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Editor: Mike Strawhecker, VP & Director of TSG Metrics
Co-Editor: Andrew Nuss, Marketing Manager



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THE STRAWHECKER GROUP



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Trending This Week...

Today, PayPal and eBay will split, [but where will each go from here?](#)

eBay, which has been working on streamlining its business by selling some units, is now focused on reinvigorating its marketplace business, which includes the eCommerce arm of eBay. eBay plans to focus on small to medium-sized merchants.

PayPal on the other hand is hoping to get more merchants to accept its payments in stores. They also want PayPal users to pay with the service two/three times a week rather than the current average of two/three times a month.

MWAA

This week the Midwest Acquirer Association (MWAA) held its annual meeting in Chicago. **Jamie Savant** from TSG was at the event and noted the heavy chatter around EMV, ISVs, OptBlue, and Apple Pay. **Congratulations** to Gerry Wagner from Discover on winning the Industry Achievement Award as well as to Swipely for winning the Shark Attack contest. More to come next week.

Other highlights include:

- [Arbitration Restrictions Could Hurt Consumers](#)
- [Apple Pay U.K. Off to Bumpy Start](#)
- [FirstData Acquires Transaction Wireless](#)
- [Bitcoin Trends in the First Half of 2015](#)

New eReport: Tablet & Card Reader POS Directory

This market research report covers **52 tablet and smartphone point of sale products in the market** and includes established

[Economy](#)

[Payments Press](#)

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Buy Things!](#)

[The Top Ten Ways
Acquirers Can Block the
Breach](#)

This Day in History: 1955 Disneyland Opens

Disneyland, Walt Disney's metropolis of nostalgia, fantasy, and futurism, opens on July 17, 1955. The \$17 million theme park was

companies as well as emerging players. Those included are most likely to increase market presence over the next five years.

[Click here for a preview and see the companies included.](#)

Information provided (as available) for each company/product includes: HQ city, market share, number of customers/users, employee count, estimated annual sales, merchant verticals served, pricing, status of EMV capability, and product images.

[Click here to purchase.](#) eReport price is \$1,095.



Featured

The Strawhecker Group Promotes Mike Strawhecker to Principal

7/16/15 TSG

Omaha-based payments consultancy, The Strawhecker Group (TSG), is pleased to announce the promotion of Mike Strawhecker to Principal and equity partner. As part of this advancement, Mike will also join TSG's Board of Directors.

Mike has made significant contributions to TSG's growth over the last nine years, with involvement in developing product and service offerings, management of TSG's talented staff, overseeing all of TSG's marketing efforts since the inception of the firm, as well as serving as an advisor on the majority of TSG consulting projects.

Over the past year, Mike personally contributed to the sale and execution of client projects for over 100 domestic and international payments companies. The client-companies span the payments value-chain, including card issuers, the card networks, technology companies, processors, major merchants, as well as bank specialty lenders, private equity firms, and financial institutions.



[Read more here.](#)

EBay, PayPal Outline Plans for After Split

7/16/15 ABC News

When eBay and PayPal split up on Friday, they'll face different challenges than they did as a combined company. E-commerce company eBay first said in September 2014 it would split off its payments unit PayPal, in order to focus the two companies on growing profits individually. Investors,

built on 160 acres of former orange groves in Anaheim, California, and soon brought in staggering profits. Today, Disneyland hosts more than 14 million visitors a year, who spend close to \$3 billion.

Walt Disney, born in Chicago in 1901, worked as a commercial artist before setting up a small studio in Los Angeles to produce animated cartoons. In 1928, his short film Steamboat Willy, starring the character "Mickey Mouse," was a national sensation. It was the first animated film to use sound, and Disney provided the voice for Mickey. From there on, Disney cartoons were in heavy demand, but the company struggled financially because of Disney's insistence on ever-improving artistic and technical quality. His first feature-length cartoon, Snow White and the Seven Dwarfs (1938), took three years to complete and was a great commercial success.

