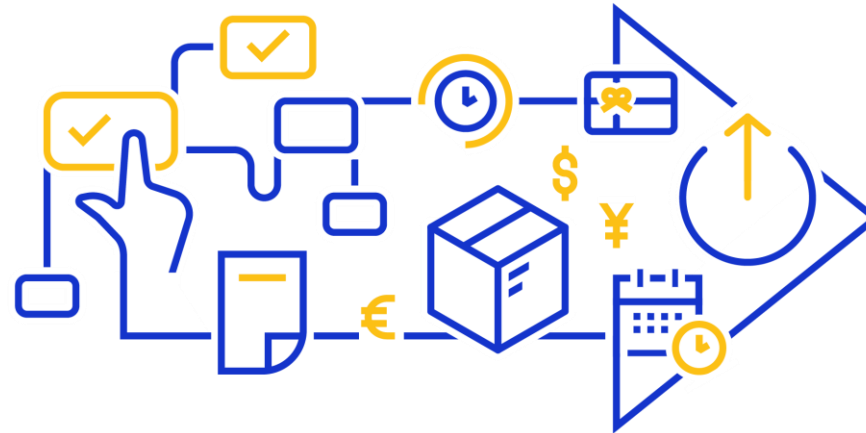
2 Bundling

3 Program Enablement

The opportunity to transform client onboarding for financial services and solutions

Current Approach
Manual Selection

Marketplace of solutions providers

Technological, Operational & Commercial Enablement of programs remains a challenge

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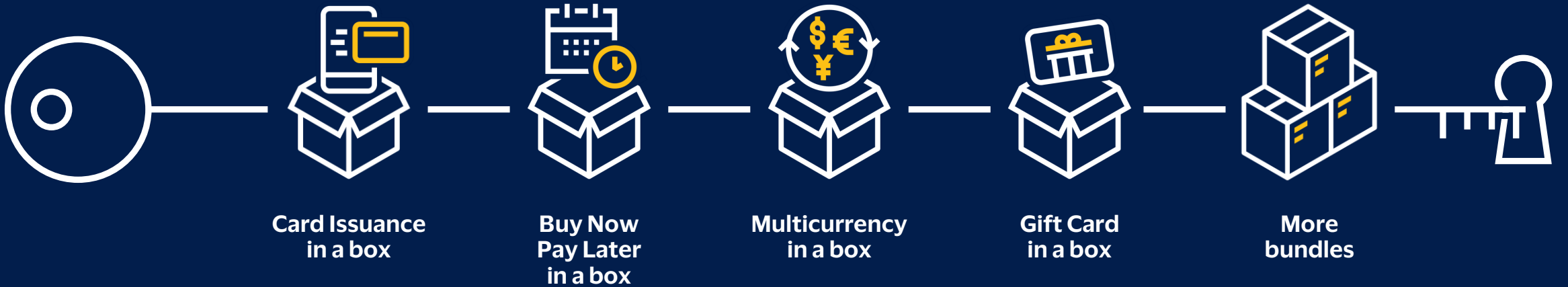International Fintechs delay regional entry due to enablement challenges

One&Done Approach
Visa Ready To Launch

Pre-designed bundles of in-house and outsourced solutions which give non-banking fintechs a seamless experience in issuing cards & payment products

VISA

Each type of fintech will find a solution

Card Issuance
in a box

Buy Now
Pay Later
in a box

Multicurrency
in a box

Gift Card
in a box

More
bundles

Card Issuance in a box

Card Issuance is a logical next step of development for any type of Fintech

Client: Fintechs | Mobile network operators | Merchants & malls | Small & medium sized banks | Exchange houses

Domestic Scale

Get a critical mass of merchants to accept payments from your platform with 54 million merchant locations

Cross-border

- Open up to travel and cross-border spend with a footprint in 200+ countries
- Purchase from the key XB merchants

Tokenization and digital issuance

- Digital issuance and tokenized card - secure & seamless way of delivering card details
- Easy to use for transactions (NFC & Scan to Pay)

Security

- Prevent fraud on your card program
- Control for risk with Visa's best in class compliance and risk management tools

Enrich your client value proposition

Attract new clients

Provide your clients with a new payment instrument or payment experience to monetize your customer portfolio

Key challenges and solutions

Challenges

Scouting
For Issuer processor, BIN-sponsor, KYC tool, Card Perso bureau & Logistic firm

