



Securing Remote Payments
Wednesday, November 12, 2014
Federal Reserve Bank of Atlanta

E-commerce spending reached \$226 billion in 2012 and represented more than 5 percent of all spending in the United States, according to the U.S. Commerce Department. In addition, eMarketer reports that mobile commerce spending reached nearly \$25 billion in the United States and is expected to grow by more than 250 percent over the next four years. With this amount of money at stake, there is clearly a need for efficient and secure payment processing. As EMV slowly rolls out in the United States, we need only look at the migration experiences of other countries to see that fraud losses on e-commerce transactions will increase as the fraudsters adjust their targets. In light of these trends, this conference will explore issues, challenges, and solutions involved in creating a more efficient, secure remote payment system.

8:00 a.m. **Continental breakfast and networking**

8:45 **Welcome and introductory remarks**
David Lott, Payments Risk Expert, Retail Payments Risk Forum

8:50 **Overview of the day**
Paul Tomasofofsky, President, Secure Remote Payment Council

9:00 **Keynote: Payments in transition—Moving to a mobile payments world**
Payments are in the midst of a sea change—some say a tsunami. Caught up in this tsunami are EMV deployment, payments-enabled mobile device penetration into the consumer segment, mobile devices as merchant POS devices, numerous remote payment products, new entrants such as Google and Apple, payments as the tail of a bigger value chain with offers, loyalty and consumer preference as critical value-adds, and many more developments. In this keynote address, Barry McCarthy discusses how we should approach these topics and how industry collaboration is vital to success.

Barry McCarthy, EVP and Group Head, Consumer & Network Solutions, First Data Corp.

9:45 **Panel 1: Recent developments in industry actions regarding securing payments**
Many industry organizations have active projects addressing topics that would improve security, authentication, authorization and nonrepudiation for remote payments. These organizations include the SRPC, X9, the Clearinghouse, the EMV Migration Forum, W3C, to name a few. They are working on standards for such topics as authentication methods and tokenization and

also looking to drive consensus to improve security in the payments systems. In this panel, we will hear more information about these efforts and what is needed to ensure that they succeed.

Terry Dooley, Chief Information Officer, SHAZAM

Steve Schmalz, Solution Architect, RSA the Security Division of EMC (representing X9)

Dave Ezell, Software Architect, VeriFone (representing W3C)

Moderator: *Mike Strada*, Executive Director, Chase Merchant Services

11:00 **Break and networking**

11:15 **Panel 2: Authentication implementations in the market**

Almost all agree that a rational approach to securing remote payments would be to establish standards in an open, consensual manner. Yet markets usually are ahead of standards bodies in achieving implementations. In this panel we will explore some of the numerous enterprise solutions that are in deployment. The panel will discuss the mechanics of each solution and debate what is needed to ensure mass market adoption.

Michael A. Keresman, CEO, Cardinal Commerce Corporation

Annamarie "Mimi" D. Hart, President and CEO, Magtek Inc.

Aaron Press, Director of Ecommerce and Payments, LexisNexis Risk Solutions

Moderator: *Maria Arminio*, President and CEO, Avenue B Consulting Inc.

12:30 p.m. **Lunch**

2:00 **Interactive group discussion**

A new concept to this year's event will include a highly engaging and candid group discussion on various payment topics and issues. We will use polling software to receive real-time, anonymous results to a series of questions on topics ranging from mobile payments to tokenization. Once the results are revealed, we will open the discussion to the audience. And remember, there is no media in the room! Attendees can be as frank and open as they see fit. As the event date approaches, attendees will be given the opportunity to submit questions to be included in this fun and interactive session.

3:15 **Break and networking**

3:45 **A candid discussion: Virtual currencies...a bit of education**

Virtual currencies have won more than their share of industry headlines. It seems that you can't pick up a trade journal without something being written about them. Yet, they still represent a tiny portion of payments. However, merchant acceptance is growing, and even a few large online retailers are now accepting virtual currency. As the industry continues to develop and implement solutions to mitigate risk for remote card-based payments, are virtual currency payment systems better suited for these types of transactions? In this session, we will discuss the benefits that virtual currencies bring to remote transactions and the headwinds that these types of payments are facing as they seek to gain more consumer adoption and merchant acceptance.

Stephen Pair, Co-Founder and CTO, BitPay

Soren Mills, Chief Marketing Officer, Newegg

Moderator: *Douglas King*, Payments Risk Expert, Federal Reserve Bank of Atlanta

4:45 **Closing remarks and adjournment**

5:00 **Networking reception**

Federal Reserve Bank of Atlanta Monetary Museum