

Fostering Standards: Business Case Drivers and Alternative Paths

Chicago Payments Symposium

September 24, 2013

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The remarks expressed by Mr. Tomasofsky are exclusively his own and not those of the Secure Remote Payment Council nor any of its members or non-member working group participants. These opinions are subject to change.



The Secure Remote Payment Council

- Cross-industry trade association dedicated to the growth, development and market adoption of debit based internet eCommerce and mobile channel payment methods that meet or exceed the security standards for pinned based card-present payments. It will accomplish this by encouraging and supporting those activities that accelerate the implementation, adoption and promotion of these payments.



Agenda

- Standards only succeed when participants work at it
- Standards must be participant “Owned”
- Sometimes the participants need outside help

Standards Must be Wanted

- The majority of participants and especially the major market share participants must want the standard to succeed.
- Customers and users must be active participants and must subrogate their own interests at times.
- Participants that don't want to cooperate should be subject to consequences.

Standards Must be “Owned” by the Participants

- Intellectual property issues need resolution.
- It isn't a “standard” if only a handful of industry participants make decisions.
- “Standards” should not be competitive weapons to control markets but innovation catalysts that foster competition.
- Not everyone has an equal voice but no single participant has the only voice.
- Customers must be active participants.

Sometimes Outside Help is Needed

- If the industry participants cannot foster a true standards model then perhaps an outside participant must help out.
- Engagement and the bully pulpit are good first steps tools.
- If first steps aren't productive then other actions may be warranted.

Questions

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