Pricing
Getting the right price for maximizing profit

Value Proposition
Defining strong customer value proposition

Implementation
Front end development

Integration
Integration with different APIs including Apple / Samsung / Gpay

Solutions

One enabler with the whole range of partners	**Pre-negotiated pricing**	**Predesigned set of services**	**SDK and white label**	**Enabler accepted by Visa with set of APIs**

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Bundled Value Added Services

Aimed at onboarding and bringing added value to Fintech as well as certain level of customization serving as a differentiator factor

Onboarding

Issuer processor

With a set of services and APIs

Program management

BIN-sponsors from relevant countries, KYC tools, Card Perso bureau & Logistics Firms, etc

Services

Visa Tokenization Service

Core service to tokenize PANs and mange lifecycle events. Allows token user to provision credential to Pay wallet with one click

Visa Consumer Auth Service (VCAS)

Support an issuers' authentication strategy within their 3DS program.

Visa Risk Manager (VRM)

Delivers state of the art fraud protection and maximizes profitability

Enablement SDK

Mobile app and SDK that can support token user acceptance

Decline management

Set of programs and services to improve authorization rate and cardholders spend behaviour

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"Card Issuance in a box" bundle provides benefits throughout the payment ecosystem

New to card Fintech
(MNO, Merchants & Malls, Exchange houses)

- Generate incremental revenue with a brand consumers recognize and trust
- Gain new customers for cross-sell opportunities
- Expand existing customer relationships with an appealing card product

Fintech with card program
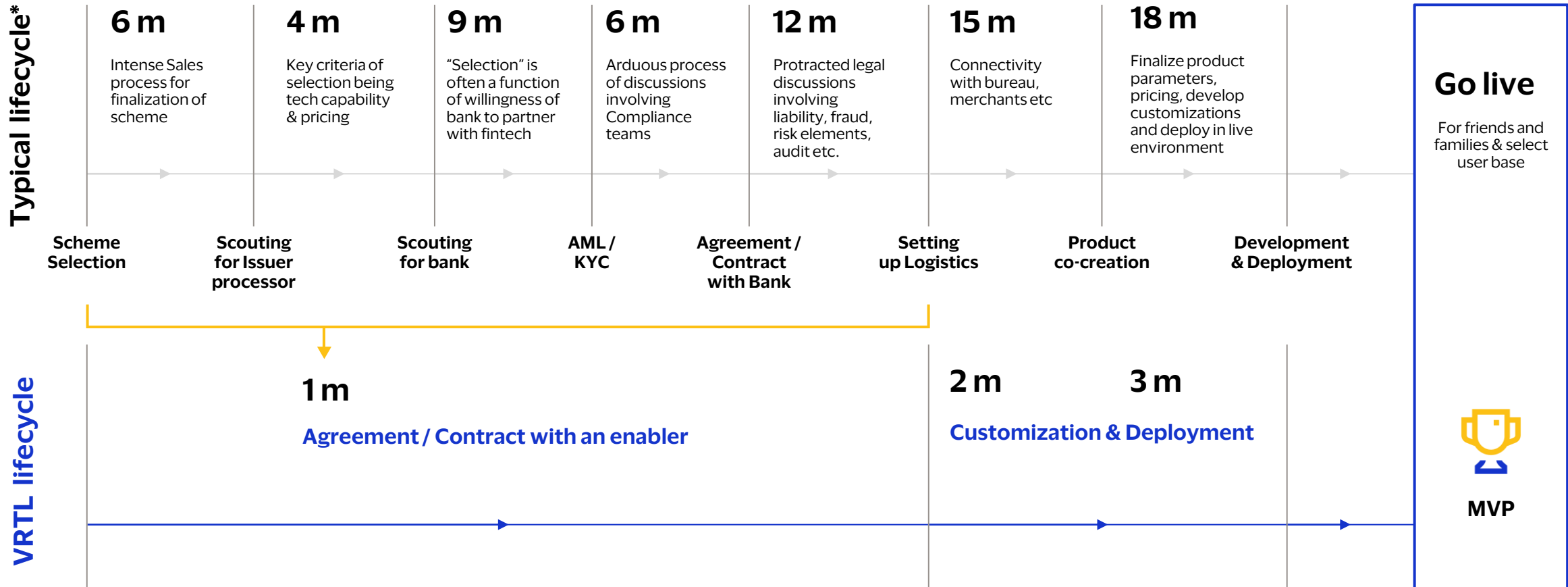**(small and medium sized banks, etc.)**

- Improve card product customer value proposition
- Implement new financial services using One&Done approach
- Acquire new customers (Gen Z, Millennials)

Consumer

- Convenient and tailored card product services
- Easy to access and use
- Cross benefits from card usage to anchor service of the Fintech

