

elecTran

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the new face of banking

In this issue

01 Editorial

03 Case Study

05 Press Column

07 CSR

02 Showcase

04 Thought Leadership

06 Customer & Events

07 Opus in news



Warm Greetings. It gives me great pleasure to connect with you and share the exciting developments within ElectraCard Services (ECS). Year 2011 has been momentous for ECS with strong growth in revenues, large client wins in the US and Asia, and equity participation in ECS by MasterCard Worldwide. Some of the other key developments are:

- Corporation Bank, the first *electra* customer, completed ten years of success with *electra*, driving over 1200+ ATMs, managing 5+ million Debit Cards and acquiring Internet merchants.
- ECS has added 27 new clients in 2011 for credit, prepaid card processing and *electraSWITCH*.
- *electraSWITCH* achieved the highest benchmark results of 12000+ TPS on Oracle Exadata and Weblogic. We will be unleashing this new Java based gen-next payments suite –the iTx Series, later this year with progressive support for rule engine for all components.
- ECS won number of awards including the Best Service Provider for Prepaid Cards Processing from Global Prepaid in London, Deloitte's Technology Fast 50 - 2011 Winner for India and Red Herring Top 100 Asia companies for 2011.
- ECS was rated "Positive" in Gartner's 2010 research report, "MarketScope for Multiregional Card Management Software" and has also been featured in the "2011 PayX Acquiring and Switching Vendor Comparison Report."
- Opus' development centre in Pune has been certified for level 5 of the Capability Maturity Model Integration (CMMI) version 1.2 development models. This achievement is further assurance of our continued commitment to deliver high quality services to all our customers.
- To cater to this growth, we have grown to 1100+ associates across Opus and ECS, opened new development center in Chennai and are further increasing infrastructure capacity at Pune.

Finally I want to thank all our customers and partners for their support and want to assure of best services at all times.

Ramesh Mengawade
 Chief Executive Officer (CEO)
 ELECTRACARD SERVICES

awards & accolades

ElectraCard Services emerges as winner in Deloitte Technology Fast 50 India 2011

ElectraCard Services is selected as the "Best Prepaid Service Provider", Prepaid Awards 2011

ElectraCard Services wins Red Herring Top 100 Asia award for the 2011

ElectraCard Services was conferred the highest ratings in the latest Gartner research report, 'MarketScope for Multiregional Card Management Software'



"To consistently provide customers with a seamless and secure experience, a robust system powered by a technology partner, who has expertise in delivering safe, secure and reliable processing services, is critical. For more than 6 years ECS has managed and delivered, end to end credit card processing with a high degree of efficiency.

With an approach that has always been customer focused, they have supported us in building innovative customer-centric solutions which have greatly enhanced our value propositions for our customers."

Mr. Shameek Bhargava,
 Managing Director & Head Cards-Asia Pacific, Deutsche Bank, Mumbai.

electraSWITCH – Path breaking performance

Over 100 banks and other Financial Service providers worldwide use the new generation *electra*™ Suite of products to process payments. This powerful transaction engine, available on a wide range of hardware platforms, supports multiple channels (ATM, POS, Kiosks, ...), authorizes EMV transactions, and switches to account management systems and international and domestic networks.



ECS leverages the unmatched flexibility of *electra* payment platform, deep industry expertise and an innovative approach to provide superior processing services worldwide. This is reinforced with the results of performance benchmarks of our future ready applications tested on the best in class technology platforms.

Redefining the industry standards

electraSWITCH on Oracle Exadata Breaks 10000 +TPS barrier

- *electraSWITCH* is the first payment engine to be available on Oracle Exalogic/Exadata platform
- Porting completed in just 4 weeks with support from Oracle Technology Labs
- Performance benchmarked at 12000+ TPS utilizing only 25% of CPU processing power of a quarter rack Exalogic/Exadata while supporting a one billion cardholder database for authorizations

“electra EFT switch benchmarked on Oracle Exalogic and Exadata showcases a disruptive price performance solution in retail payments that needs a minimum amount of resources. The benchmark showcases a market leading low total cost of ownership (TCO), and the achievement of performance needed to respond to the global market transition to an Integrated Payments Hub (IPH) approach to payments. Our partnership with ElectraCard Services enables the two companies to deliver a next generation solution leveraging the value of complete integration across the hardware, software and business application.”

Ms. Andrea S Klein

VP Global Financial Services - Banking, Oracle

electraSWITCH on IBM Record breaking performance

- Leverages a new transaction engine that processes payment transactions using very small processing units
- *electraSWITCH* achieved 3500+ TPS on Power7 P-Series Server at IBM labs, Bangalore

electraSWITCH on HP Non Stop Market leading performance

- Market proven alternative for Non-Stop Platform
- Platform used by one of the largest ATM networks in the world
- 4200 TPS achieved with 49% CPU utilization on 16 CPU HP Integrity Non Stop Blade System

“We are very excited about the prospect of Opus providing additional solutions in the APJ marketplace and fully expect them to prove to be just as successful on the global stage. They are demonstrating the new price-performance (TCO) value that comes with the NonStop Blades offerings.”

