Digital Payments Trends and Opportunities

Leveraging Change to Drive Advantage

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Digital Channels are Changing How Consumers Manage and Spend Their Money

Impact on Payments: Consumers moving to “right here right now” payment Expectation is that both information and money should move real-time

Online and Mobile becoming the preferred channels, especially for GenY
. . . Impacting MANY Payment Relationships . . .

Consumers and small businesses have a need and desire to exchange money and information electronically across their entire “personal payment network”

Consumers increasingly expect Real-Time Electronic payments, but today many of these processes are still disjointed and slow.
Consumers See Many Uses for “Personal Payments”

- Send money to someone: 88% (55% Yes, 33% Might)
- For charity donations or collections: 53% (34% Yes, 19% Might)
- Collect money for service you provide: 47% (28% Yes, 19% Might)
- Ask for money from someone: 43% (22% Yes, 21% Might)
- Collect or contribute group gift: 40% (24% Yes, 16% Might)

Source: Fiserv Primary Research, June 2009
ZashPay – Person to Person Payments Made Easy

• An easy way to send and receive money electronically to people you know or owe using email or mobile number

• Integrated into online banking, mobile banking, tablet banking.

• >650 FIs live, >250 more coming online

• 100% reach: ZashPay.com for any user whose FI who hasn’t joined – full send and receive

• Real-time notification

• Real-time money movement in 2012
P2P is Part of Broader Need for a Personal Payment Network that Delivers Convenience and Speed

Our Goal: Make the Bank the Most Convenient and Trusted Place for Consumers and Small Businesses to Pay and Get Paid by Anyone They Know or Owe . . . . . Convenient, Secure, and Fast
Five Keys to Success in a Personal Payment Network:

1. Leverage a Large Network of FIs and Consumers
2. Deliver on Secure, Reliable and Efficient Payment System
3. Support Flexible Deployment by all Network Sponsors
4. Deliver Integrated User Experience Across All Digital Channels
5. Deliver Effective Adoption Marketing