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Product lifecycle

Typical lifecycle*

	6 m	**4 m**	**9 m**	**6 m**	**12 m**	**15 m**	**18 m**	**Go live**
	Intense Sales process for finalization of scheme	Key criteria of selection being tech capability & pricing	"Selection" is often a function of willingness of bank to partner with fintech	Arduous process of discussions involving Compliance teams	Protracted legal discussions involving liability, fraud, risk elements, audit etc.	Connectivity with bureau, merchants etc	Finalize product parameters, pricing, develop customizations and deploy in live environment	For friends and families & select user base

Scheme Selection	**Scouting for Issuer processor**	**Scouting for bank**	**AML / KYC**	**Agreement / Contract with Bank**	**Setting up Logistics**	**Product co-creation**	**Development & Deployment**

VRTL lifecycle

1 m

Agreement / Contract with an enabler

2 m   **3 m**

Customization & Deployment

MVP

Buy Now Pay Later (BNPL)
in a box

Target Clients & Top use cases

Client: Fintech | Traditional issuers | BNPL providers | Microlenders

Traditional BNPL-providers

- Do not go beyond ecom environment
- Limited to bilateral acceptance

Any Fintech who wants to make BNPL a part of CVP

- Fintechs, MNOs, Marketplaces
- Required prerequisites – BIN sponsorship and lending capability

Pay-in-X Loan Disbursement

Consumers with no regular credit qualifications or no credit score check

- Lender underwrites the BNPL loan and disburses with a prepaid credential
- Example: 0% APR with Pay in 4, no minimum amount and digital only

Pay-in-X Open Credit Line

Consumers who want to build credit history. Consumer receives credit credential from lender for BNPL transactions

- Lender underwrites the cardholder and checks credit score
- Example: 5% APR with Pay in 12 months, no minimum amount and digital only

Seamless user experience

Customers apply for a BNPL loan
Specific purchase or general purpose through the lender's (Issuer's/Fintech) mobile app of their choice

Lender assesses and approves BNPL loan application
Instantly funds a single-use or multi-use virtual card or provision to mobile wallet

Customer links card/account
Repayment of BNPL purchase(s) can be paid with debit/credit card or bank account

Customer use virtual card card/token
Complete the online or offline purchase(s)

Transaction goes through authorization and clearing
Like general purpose card on VisaNet

Lender will autodrafts the installment amount
Based on the consumer's pre-provided card, bank account or wallet at an agreed frequency until the BNPL loan is paid off
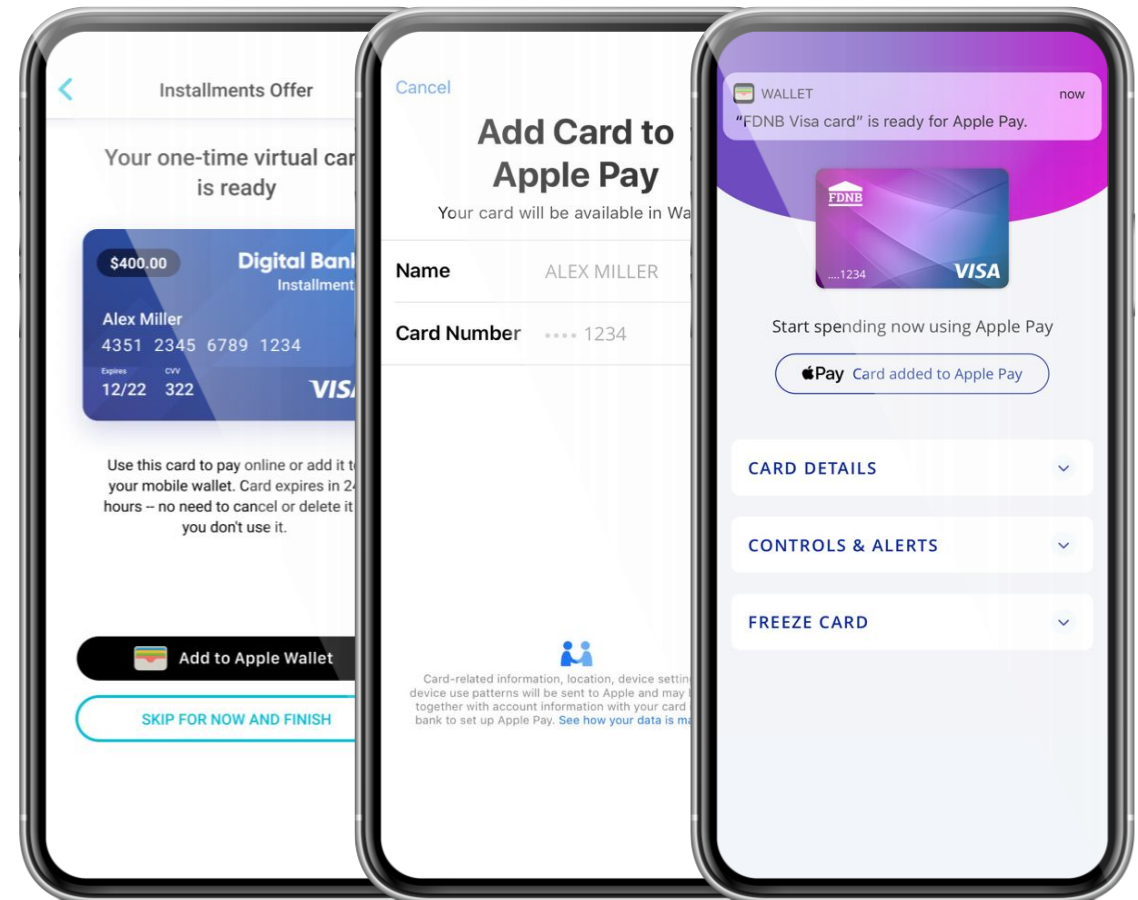
Key challenges and solutions

