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Hello and welcome to the inaugural issue of First Data VantagePoint™ eNewsletter. In this first issue, you'll see Mobile Commerce Solutions President Barry McCarthy's [overview of the mobile commerce landscape](#). He addresses the key components of mobile commerce, including payments, marketing and banking. It's the first of a five-part series aimed at helping you determine how to best leverage the rapidly evolving trends in mobile commerce. In addition, we've included information about our GO-Tag™ solution rollout at the [Democratic National Convention](#) and other topics related to First Data initiatives.

In the months ahead, we will provide you with more leading-edge information to help grow your business and stay on top of trends. And we look forward to your feedback to make this tool as valuable as possible. Our goal is to provide ideas about how First Data can help you manage your business more effectively so you can focus on what matters most to you – growing your bottom line.

Mobile Commerce: The Future Is Here

Mobile commerce could represent the biggest behavior change ever experienced in commerce when payments, real-time banking and targeted consumer marketing all become available via cell phones, Blackberry®, iPod® and other wireless, hand-held devices. With billions of these types of devices in use worldwide, it is plain to see why First Data – and [Cards & Payments](#) – are excited about the possibilities.

In the first of a series of new white papers, First Data's Mobile Commerce Solutions President, Barry McCarthy, provides an overview of the mobile commerce landscape covering the current market, the challenges and innovations on the horizon, and the stakes and players involved. The paper, [The Risks and Opportunities in a Mobile Commerce Economy](#), also discusses the key components of the mobile commerce ecosystem and describes the evolution of mobile commerce from a contactless sticker to a chip inside the handset.

As a first foray into mobile commerce, First Data introduced its innovative new payment technology – the [GO-Tag solution](#) – to thousands of media and delegates attending the Democratic National Convention in Denver. Attendees received a limited-edition pin to be used as a payment device to purchase refreshments at Pepsi Center concession areas. The GO-Tag sticker on the back of the commemorative pin utilized contactless payment technology to make the purchasing experience quick and convenient. The launch generated [widespread media interest and excitement among the participants](#).

First Data Related Events

- **October 1-3**
Western Independent Bankers
(WIB) Technology & Security
Conference
[read more](#)
- **October 21-25**
New York Bankers Association
2008 Annual Convention
[read more](#)
- **November 3-4**
TechMecca 2008
[read more](#)
- **November 18-20**
BAI Retail Delivery
Conference & Expo
[read more](#)
- **December 8-11**
National Association of State
Treasurers (NAST) Treasury
Management Conference
[read more](#)

New Rules Help Red Flag Fraud

Even with education and high-tech systems designed to protect consumers, identity theft continues to be a major concern. As this and other types of fraud continue to proliferate, financial services companies are in danger of losing customers' confidence in the event of a security breach.

The **FACTA Red Flag rules**, designed to address these issues, go into effect on Nov. 1. These rules require financial institutions and creditors to implement a written identity theft prevention program to detect, prevent and mitigate identity theft. The white paper by Krista Tedder and Glen Wordekemper, **FACTA: Turning Regulatory Compliance into Business Growth**, examines different types of identity theft, explores the facts and challenges of the FACTA Red Flag rules and proposes solutions for automating compliance. It discusses the notion that implementing a successful identity theft prevention program is not simply a burdensome compliance exercise, but that it can also be an effective way to boost customer trust. First Data's new **SafeID Address ScoreSM solution** was specifically designed to help organizations become compliant with the stringent new change of address guidelines and stand apart from the competition as leaders in safeguarding consumer information.

Consumer Loyalty Study Yields Important Insights

Building a base of loyal and valuable customers is just the first step in creating a successful loyalty program. Once you have customers enrolled in your program, you have to establish a quality rewards fulfillment service that not only tackles the physical fulfillment but also builds program relevance, increases participation and drives desired customer behavior.

Recently First Data conducted **research to better understand consumer usage and their thoughts and behaviors around loyalty program rewards**. There is a great opportunity to improve consumer rewards programs and, in turn, increase consumer loyalty. For example, the study results indicate that cash back is the preferred reward for more than 55 percent of rewards program members.

First Data offers a robust **loyalty fulfillment solution** that includes over six million reward options that are relevant to your consumers and help meet your program objectives.

Getting More from Your Deposit Customers with Surcharge-Free Service

With STARs[®] service, our surcharge-free ATM network, you can maximize customer satisfaction and increase account activation and usage by offering your customers access to the nation's largest network of surcharge-free ATMs – over 32,000 ATMs across the U.S. including some in national and regional retailers such as Target, Walgreens and Costco. Without any added infrastructure, your cards and ATMs can become a part of the STARs^f network. The service is **easy to join and even easier to use**.

Stay Connected

Request more information about First Data products and solutions for your business.

Sign up to receive future *VantagePoint* eNewsletters.

Give us feedback. We'd love to hear your thoughts.



Protect Your Customers from the Fate of Fraud

First Data understands how important it is for you to provide protection to your cardholders and to be compliant with the **FACTA Red Flag rules** as well as the Visa® and MasterCard® mandates for fraud reporting on all PIN transactions. Our risk management solutions include **Falcon™ Scoring** for PIN transactions which allows your financial institution to profile and score cardholders' transaction activity, detect unusual patterns and identify potentially fraudulent transactions early—before it affects you and your customer.

First Data Unveils Strong New Authentication Solution

As online fraud continues to escalate, it is a necessity for the financial services industry to provide much stronger security options. First Data entered into a referral agreement with Scottsdale-based **Clareity Security Financial Services Group** to offer a new fraud/mobile product called **TEXT-pass+SM**. This solution provides a new level of authentication security for online banking customers by enabling account holders' mobile phones to function much like one-time password hardware tokens. This extra layer of protection ensures the positive identification of online customers and protects against virtually all known hacker attacks.

Integrated Customer Analytics Increases Competitive Advantage

First Data provides financial institutions and retailers that offer card products the ability to make faster, data-driven decisions. Through an integrated **customer analytics and decision management platform** combining analysis, prediction, strategy and reporting capabilities, we help ensure faster time to profit, greater customer loyalty and reduced costs to serve. Our unique, integrated customer analytics solutions were one of many factors in the recent decision by Nordstrom fsb to sign a **seven-year processing agreement** with First Data.