



Unlock the full potential of card issuing

WL Extended Issuing Solution

Unlock the full potential of card issuing with Worldline

As consumer expectations grow and it becomes harder to keep up with the latest technologies, card issuers need to focus on modernizing their IT infrastructures to meet the demands. Fortunately, a full digital real time API based solution, with proficient Sandbox and Portal for developer, that will simultaneously eliminate technical redundancy, reduce costs, and enhance customer experience already exists. **WL Extended Issuing Solution** was created with this exact purpose: to help card issuers migrate from legacy systems to APIs seamlessly and open up to new add-ons and features that will put them in front of the innovation race.

From legacy systems to the frontline of digital transformation

Old ways cannot bring new outcomes. For this reason, banks need more functional, seamless and easier to maintain solutions for card issuing. As the good old legacy systems cannot keep up with the demand anymore, this is where APIs enter in place to ease the burden of developing the best card issuing solutions, tailored specifically to meet the current consumer needs.

The question that card issuers must ask themselves is: *Should we delegate all the time and resources in IT to maintain outdated legacy systems, or should we spend it on creating something better?* Research shows that approximately 90% of IT decision-makers believe that legacy systems hold them back from innovating and making operational advancements¹.

Understanding consumers: Cardholder's needs

In order to face the competition on the market, card issuers need to understand consumer expectations and needs. As a global payments expert, Worldline has observed the following trends:

- The “one-fits-all” solutions are not feasible long-term. Card issuers need a solution that leaves enough space for **customization, scalability and creativity**.
- Cardholders expect **instantaneity** in their daily lives, and certainly in their customer journeys: from opening an account to initiating a bank transfer and making a purchase.
- Cardholders want to access and manage their accounts and be able to use **self-service** from anywhere, at any time.
- Trust is important, and trust requires strong **security**: card issuers need to ensure that the most updated fraud prevention practices are in place in order to gain **consumer trust**.
- But how to upgrade to an efficient card issuing system that will keep customers engaged without enduring enormous migration costs? To handle the migration easier, financial institutions can use **Application Programming Interfaces (APIs)**. APIs act as an intermediary layer between systems, enabling smoother data transfers through a cloud-based systems and analytics without undergoing substantial changes in their core systems.





Why is migrating to an API-based system so important?

Before getting started on a strategy with a service provider to deal with these complex IT operations, it is essential to define clear goals and understand the key benefits of adopting advanced technologies instead of legacy systems. By migrating to APIs, card-issuing banks will be able to:

- Gain a competitive advantage and **maintain relevance** in the fast-changing market
- Ease the scalability and reduce costs for data transfers and storage (through the cloud) of the systems connected to the API
- Gain **higher customer satisfaction** by increasing the range of services
- Become future-ready by strengthening **fraud prevention** and protection
- Enable seamlessness for **multiple implementations** of features and add-ons
- Reduce TCO and **increase revenue** by using highly cost-efficient APIs
- Eliminate technical redundancies and allow for **flexibility** and optimization
- Simplify and accelerate dispute **management** for both cardholders and issuers

- Reduce T2M (Time-to-market) by using the solution integrated together with the API
- Boost the overall user experience as card creation and account-related data becomes instant and real-time.

In addition, it is a **modular and fully customizable solution**, allowing card issuing banks to transform outdated systems into simple, cost-effective and easy to maintain IT infrastructure in the long run.

Expand the possibilities of card-issuing

Modernizing legacy IT systems is also a vital component in preventing fraud in the payments sector. According to a recent study by Merchant Savy, fraud has more than tripled in the last decade, rising from \$9.84 billion to \$32.39 billion in global losses due to card payment fraud².

By choosing to migrate to APIs with WL Extended Issuing Solution, **card-issuing banks will gain a competitive advantage** as they will be able to offer **stronger security and anti-fraud** services. The solution was designed specifically for card issuers that comprise full support in all functional processes:

- Onboarding
- Card production
- Transaction processing

- Fraud services
- Account
- Statement reporting
- Collection dunning
- Cardholder rewards programs
- Customer relationship management

According to a report by TATA, "a large global bank managed to cut their System Development Life Cycle time by 47% and reduce the time to market from 12 to 6 months for one new credit card product after implementing an API strategy built with DevOps practices."³ Another important benefit for card issuers is increased **accessibility** to the fintech market, as the integration of an open API will ensure a smooth transition of data between different parties, without the burden of heavy 3rd party integration effort. This factor will, consequently, **enrich** the overall **customer experience**.

For a card-issuing bank to make the right choice of solution, several factors need to be considered besides the current IT and technological development pace. Decision makers should pay attention to multiple needs: *Is the solution regulatory compliant? Is it simple to implement and maintain over the years? Does it allow for further upgrades and additional features?*

2 <https://www.merchantsavvy.co.uk/payment-fraud-statistics/>

3 <https://www.tcs.com/content/dam/tcs/pdf/Industries/Banking%20and%20Financial%20Services/BFS-DevOps-Catalyst-Dig-transformation.pdf>

WL Extended Issuing Solution is designed to cater for all of the above-mentioned factors:

Convenience and variety

- Full customization and modularity based on the customers' business needs
- Wide variety of additional plug-and-play services, mobile APP and web white-label
- Reduced TCO allowing for long-term savings on maintenance
- Fully digital and real-time data analytics and reporting
- Cloud readiness of main modules (available soon)

Full coverage and support

- Support of any type of virtual or plastic cards
- Proven experience in managing easy integration and migration of complex portfolios and full support in the process
- Support of all core processes - from issuer set up to card lifecycle management to issuer dispute resolution

Experience and trust

- Long-standing experience and 2000+ payment experts, trusted by over 66 issuer banks
- Full compliance with regulatory requirements

As a trusted European payment champion, Worldline understands the struggles of trying to do it all. But by choosing a ready-to-market solution, card issuers will not have to do it all themselves from scratch.

The WL Extended Issuing solution represents the easy integration and migration of data while still enabling multiple implementations to match what a card issuer needs perfectly, helping card issuers to become ready for any challenge.

Unleash the full potential of APIs and make innovation work in your favour.

Choose WL Extended Issuing to deal with digital disruption, reduce TCO, modernize IT infrastructure, prevent fraud, and offer more flexibility.



European payment champion

Worldline Financial Services is the pan-European leader in payments and transactional services. Part of Worldline Group, we combine long-standing proven expertise in traditional mass payment systems and innovative e-commerce and mobile payment solutions.

Step forward and embrace innovation with us

We are here to help you unleash the full potential of APIs in the card issuing process - covering all your functional needs at once.

About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros.

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