Challenges

Scouting

For Issuer processor, BIN-sponsor, KYC tool, Card Perso bureau & Logistic firm

Pricing

Getting the right price for maximizing profit

Value Proposition

Widespread Day 1 acceptance

Risk/profit balance

Approval, credit extension, XP prediction

Implementation

Form factor / environment constraints

Solutions

One enabler with a whole range of partners

Pre-negotiated pricing, Premium IRF for installment trnxs

Open-loop installment with added value in partner merchants

Visa solution providing scoring data based on payment behavior

Form factor is up to BNPL-provider choice
- **Physical / digital**
- **single- / multi-use**
- **F2F / e-com**

Bundled Value Added Services

Aimed at onboarding and bringing added value to BNPL provider as well as certain level of customization serving as a differentiator factor

Onboarding

Issuer processor
With a set of services and APIs

Program management
BIN-sponsors from relevant countries, KYC tools, Card Perso bureau & Logistics Firms, etc

Services

Visa Tokenization Service
Core service to tokenize PANs and mange lifecycle events. Allows token user to provision credential to Pay wallet with one click

Visa Consumer Auth Service (VCAS)
Support an issuers' authentication strategy within their 3DS program.

Visa Risk Manager (VRM)
Delivers state of the art fraud protection and maximizes profitability

Decline management
Set of programs and services to improve authorization rate and cardholders spend behaviour

Visa Transaction Controls (VTC)
API integrated into an issuer's existing mobile banking app. It empowers cardholders to control how, when, and where they pay

Provides benefits throughout the payment ecosystem

Consumer

- Affordability
- Instant availability
- Responsible borrowing
- Simplicity and transparency
- Control of spending
- Budget management

Merchant

- Incremental sales
- High ticket size
- High conversion rate
- New customer segments
- Ease of acceptance / "light touch" implementation
- Reduced fraud and chargeback channel

BNPL Lender

- Acquire new customers (Gen Z, Millennials, new to Credit/banking)
- Widespread Day 1 acceptance
- Operation efficiency
- Compliance/risk management and analytics.

Issuer

- Protect P&L margins and lost revolver revenue

Multicurrency in a box

Addressing increasing FX request from the customers

Client: Fintech | Merchants | Airlines | Exchange Houses | Corporate propositions | Embassies/ WHO etc. | Mid-sized Banks

Digital and borderless

The future of money is digital and borderless

Foreign currency exchange

This future can't be realized without foreign currency exchange

Multicurrency value proposition

It is core for some types of Fintech, such as:

- Exchange Houses
- Airlines
- Merchants
- Corporate propositions, etc

Pain points

Yet, travelers and ecommerce shoppers continue to experience pain points in their customer journeys due to lack of transparency in foreign currency exchange rates and high fees

Turning a problem into a competitive advantage implementing Real-time Foreign Exchange rate proposition

Introducing XB ecom/f2f spenders
Multicurrency wallets to lock in FX rates

Loading a multicurrency wallet ahead of a trip abroad
Use Real time FX rates to fund foreign currency wallets, which allow consumers to purchase currencies at guaranteed FX rates ahead of travelling and while on the go

Going abroad
Amal is travelling to Paris from Dubai

Lock-in FX rate
He decides to pre-purchase Euro ahead of his trip and lock in the FX rate

Spend using Euro wallet
Once in Paris, he spends against his Euro wallet balance

No additional currency conversions
He can easily keep track of his spending without additional currency conversion.