Sandeep Kapoor,

Director, NonStop Business APJ

EXPERIENCE THE DIFFERENCE WITH ALL NEW

electraSWITCH iTx series

- High performance engine results in deployment of smaller processing units i.e. reduced TCO
- Add new channels, handle traditional and new payment transactions, support new authorization rules - all in shorter timeframes
- Scale to support hundreds of thousands of devices, payment instruments and transactions with continuous availability
- Diagnose problems quickly using *electraVIEW*
- Monitor transactions in realtime with *electraMONITOR*
- Single view of all payment operations through web portal

Releasing soon...

For more information please contact your account manager or marketing@electracard.com or 020- 66272100



electraSWITCH goes live to drive 25,000+ ATMs

Powering arguably the world's largest bank owned ATM/POS network

- Network of 25,000 ATMs and 100 million debit cards. Growing to 60,000 ATMs and 200 million debit cards by 2014
- First Active-Active implementation of EFT switch in Asia-Pacific region
- Over 4 billion transactions per year
- More than 30 Value Added Services provided through *electra*

Business Benefits

- Significantly reduced TCO due to superior Open Systems (OSS, NS SQL/MX, Java, C++) processing capability
- High degree of parameterization empowers bank to introduce new products
- Ease of integration ensured by *electra* Transformation Engine
- Active/active deployment—100% availability, allowing cardholders to transact 24 x 7 without disruption



electraPREPAID now supports 3.5 million cards

ECS provides comprehensive prepaid solution

- Single platform for issuing Gift, Payroll and Travel Cards
- Portfolio of 3.5 Million cards migrated to *electra*
- Annual transactions in excess of 50 million
- Internet Banking Experience through Customer and Agent Portals

Business Benefits

- Flexible Prepaid Host
- Ability to manage the Card Inventory
- MCC limits and MCC restricting
- Creation of customer group to create subset of similar profile cardholders within a card program & target special program schemes
- Refund request via call center/agent
- Program based PIN printing

Asia Pacific: Rapid Growth in fast payments

Asia Pacific contains some of the most advanced countries in the world, such as Australia, New Zealand and Japan. In these countries, much as in Europe and North America, consumers are looking for high-speed banking services as a standard. Financial institutions have heard this call and are moving to enhance their payments mechanisms to meet these demands.

Ref: <https://www.partnersinprepaid.com/topics/articles/asia-pacific-rapid-growth-in-fast-payments.html?maincategory=TOPICS&subcategory=TRENDS%20+%20INSIGHTS>

Hit by slow credit off take and thin margins, banks will outsource 50% ATMs by 2015

MUMBAI: Nearly half the number of automated teller machines (ATM) in India will be outsourced by 2015 as speedier deployment, better efficiency and opportunity to cut cost make the option increasingly attractive to banks hit by slow credit off take and compressed margins.

Ref: <https://www.partnersinprepaid.com/topics/articles/prepaid-in-uae-still-poised-for-take-off.html?maincategory=TOPICS&subcategory=TRENDS + INSIGHTS>

UNIFIED LOYALTY

Where is my blue shirt?

“Where is my favorite blue shirt?”, “Give me a coke please”, “Google it!”these are some of the everyday situations that we experience in person or see others doing it. If you notice, there is a selection involved in each of the above among a plethora of options. A blue shirt out of many blue shirts, coke out of many soft drinks and Google out of many options available (at least on paper!).

Ever wondered why? It’s human behavior to get attracted to goods that provide perceived value and use it over and over again. This is a habit...this is ‘Loyalty’!

It’s the endeavor of banks worldwide to make a cardholder habitual to use their cards. Whenever a consumer opens a wallet to make payments, it has to be ‘MY’ card seems to be the driving force for banks today. And how do you do that in this era of at least four cards per wallet? Even leather companies seem to design at least 4 credit card slots in a wallet these days.

By creating a superlative experience for your cardholder.....pamper is the word! But today all banks offer huge credit limits, authorizations at the speed of light, protection against fraud and card loss, error free billing and multiple channels to pay credit card bills – there is little scope for innovation or differentiation in these areas, and hence the need to explore uncharted territory.

Banks are now rapidly turning to design innovative loyalty programs and take the customer ‘experience’ to a new level.

Traditionally, loyalty has always been an “also have” - appearing at an obscure corner of card statements and disappearing at the end of the cycle. Banks have started to notice the power of this obscure corner recently.