Snow White was followed by other feature-length classics for children, such as Pinocchio (1940), Dumbo (1941), and Bambi (1942). Fantasia (1940), which coordinated animated segments with famous classical music pieces, was an artistic and technical achievement. In Song of the South (1946), Disney combined live actors with animated figures, and beginning with Treasure Island in 1950 the company added live-action movies to its repertoire. Disney was also one of the first movie studios to produce film directly for television, and its Zorro and Davy Crockett series were very popular with children. [Click here to read more.](#)

building activist Carl Icahn, had lobbied for the movie. Though the split happens Friday, PayPal starts trading on the Nasdaq under the "PYPL" ticker on Monday, while San Jose, California-based eBay will keep trading under the "EBAY" symbol.

Related:

[PayPal's Q2 2015 Results](#)
[eBay Will Sell Enterprise Unit for \\$925 Million as PayPal Spinoff Nears](#)
[PayPal To Replace eBay In The S&P](#)

Arbitration Restrictions Could Hurt Consumers

7/16/15 American Banker

Today's consumers have a wide variety of choices to meet their specific financial needs. Thanks to this robust competition, if a consumer is dissatisfied with a product or company, many other providers will be happy to step in and provide superior service. In those rare cases where a dispute arises between providers and customers, arbitration has quickly become the most popular and reliable way to resolve conflicts in a cost-effective and timely manner. Arbitration is cheaper, faster and more flexible than litigation for both consumers and financial institutions. When given the choice, consumers often choose arbitration.

Schulman Sets Goal to Boost Usage As PayPal Swallows Xoom, Expands One Touch Checkout

7/16/15 Digital Transactions

On the eve of his company's separation from long-time parent eBay Inc., PayPal Inc.'s new chief executive on Thursday let it be known he intends to dramatically boost usage among PayPal's 169 million active accounts by stressing single-touch checkouts and new capabilities like Xoom, the online-remittance service it is buying for \$890 million. "We want to inspire our customers to use the PayPal app two to three times a week rather than the two to three times a month we see today," said Schulman, who spoke during a quarterly earnings call for eBay, the last such call for a combined eBay/PayPal entity. Former American Express Co. executive Schulman came to PayPal as its president in September.

Apple Pay U.K. Off to Bumpy Start, Banks Delay Support, Consumers Turn to Social Media

7/16/15 Silicon Angle

Following Apple's early June announcement that the company would launch its mobile payments service, Apple Pay, in the U.K. in July, the service went live across that country on July 14. At launch around 250,000 retail locations were expected to accept Apple Pay and eight of the U.K.'s biggest banks were touted as launch partners supporting the service from day one. An analysis of online mentions of Apple Pay in the U.K., supported by reports from British media outlets, show that Apple Pay got off to a bumpy start on Tuesday.

Related:

[Apple Pay Just Launched in the UK - What You Need to Know](#)
[Apple Pay: HSBC Confirms GoLive Date, Barclays Gets on Board](#)

Capital One Exec: Banking is the Ripest Industry for Disruption

7/15/15 Fortune

We're only at the beginning of a revolution in financial services, according to Capital One Financial Chief Information Officer Rob Alexander. "Banking is the most ripe industry for disruption," he explained at Fortune Brainstorm Tech in Aspen. "The winners will be the ones that become a technology business and not remain as an old school banking

company." "For big banks, it is a wrenching change," he added.

Bitcoin Trends In The First Half of 2015

7/15/15 Coinbase

It's already past the halfway mark in 2015 and we thought it would be a good time to provide an overview of the trends that we're seeing in Bitcoin this year. While the price of bitcoin is down 9% year-to-date, if you look below the surface it is clear that Bitcoin had a strong first half and is making great strides as digital money for people around the world and a payment network for innovation.