Top-up wallet with real time FX rates
A push notification in his banking app lets him know what he remaining Real balance is. He can choose to top up his wallet as needed or spend on the go with real time FX rates
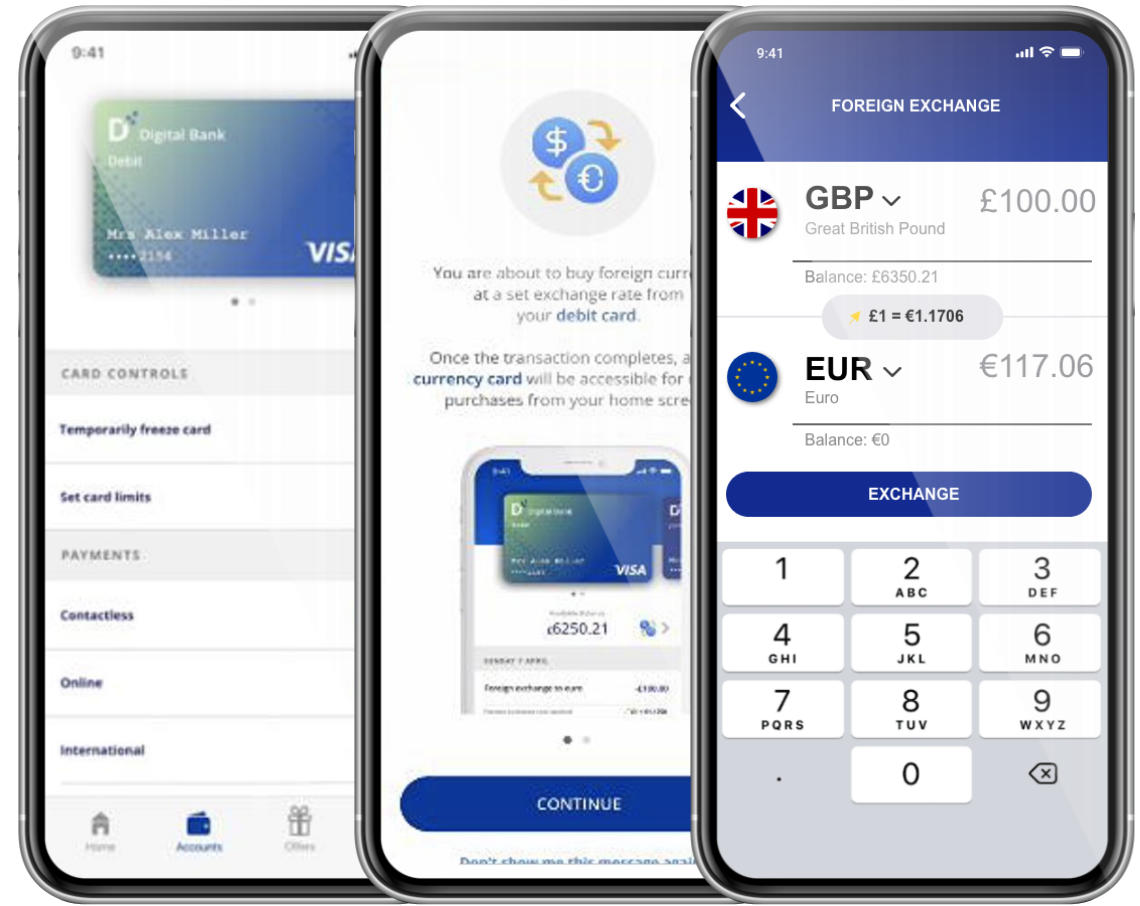
RFX leverages Visa's multicurrency BIN settlement infrastructure

