

**“Payment Innovations in the Wake of Financial  
Crisis”**

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# SECURITY AND RISK PANEL

## Moderator

Peter Burns, Senior Payments Advisor, Heartland Payment Systems, Inc

## Panelists

Mike Urban, Senior Director, Fraud Solutions, FICO

Ellen Richey, Chief Enterprise Risk Officer, VISA

Janet Estep, President and Chief Executive Officer, NACHA

# CHANGES IN THE SECURITY AND RISK LANDSCAPE

- An Increasingly Perilous Environment
- Rapid Advances in Response Capabilities

# INCREASED RISK DRIVEN BY INCREASINGLY DYNAMIC AND COMPLEX PAYMENTS ENVIRONMENTS

- Proliferation of Payment Channels
- Non-Stop Introduction of New Access Devices and Form Factors
- Expansion of Transaction Types
- An Increasingly Complex Payment Processing Chain
- More Sophisticated and Organized Criminal Threats
- Attacks Move Beyond Static Data to Data in Motion

# RAPID ADVANCES IN RESPONSE CAPABILITIES

- New and Innovative Approaches to Protecting Data and Transaction Integrity
- Better Analytics to Identify Risk Factors and Cyber Threats
- Organized Efforts to Share Threat Information and Best Practices Within and Among Payment Providers
- More Responsive and Effective Efforts From Law Enforcement and Governmental Agencies

# THE CRITICAL POLICY CHALLENGE

- Maintaining Trust and Confidence in Our Modern Payment Systems
- Absolute Security an Unrealistic Objective While Creating a Trusted Environment a Necessary Goal