Cheap Chip Card Readers Are on the Way for Merchants

7/15/15 ComputerWorld

U.S. banks are steadily shipping more secure chip-embedded credit and debit cards to consumers, but industry attention is also focused on whether merchants have installed updated payment terminals to accept the new cards. Big retailers like WalMart have spent the last year installing expensive in-store payment terminals that will accept the cards. In many cases, the terminals will also work with NFC-ready smartphones like the latest iPhones equipped with Apple Pay.

What's More Valuable - A Buy Button Or a Digital Wallet?

7/13/15 Pymnts

Mobile payments is becoming a pretty messy space. One might argue that it's been a hot mess ever since the massive proliferation of mobile payments schemes began a few years ago, targeted mainly to convert mobile phone-toting consumers into mobile phone-paying consumers at the physical point of sale. But the steady drumbeat of announcements so far this year, I think just underscores how the digital payments landscape has evolved and is lining up - to shake out. The mobile payments landscape appears to be dividing itself into three camps - what I am calling Buy Buttons, General Purpose Buy Buttons and Digital Wallets.



Mobile Payments & Bitcoin

Samsung Starts Testing its Apple Pay Rival in Korea

7/16/15 The Verge

Samsung Pay, the mobile payments service announced alongside the Galaxy S6, is getting closer. The company is inviting select S6 and S6 Edge owners in Korea to participate in the first public trial of Samsung Pay before a wider rollout kicks off in the coming weeks. Samsung Pay combines NFC, which is used by Apple Pay and Google Wallet, with technology that the company picked up with its acquisition of LoopPay. This allows Samsung's phones to communicate with magnetic stripe card readers, making Samsung Pay instantly compatible with most payment terminals you'll find at retailers today.

I Waited 19 Months for the Magic Coin Card and It Was a Big Disappointment

7/13/15 Recode

Payments industry buffs were quick to list the reasons Coin wouldn't make it, and I noted a couple of potential obstacles as well. "Maybe business owners will freak out and refuse to accept the card for some reason. Maybe there aren't enough people who have the big-wallet problem that I do," I wrote. But there was one potential challenge I didn't think much about: That the product would just flat-out not work a chunk of the time. And that was my experience when I received my Coin card in June, about a year after the startup originally thought it would start shipping its cards.

Facebook Adds Buy Button Integration As It Continues To Reinvent Pages

7/16/15 TechCrunch

The newsfeed has dominated how users have absorbed information from businesses on Facebook for the past decade. Now, it seems the company is ready to revitalize Facebook Pages and transform them into commerce destinations where users can not only quickly grab business info, but as of today, also buy stuff. Today, Facebook made a pretty clear statement that Pages is shifting to become a major priority for them in terms of user traffic. BuzzFeed reported that the company had recently started testing shops with 'buy buttons' inside of Facebook Pages.

Google Finally Unveils Buy Button on Ads in Mobile-Commerce Push

7/15/15 AdvertisingAge

Google is testing a feature to let consumers purchase products by clicking through advertisements, seeking to expand options for mobile retail sales, the company said. The internet-search company's service, Purchases on Google, will let people using smartphones click on select search ads to visit retailer-branded product pages hosted by Google, according to an e-mail. The tools will work with a "limited number of retailers" for now, the company said on Wednesday.

Bitcoin Incubator Opens in Chicago

7/14/15 Finextra

A collective of Chicago-based entrepreneurs and investors have opened an incubator for bitcoin- and blockchain-focused startups. Based at 1871, the city's hub for digital startups, the Chicago Bitcoin Center promises to "foster a new wave of technological innovation on the blockchain". A similar operation launched in New York last year. Firms joining the centre will get office space, access to mentorship from bitcoin entrepreneurs, technologists and investors, and a full suite of public relations and government affairs services.