26 Visa supported settlement currencies empowered with more than 38 wallet/account currencies
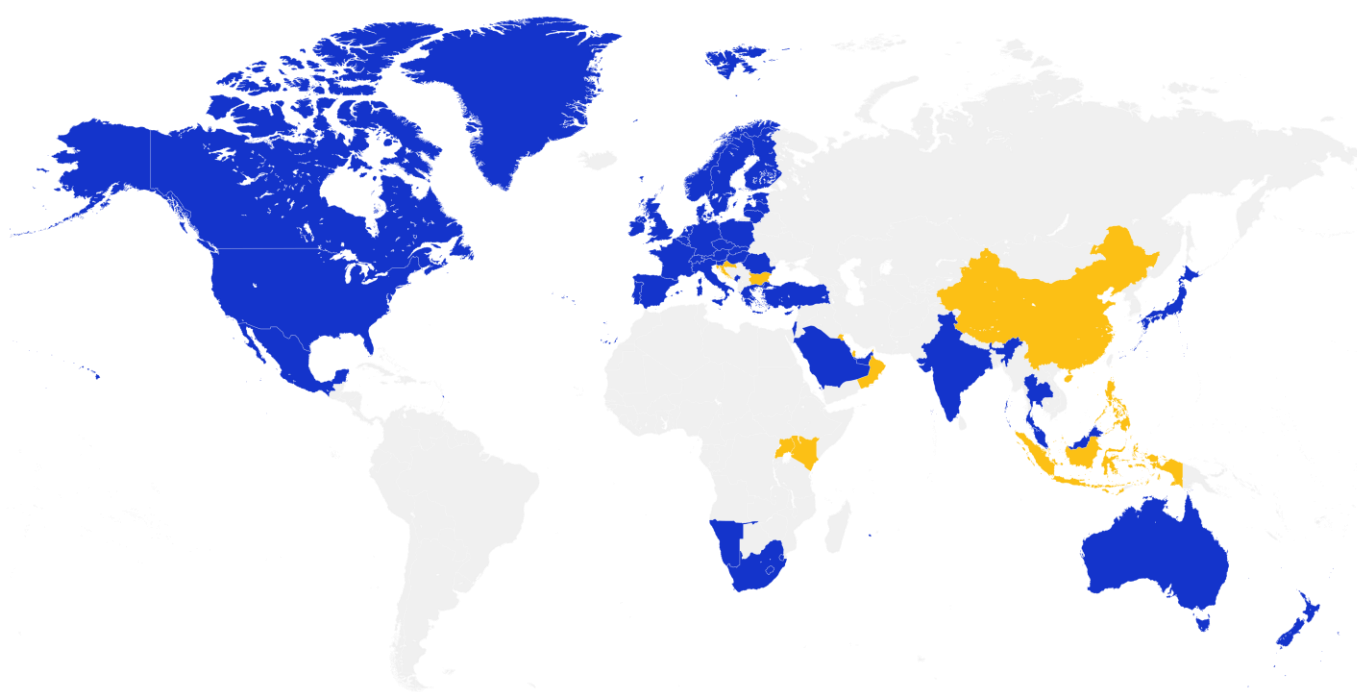
Visa international settlement currencies

AED UAE Dirham

GBP British Pound Sterling

MYR Malaysian Ringgit

SGD Singapore Dollar

AUD Australian Dollar

HKD Hong Kong Dollar

NOK Norwegian Krone

THB Thai Baht

CAD Canadian Dollar

HUF Hungarian Forint

NZD New Zealand Dollar

TRY Turkish Lira

CHF Swiss Franc

ILS Israeli New Shekel

PLN Polish Zloty

USD United States Dollar

CZK Czech Koruna

INR Indian Rupee

RON Romanian New Leu

ZAR South African Rand

DKK Danish Krone

JPY Japanese Yen

SAR Saudi Riyal

EUR Euro

MXN Mexican Peso

SEK Swedish Krone

RFX additional capabilities

BGN Bulgarian Lev

HRK Croatian Kuna

KWD Kuwait Dinar

QAR Qatar Rial

BHD Bahraini Dinar

IDR Indonesian Rupiah

OMR Omani Rial

UGX Ugandan Shilling

CNY Chinese Yuan

KES Kenyan Shilling

PHP Philippine Peso

And more...

Provides benefits throughout the payment ecosystem
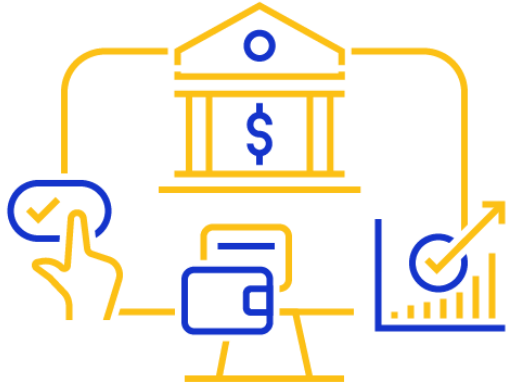
Fintech and Bank

- Real-time FX with greater control markups and rates
- Back-to-back seamless trading management
- On behalf Visa settlement services via automated drawdown
- RFX service provider manages nostro/vostro accounts as necessary to mitigate FX and settlement risk
- Issuer provides clearing data as required to RFX provider for hedging, reconciliation and reporting purposes

