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First Data Related Events

- [October 4 – 7, 2009](#)
AFP Annual Conference
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- [October 17 – 22, 2009](#)
DMA Conference
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- [October 18 – 20, 2009](#)
Financial Services Collections Conference
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- [October 25 – 28, 2009](#)
ABA Annual Convention
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- [November 3 – 5, 2009](#)
BAI Retail Delivery
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Glen Wordekemper,
Vice President,
Product Development

Preparing For Phase Two Of Regulatory Compliance

The first phase of the **Credit CARD Act of 2009** has already gone into effect – among other requirements, card issuers must mail or deliver statements at least 21 days before payment is due and must provide written notice of any rate increase or significant change in terms no later than 45 days before the increase or change takes effect. As we forge ahead with the implementation of phase two of the CARD Act, effective January 2010, **we are continuing our efforts to keep you informed** by sharing activities taking place within First Data and across the industry.

In this edition of VantagePoint news we highlight phase two compliance preparedness efforts underway at First Data. In addition, since your business is about more than just compliance, we offer insight into **opportunities to reduce fraud losses and preparation strategies for the upcoming U.S. Postal regulation changes.**

Preparing for New Regulatory Compliance

As deadlines draw near to comply with the new card rules and sweeping changes to regulations tied to **The Credit Card Accountability, Responsibility and Disclosure Act**, passed in May, First Data is already fully engaged in readying our networks and educating our customers.

Below are a few ways First Data is preparing for successful navigation and implementation of the new regulations.

- **Communication.** Proactively communicating with our customers through Web-based and in-person meetings; more than 600 participants attended a recent meeting. Watch your e-mail for invitations to future forums.



Get Plugged Into Training Opportunities

Debit/STAR STATION[®] Clients
Coming Soon: [New and Improved Client Training and Documentation Site](#)

First Data Client Education Services is excited to announce a new look and feel to the way you access debit education. This educational portal will soon feature new and more robust online learning courses and additional training opportunities. Stay tuned for details!

Credit Clients

Regulatory changes giving you headaches?

[Check out these Learning Plans that could help with compliance:](#)

1. First Data Dynamic FeesSM
2. Account Level Processing (ALP)
3. Transaction Level Processing (TLP)
4. Method Level ProcessingSM (MLP)
5. Parameter Control System (PCS)

Don't let the recession get you down.

[Find out](#) how product training can benefit you and your organization.

Internet Banking Clients

Did you ever wonder what top five courses your coworkers are taking?

1. Internet Banking 101
 2. FXIM Overview
 3. Internet Banking Reports
 4. The Customer Experience
 5. Processing Customer Applications
-

- **Flexibility.** First Data's flexible platform helps us meet the challenges and customize solutions for our issuer customers.
- **Focus.** We're keeping a keen focus on our customers. Glen Wordekemper, First Data vice president of operations services, states, "We see our role as helping our customers get through this and thrive so they have a viable program in the years ahead."

Cards & Payments recently published the first article in a multi-part series, "[As New Card Rules Approach, Industry Faces a Deadline Crunch](#)," focused on the technology challenges associated with The Act, and how issuers and processors are overcoming them.

Utilizing Card Management Tools to Reduce Fraud Losses

Does your institution account for loss due to fraud as a line item on their financial statements, simply addressed as a cost of doing business? You can begin to reduce losses due to fraud by maximizing tools you may already have access to, such as:

- **Card Value Denial Thresholds**, which give you the ability to set invalid Card Value thresholds to prevent direct attacks to multiple cards at once
- **Card Value Validation Services**, which prevents counterfeit cards from being cashed by detecting and stopping the approval of fraudulent PIN-secured ATM and POS transactions.

Reducing fraud loss takes a comprehensive approach to identify patterns indicative of card fraud. A thorough set of solutions, like [First Data's Fraud and Risk Premium Package](#), are designed to help you reduce costs and manage resources. The package includes real-time neural network scoring services, card validation for PIN, as well as various card management tools like daily limits for PIN, card not present (CNP) and signature debit, and address verification for signature debit transactions.

Participation in Debit Rewards Programs Climbs

TowerGroup research recently reported consumer spending habits are shifting from credit to debit. And First Data just completed a survey that revealed [membership in debit rewards programs climbed nearly 10 percent compared to 2008](#). Is your debit rewards program robust enough to retain your most valuable customers?

Stay Connected

Request more information about [First Data products and solutions for your business](#)

[Sign up to receive future editions of First Data VantagePoint news](#)

[Give us feedback. We'd love to hear your thoughts](#)

Stricter Enforcement of Postal Discount Rules Postponed

The U.S. Postal Service (USPS) has postponed until February 2010 the implementation of stricter compliance enforcement for mailers receiving discount postal rates.

This delay may provide you extra time to explore [new opportunities to revamp the way your institution communicates](#) with your customers. Or, for those currently managing their own mail services, it may be a good time to re-evaluate processes to either make sure all systems meet the qualifications for postal discounts or outsource those services to a company that uses compliant processes and consistently achieves the lowest possible rates. First Data has compiled [ideas and suggestions](#) to help your company ensure compliance with USPS requirements to maintain the best postage rates available.