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The image shows a promotional banner for PAYTHINK. It features the company logo in large, bold letters. Below the logo, it specifies the event dates as September 28-30 in Las Vegas. A central section highlights the focus areas: Debit, Prepaid, Mobile Payments, and ATMs. On the right side, there is a 'REGISTER NOW' button with a right-pointing arrow. The background of the banner is white with various colorful icons representing different financial and technology concepts.

Save \$200 - Use Promo Code TSG200

Regulation & Security

Analysis: CFPB's Faster Payment Guidelines

7/14/15 Bank Info Security

The Consumer Financial Protection Bureau, one of the five regulatory agencies in the Federal Financial Institutions Examination Council, has released consumer protection recommendations - including security

steps - that banking institutions should consider as they develop solutions for faster payment systems. One security expert questions if the CFPB's recommendations will have much impact, while another says this could be a first step toward more regulations for banks and credit unions. And a third contends that some of the recommendations, if mandated, would do more harm than good, because they could establish contradictory regulatory examination requirements for banking institutions.

U.S. Has Yet to Notify 21.5M Data Breach Victims

7/14/15 Reuters

Two months after discovering that sensitive personal information on 21.5 million Americans was compromised in a hack of government databanks, none of those affected has been officially notified, government officials said on Tuesday. The officials from multiple agencies, who are familiar with an investigation into the breach, said the Office of Personnel Management (OPM), which oversaw the data, is working with other agencies to set up a system to inform the victims.

The Darkode Cybercrime Forum, Up Close

7/15/15 KrebsonSecurity

Many have seen stories in the mainstream press about the coordinated global law enforcement takedown of Darkode[dot]me, an English-language cybercrime forum that served as a breeding ground for botnets, malware and just about every other form of virtual badness. This post is an attempt to distill several years' worth of lurking on this forum into a narrative that hopefully sheds light on the individuals apprehended in this sting and the cybercrime forum scene in general.

Economy

Yellen Delivers Upbeat Message on the Economy

7/15/15 Bloomberg

Federal Reserve Chair Janet Yellen delivered an upbeat message on the economic outlook to lawmakers and parried attacks from Republicans who say the central bank is too secretive and needs stronger oversight. Yellen repeated that the Fed is likely to raise its main interest rate this year, assuming its forecasts for stronger growth and lower unemployment are realized. The first rate increase in almost a decade "will signal how much progress the economy has made in healing from the trauma of the financial crisis," Yellen, 68, told members of the House Financial Services Committee on Wednesday.

Good Sign for Labor Market as Jobless Claims Sink to 281,000

7/16/15 MarketWatch

The number of people who applied for U.S. unemployment benefits fell sharply in the seven days ended July 11, erasing a spike in the prior week tied to retoolings at auto plants and other seasonal quirks typical in midsummer. Initial jobless claims in the period running from July 5 to July 11 declined by 15,000 to a seasonally adjusted 281,000, the Labor Department said Thursday. New claims have been under the key 300,000 level since late February, the longest run in 15 years.

Greece Gets New Cash But Banks to Remain Shut Till Sunday

7/16/15 CNN Money

Greece was thrown two financial lifelines Thursday just hours after taking

the first step to securing a new bailout from its creditors. European finance ministers approved an interim loan worth seven billion euros (\$7.6 billion) to help Greece pay its most urgent debts in the next few days. Then the European Central Bank said it would pump 900 million euros in emergency funding into Greek banks, which have been shut for nearly three weeks.

Amazon Says Prime Day Was Huge Success And Vows To Repeat It Despite Customer Criticism

7/16/15 Forbes

A day after Amazon.com's first ever Prime Day, a 24-hour sales bonanza for members of its expedited shipping and discounts program, the Seattle retailer said that its much-criticized event was a runaway success. Of course, how great of a success it really was is up for debate as Amazon did not reveal hard sales numbers. But the company did say it sold more units than during its biggest Black Friday ever.