Consumer

- Travelers and cross border e-com buyers that want to get the convenience payment tool and best FX rate

Key challenges and solutions

Challenges

Scouting

For Issuer processor, BIN-sponsor, FX rate provider, KYC tool, Card Perso bureau & Logistic firm

Managing

Treasury, Nostro accounts, and expanding list of currencies

Pricing

FX rate profitability

Solutions

One enabler with the whole range of partners

Realtime FX for Multi Currency proposition

Best FX rates from the leading of FX services provider

Bundled Value Added Services

Aimed at onboarding and bringing added value to Multicurrency solutions as well as certain level of customization serving as a differentiator factor

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Support an issuers' authentication strategy within their 3DS program.

Visa Risk Manager (VRM)

Delivers state of the art fraud protection and maximizes profitability

Real-time FX rate

Provides FX Management, Hedging, and Settlement

Visa Analytics Platform (VAP)

Reporting tool that delivers data driven insights based on AI

Decline management

Set of programs and services to improve authorization rate and cardholders spend behaviour

Gift Card in a box

Gift cards are not about gifting only

Top use cases

Gift

Visa gift card is a perfect alternative to cash or paper/virtual gift vouchers, which provides a new level of safety and convenience to customers

Gifts tied to particular merchants/malls/etc.

Visa gift cards are a new generation of paper/virtual gift vouchers, improving user experience and increasing loyalty level

Consumer loyalty programs

To provide rewards that are highly desirable to customers, yet easier to process and fulfil than merchandise and cash

Consumer promotions

To offer a promotional solution that combines high consumer appeal with easy prize fulfilment compared to merchandise awards

Trade incentives

An innovative way to enhance relationships with trade partners, including dealers, distributors and other third parties essential for success

Rebates

A solution that is easier to administer than traditional paper checks and vouchers

Employee rewards

Deliver a solution that provides a more flexible and convenient way to recognize, reward and motivate employees

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Seamless user experience

Client: Fintechs | Companies | Merchants & malls | Banks

Gift giver purchases a gift card
Customisable design, gift amount

Enter recipient's details
Input recipient's name, phone number, email

Checkout and pay for gift card
Review and checkout with debit/credit card

Purchase successful
Digital gift card purchased

Share gift card to recipient
Share details and URL with recipient via messaging app

Recipient adds gift card to Apple Pay
Recipient can now use gift card for offline and online purchases

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Digital Gifting – main feature*

