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Managing the Cost of PCI Compliance

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The drive to protect sensitive cardholder data is vital and relentless. First Data actively works to recognize increasingly sophisticated emerging fraud threats and help educate our customers and others in the industry on the necessity of continually improving their data security techniques. In order to limit vulnerabilities and encourage the development of stronger security processes, various industry security requirements exist—and achieving compliance with these can be complicated.

From our experience talking to First Data customers large and small, it's clear that the challenge of complying with the PCI Data Security Standard (PCI DSS) is universal. Since 2006, when the Payment Card Industry Security Standards Council (PCI SSC) began imposing stringent requirements concerning the security of handling and storing sensitive cardholder data, **merchants have collectively spent in excess of \$1 billion on compliance** with the PCI DSS as part of their security programs.*

Maintaining PCI compliance is a continuous process that requires constant vigilance and ongoing costs. After all, the **penalties for noncompliance can be severe**, including the merchant's loss of the ability to accept credit card payments and being audited and/or fined.

So how can you ensure you're compliant and reduce the burden at the same time? First Data's white paper, *PCI and Handling Sensitive Cardholder Data—Why You Care*, can help. Within its pages you'll find:

- What Is PCI DSS?
- Increasing Threats and Costs: Obstacles to Secure Transaction Processing
- Containing—and Reducing—the Burden of PCI DSS

*Letter to Bob Russo of the PCI Security Standards Council from the National Retail Federation, et. al., June 9, 2009.



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Improve Customers' In-Store Experience

Innovations in contactless technology are creating new payment form factors for consumers and furthering the migration of payments from paper to electronic. First Data[®] GO-Tag[™] solution is our latest innovation that enables consumers to make purchases simply by tapping a chip-enabled sticker on a contactless reader—there's no waiting or signature required. Being able to make purchases faster and more convenient can have a big impact on your customers' in-store experience.

Merchants like **Sheetz Inc.**, which will begin to sell the First Data GO-Tag solution to all of its 350 convenience store locations across the United States by the end of July, recognize the value of providing **customer-centric solutions**.

"We are always looking for ways to improve the in-store experience for our customers by making purchases faster and more convenient," said Louie Sheetz, executive vice president, Sheetz marketing. "This new GO-Tag technology will make things easier for customers as well as for our store employees. We are excited to be among the first retailers to implement this system."

The **GO-Tag solution** can virtually **eliminate the need to carry cash** for purchases. Consumers can place the contactless payment sticker on anything they routinely carry, such as an employee badge, student ID or other personal item.

Mobile Gifting Gets Socially Connected

Social networking Web sites are used daily by millions of people. Facebook, one of the most popular, currently reports more than 250 million active users. What began as forums to connect people with common interests, social networking sites have evolved into a major component of how individuals and businesses interact.

One area of rapid evolution is online gifting. Today, some sites offer the ability to **deliver "virtual gifts"** as a fun way to surprise friends, relatives and business colleagues with a "gift" and a message. As the popularity of these services soars, so does the demand for a way to exchange a wide variety of higher-value gifts. As an industry leader in mobile commerce applications, First Data is helping pave the way for the evolving mobile marketplace by enabling instant gifting over social networking applications. You'll soon be able to reach millions of qualified targets with gifting applications direct to their mobile phones or via e-mail. **With mobile gifting, your customers are sending more than a virtual gift. They're sending an actual gift virtually.**