Payments Press

First Data Acquires Transaction Wireless, a Leading Digital Gift Card Distribution and Marketing Platform

7/14/15 First Data

First Data Corporation, the global leader in payment technology and services solutions, took another step to bolster its best-in-class prepaid gift card solution with the acquisition of digital gift card pioneer Transaction Wireless, Inc. (TWI), the San Diego-based enterprise digital gift card distribution platform. First Data now provides its gift card clients, distributors, partners and resellers a fully integrated, comprehensive physical and digital gift card program.

MasterPass Launches in Brazil

7/15/15 MasterCard

MasterPass™ officially rolls out in Latin America with the launch in the Brazilian market. MasterPass™ by MasterCard is a digital payment platform that enables consumers to use any major credit, debit or prepaid card to checkout online conveniently, securely and with just one click. MasterPass saves consumers time by eliminating the need to re-enter payment and shipping details each time they make an online purchase at partner merchants.

Discover Tabs Acquirer Systems for Cloud-Based EMV Testing

7/13/15 ISO & Agent

Discover Financial Services has certified payments testing software provider Acquirer Systems to provide EMV service for its customers in U.S., Canada and Mexico. Dublin-based Acquirer Systems, which delivers enterprise testing and validation for the payments industry, will meet the EMV contact and contactless payment requirements outlined in Discover's D-Payment Application Specification (D-PAS), according to a July 13 press release. Merchants, value added resellers, acquirers and payment processors in the U.S. can now use Acquirer Systems' certification service to certify for the acceptance of Discover branded

cards.

Barclays Launches Rise Global Community and its First US Accelerator

7/15/15 Barclays

Barclays today opened the doors of Rise New York, a physical space and virtual global community designed to pioneer the future offinancial technology. By the end of 2016, Barclays plans to have opened Rise hubs in North America, Europe, Africa and Asia. In each location, Rise will provide a physical site for innovative companies, offering a co-working environment, world-class event spaces, and meeting rooms. Rise will also house the Barclays Accelerator, a 13-week program for fintech startups, run in partnership with Techstars. In addition, Rise will be a global digital network aimed at promoting online collaboration and participation in innovation challenges.

Electronic Merchant Systems Partners with Womply to Offer EMS Insights

7/13/15 PR Web

Electronic Merchant Systems (EMS), a leader in payment processing, and Womply have partnered to offer merchants EMS Insights, a platform to enable EMS merchants to grow, protect, and simplify their businesses. EMS Insights is an online dashboard that takes the power of big data and makes it available to small businesses. By monitoring close competitors, defending online reputations and analyzing external events, such as weather, it enables merchants to make faster, smarter decisions.

Square and TSheets Open Up Time Tracking at the Register

7/16/15 PRWeb

TSheets and Square - market-leading technology companies for business-ready solutions - today opened up more time tracking possibilities at the register and beyond. By designing flexible software that syncs between platforms, Square and TSheets offer integrated technology that works better together.

Apriva and Globalcom Bring EMV Solutions to U.S. Unattended Markets

7/14/15 BusinessWire

Apriva, the leading provider of secure end-to-end wireless transaction and information solutions, today announced a partnership with Globalcom Engineering, a leader in payments hardware. By integrating Apriva's Gateway with Globalcom hardware, this partnership brings proven EMV hardware into a wide variety of unattended markets in the U.S., including parking, kiosk, car wash, banking, gaming, airline kiosk, vending, and retail.

NCR Small Business Launches NCR Silver™ Concierge Program, Continues Transition to an Added-Value Services Provider

7/13/15 BusinessWire

NCR Small Business has launched NCR Silver Concierge to enhance its NCR Silver tablet point-of-sale (POS) system with additional services to help customers get up and running faster. NCR Small Business has put together a dedicated NCR Silver Concierge team, a group of experts with rich technical and domain expertise on the many functions required to successfully manage a small business or franchise, such as maintaining menu changes. In addition, the team will set up POS back office systems, integrate social media accounts, provide on-going training, offer

hardware support and more.