* for illustrative purpose only

Gift giver's UX

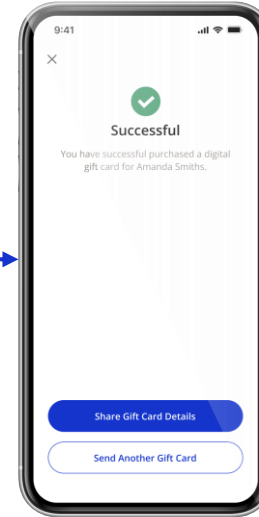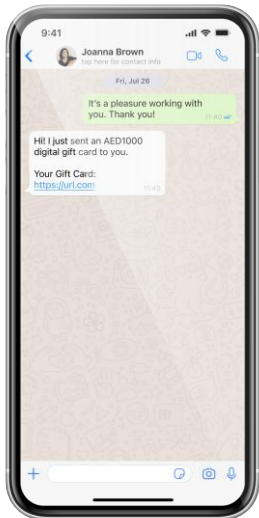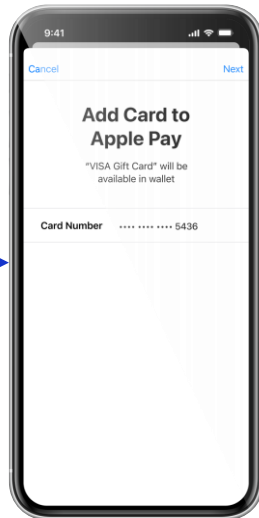| Design your gift card	Enter card value	Insert recipient's details	Review	Make payment	Send the invitation
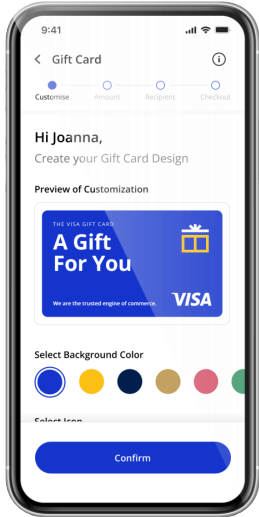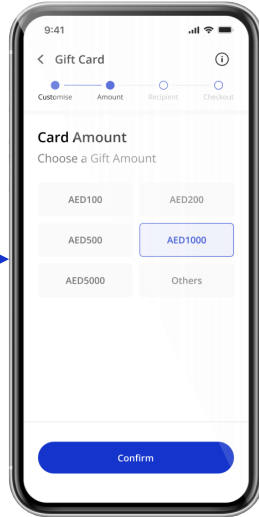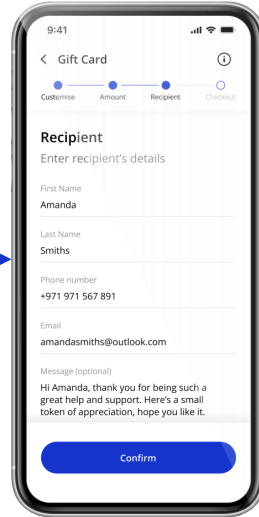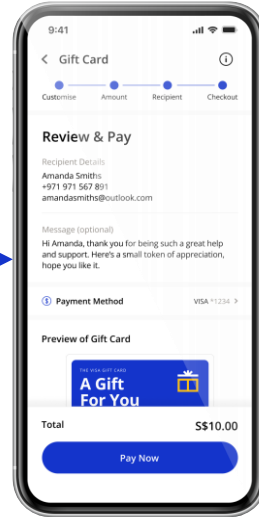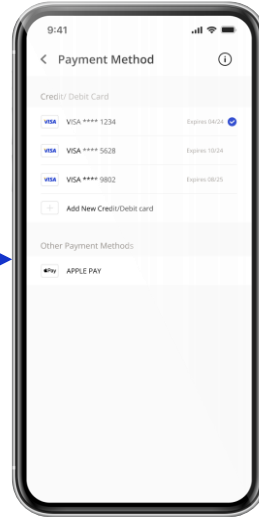
Recipient's UX

Get an invitation	Add card into Apple Pay	Confirm Terms and Conditions	Verified and card added
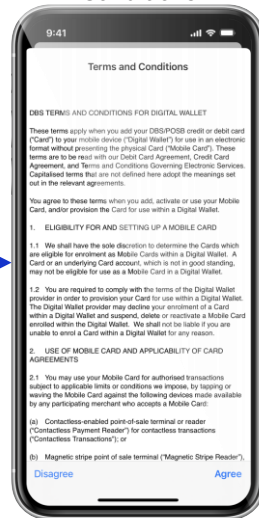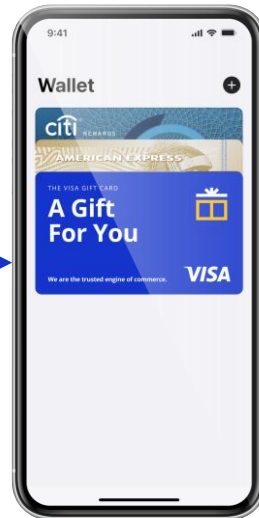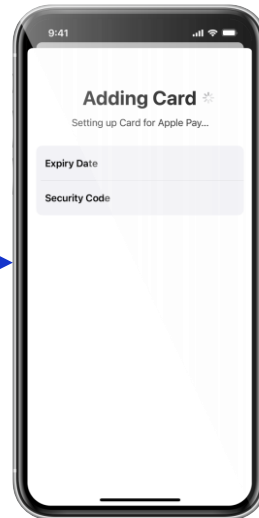
Provides benefits throughout the payment ecosystem

Issuers / Partners

- Can generate incremental revenue with a brand that consumers recognize and trust
- Help to gain new customers for cross-sell opportunities
- Help to expand existing customer relationships with an appealing prepaid product

Consumers

- A convenient gift that's easy to purchase, easy to use and fits most budgets
- Get it right every time with the perfect gift for any occasion
- May have access to rewards and offers

Merchant Partners

- Can generate incremental revenue
- Help to increase foot traffic
- Facilitate building a customer base and increase sales with a product that appeals to consumer

Key challenges and solutions

Challenges

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Value Proposition

Defining strong customer value proposition

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Integration with different APIs including Apple / Samsung / Gpay

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Pre-negotiated pricing

Digital gifting

SDK and white label

Enabler accepted by Visa with set of APIs

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Digital Gifting

Shared token concept for gifting purpose

Enablement SDK

Mobile app and SDK that can support token user acceptance

VISA

Thank you