



Reduce Costs

Secure ATM/Debit Payments on the Internet

Today, your customers are making their online purchases using a variety of expensive payment methods that drive up your operating costs. Verient's "ATM/Debit on the Internet" solution will reduce your transaction costs, data retention costs and your fraud losses. In addition, our solution provides you guaranteed good funds, all while growing your revenue through increased capture of your customer's transactions.

Verient's ATM/Debit On the Internet solution allows consumers to make purchases on your Web site without disclosing their real debit card number to you. Thus, consumers feel comfortable that their personal account information cannot be stolen. Our highly secure solution is consumer friendly and easy to use.

Verient's patent-pending solution easily integrates with your online retail infrastructure as well as with the online banking platform of the consumer's financial institution.

Merchant Benefits

Reduced interchange fees: Leverage EFT networks for economical interchange rates instead of other more expensive options.

Guaranteed good funds: Customer purchases are processed through EFT networks for guaranteed good funds.

Reduced fraud losses: Transactions are authenticated through the consumers' financial institution's online banking solution and are monitored by the EFT network and issuers' risk management solutions. This ensures high security and ongoing review of customer authenticity and transaction integrity.

Higher revenue: Consumers who are more comfortable and secure will buy more from you thus increasing your average purchase.

Customer is in control: Meet your customers' unique needs by allowing them to create a "made to order" temporary card just right for each purchase. Each temporary card has a unique pseudo number and can have unique controls defined by each customer. The unique pseudo number protects against theft of personal account information, as the customers' original account number is not exposed to anyone. The customer feels confident that his custom payment controls protect against fraudulent charges.

Higher customer confidence: Financial-institution-branded consumer service assures your customers that their financial institution is supporting this solution as a trusted offering.

Reduced PCI costs: You never receive the consumer's real debit card number and PIN, thus reducing your compliance costs.

Fast and easy deployment: Our unique, patent-pending solution is compatible with your existing checkout, authorization, settlement, exception-handling, risk and fraud protection systems thus minimizing your integration efforts.

Minimal up-front investment: Software as a service for low cost implementation with no capital expenditure needed on your part.

Highly-scalable solution: Our solution is based on state-of-the-art grid computing architecture that offers high scalability and fault tolerance.



How It Works For the Consumer

At the time of checkout, your customer chooses the option to pay directly with his financial institution, then follows the standard FI authentication process such as login ID and password — just like normal. Once the customer is authenticated, the Verient payment processing platform generates a temporary card with a pseudo PAN (Personal Account Number) and a pseudo card identifier. The consumer can customize the temporary card by adding a variety of optional control attributes (e.g., total spending limit, single use/multi use, expiration date, monthly reset, etc.). The consumer can then automatically populate the merchant's web site with the made-to-order temporary card details to complete the checkout process.

The consumer never enters his real debit card number and his real PIN thus giving him the confidence he needs. A life-like, animated bank agent guides the consumer through an easy- to-use, multimedia interface. The Verient payment processing platform keeps a complete history of the transactions; the consumer can access his card transaction history at any time.



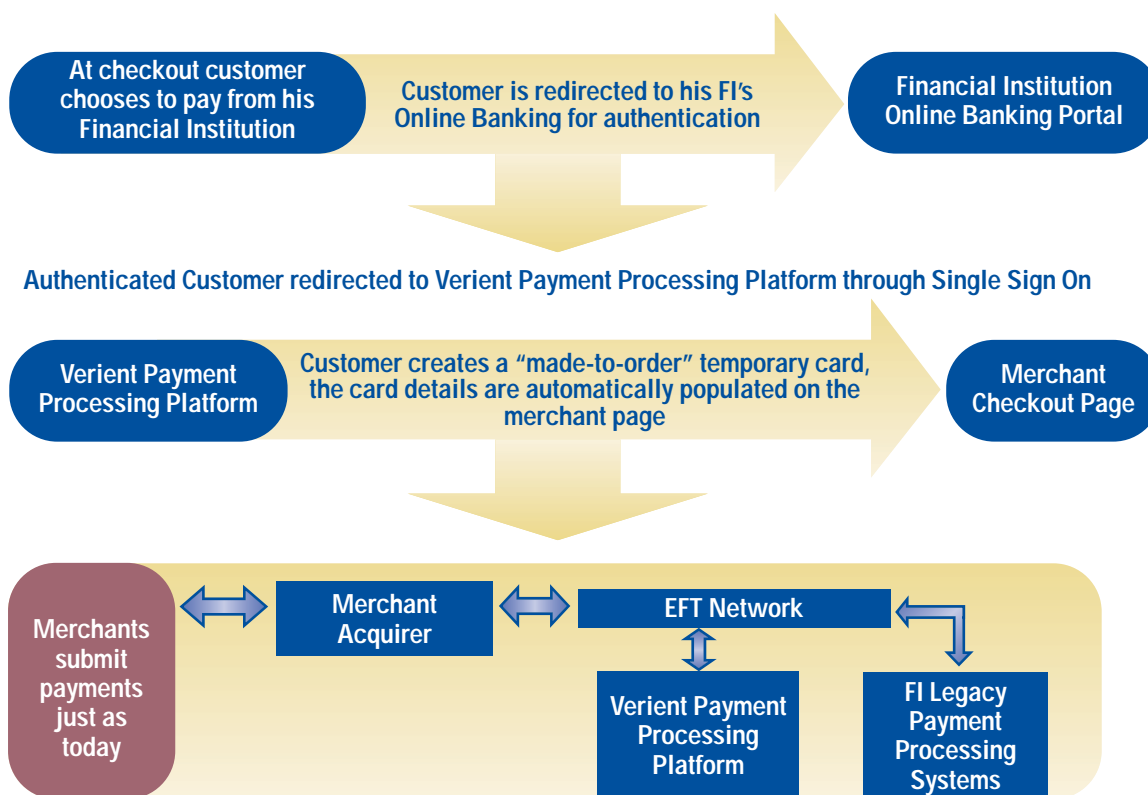
Verient Offers Integrated, Advanced Payment Customization Technology

Our solution allows merchants and FIs to use the same authorization, settlement, reporting and adjustment processes with the EFT network just like today, so no infrastructure investment is required.

How It Works for the Merchant and the Financial Institution

Our patent-pending architecture allows you and the FI to process temporary card-based transactions in real-time, just as standard transactions are processed today. When the merchant sends the temporary card transaction request to an EFT network, the network forwards it to the Verient payment processing platform. Then the Verient platform checks the transaction against the consumer's custom control parameters. If the transaction fails to meet the consumer's parameters, a denial is sent to the merchant processor through the EFT network. If the transaction satisfies the consumer's parameters, the Verient platform generates a new transaction with the real PAN. The new transaction, with the real PAN, is sent through the EFT network to the issuer for normal debit authorization processing. Upon approval/denial, the Verient payment processing platform converts the real PAN back to the pseudo PAN for response back to the merchant.

Now, your customers can pay directly for their online purchases from their financial institutions – fast, convenient, and with *total* confidence.



Who is Verient?

Located in the heart of Silicon Valley and funded by DoCoMo Capital and Global Catalyst Partners, Verient offers innovative payment customization solutions to financial institutions and merchants. Our unique architectural approach

(8 patents pending) and software-as-a-service model provides FIs as well as merchants with a fast, easy and economical path to offering payment options specifically tailored to their customer needs.



Contact Info

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