PAI, CardFlight Partner on White-Label mPOS Device

7/13/15 Mobile Payments Today

Payment Alliance International, an electronic payment processing provider, and CardFlight, a mobile point-of-sale technology provider, today jointly announced they have entered into a partnership agreement for EMV mobile POS, according to a press release. PAI will offer CardFlight's EMV mPOS acceptance products to its market partner distribution network and merchant customers nationwide. CardFlight's flagship SwipeSimple mPOS product will be offered under the name PAImobile Plus, which will be PAI's preferred mPOS solution for merchants wanting to accept mobile payments and manage their businesses via smartphones and tablets, according to the announcement.

POS Portal Launches Portal Advantage Affordable Leasing Program for SMBs

7/14/15 The Green Sheet

POS Portal, one of the nation's leading providers of iPad and tablet point-of-sale hardware, announced Portal Advantage, a revolutionary lease program that makes it easy for merchants to get affordable tablet point-of-sale hardware. With Portal Advantage, merchants simply pay low monthly payments over a short, 24-month term. There are no upfront fees or back-loaded penalties. With Portal Advantage, merchants get complete hardware support, including POS Portal's SalesGuard Protection Plan - if anything breaks, POS Portal sends a free replacement the next business day.

JORY Launches Cloud-based Business Management Service

7/16/15 The Green Sheet

After recently relocating to a new office space, JORY, LLC launched their software suite and now heads to Chicago for the Midwest Acquirers Association conference. The software, also named Jory, combines a powerful mobile point-of-sale with extensive business management tools that gives users complete control over every aspect of their operations. JORY, LLC upgraded their office space in May of this year, moving from a small, 10-person facility in Wilsonville, OR to a larger space in Tigard, OR that will accommodate 40 employees.

Oberthur And Lenovo Team Up On NFC

7/14/15 Oberthur

Oberthur Technologies (OT), a world leader in digital security solutions for the mobility space announces that brand new Lenovo smartphones will be equipped with its state-of-the-art NFC embedded Secure Element (eSE). Thanks to this very first partnership between OT and Lenovo, OT's advanced eSE PEARL by OT® will allow Lenovo to offer secure and convenient mobile payment and transport services.

First Bankcard Introduces New Mobile App, Offering a Convenient Way to Access Credit Card Rewards

7/14/15 EON

First Bankcard, a division of First National Bank of Omaha and a leading issuer of credit cards, has introduced a new mobile app feature that provides an easier way for credit card customers to access rewards. Customers participating in an eligible First Bankcard credit card rewards program can now redeem their rewards for cash back, brand-name merchandise and more, all from their mobile device.

Meet Google's "Eddystone"-a Flexible, Open Source iBeacon Fighter

7/14/15 *Ars Technica*

Move over iBeacon, Google is launching "Eddystone," an open source, cross-platform Bluetooth LE beacon format. Bluetooth beacons are part of the Internet of Things (IoT) trend. They're little transmitters (usually battery powered) that send out information about a specific point of interest, and that info is then passively picked up by a smartphone or tablet in range of the transmitter.

Uber Overtakes Taxis in Business Travel for the First Time

7/16/15 *Fortune*

A new report Thursday confirms what corporate travel departments have known for some time: business travelers love Uber. In its second quarter report, the expense management system provider Certify found that Uber made up 55% of ground transportation receipts, while taxis accounted for 43%. It was the first time in Certify's history that expenses for the ride-sharing service surpassed those for traditional taxis.

BillingTree Launches Payrazr Solution

7/14/15 *Virtual Strategy Magazine*

BillingTree® announced the launch of Payrazr™, a comprehensive suite of in-house developed and best of breed payment solutions. The company also revealed a completely refreshed corporate branding- redesigning their logo, adopting the tagline "Growing Payments with Technology" and revamping their website.



Payments Experts. Powerful Data.
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