It all started with “one point” earned for every ‘x’ unit of currency spent and redeemable at some value per point. Usually the redemption was a credit to the account. This then graduated to waiver of annual fee associated with the card. One can conclude that this was loyalty in its nascent form.

Loyalty Programs largely operate on events and transactions

Events such as joining points, first usage, referring potential cardholders to the bank, on-time payments, partial payments, months on board contribute towards accumulation of reward points. Transaction based loyalty, which has always been the traditional form has now been expanded to transactions done at selected outlets attracting extra points & co-branding with departmental stores, airlines, hotel chains, petroleum companies and food chains.

An important aspect is the redemption of points. Banks offer their cardholders a variety of redemption option besides the vintage credit to the account. Merchandise tie-up, online redemption of points against a purchase, accumulation of air miles, fee waivers are some of the many options available to the cardholder. The challenge however is to provide your



Tushar Shankar

cardholders effective ways of tracking their points and using them before you lose them. A loyalty point statement and associated handouts of redemption options is a popular way. Another way is to advertise at the dealer store “Redeem your XYZ rewards HERE!”

It’s really been a long way for Loyalty.....from the corner of a statement to a statement of its own! Loyalty has become a business model for a lot of companies and products are being designed around it to cater to the needs of the market. We seem to be moving towards a Unified Loyalty Program Model.

There are specialist loyalty program companies that issue loyalty cards and offer point accrual to this loyalty card, irrespective of the channel and medium of purchase. I, as a cardholder can earn reward points for the things I do daily.....travelling, shopping, mobile top-up, eating, watching movies etc. and irrespective of how I pay either by cash, cheque, and credit or debit card. In such programs multiple partners come together and reward their customer in order to gain the “Most Favored Card” status.

In a world that is fickle and ‘Loyalty’ is often just a concept that is relegated to books and stories. It seems ironical that this very concept could be the way banks could win customer’s ‘Loyalty’!

- Today loyalty has metamorphosed significantly from its nascent form. Banks’ use loyalty as a tool to:
- Acquire other bank’s cardholders**
- Accelerate activation of their cards**
- Attain “Most Favored Card” status in the cardholder’s wallet**
- Value the vintage association**
- Encourage on-time payments by their cardholders**
- Even encourage cardholders to pay partially!**



press clippings



MasterCard makes strategic investment in India based ElectraCard Services

(from left to right)
Mr. Ramesh Mengawade CEO, ElectraCard Services,
Mr. Ajay Banga CEO, MasterCard

Strategic Investment to extend processing footprint, support processing strategy and create more value for customers in Asia-Pacific, Middle-East and Africa

MasterCard Worldwide has taken a 12.5% stake in Pune headquartered ElectraCard Services (ECS), a leading provider for credit and payments management. The investment in ECS bolsters MasterCard's overarching global processing strategy by further extending MasterCard's product offerings and enhancing services across the full spectrum of the processing value chain not only in India but also in Asia-Pacific, Middle-East and Africa.

ElectraCard Services (ECS) to process MasterCard payment solution for Aadhaar

ElectraCard Services is handling end to end processing of MasterCard's payment solution for 'Aadhaar' with its product *electraSWITCH*. The proof-of-concept demonstration of the system was held in Delhi-India.

new engagements

Rakbank, UAE launches two new prepaid cards with ElectraCard Services – Load Pay and Go Bling.

IndusInd Bank partners with ElectraCard Services for its credit card program. ECS to provide end-to-end processing solution.

Union Bank of India partners with ElectraCard Services to launch the ecommerce services for its customers.

Sixth Base24 replacement customer for ECS – **Union Bank of Philippines** to migrate to *electra Suite*

ElectraCard Services enters the Taiwanese market with **Shin Kong Commercial Bank (SKB)**, the first open system based credit card implementation in Taiwan with full Multi Lingual features.

60th *electraSWITCH* implementation by ElectraCard Services at **Bramer Bank, Mauritius** goes live. ECS ensures seamless migration from the legacy system.

Expanding Horizons

- ✓ Opus Software inaugurated a new development centre in Chennai
- ✓ ECS sets strong foothold in US Market with the plush new office in Omaha, Nebraska, USA
- ✓ ECS makes its presence stronger with the opening of Dubai and Singapore offices

news and events



(from left to right) Mr. Ramesh Mengawade – CEO, ElectraCard Services, Mr. K. Mani – AGM, SBI ; Mr. Amitabh Kumar – GM, SBI, Mr. Mahesh Ramamoorthy – COO, ElectraCard Services



customer and events

Customer Speak Event – Inaugurated by SBI team including, Mr. Amitabh Kumar – GM, SBI and Mr. K Mani – AGM, SBI . It is a quarterly event launched to create a common platform where the key customers communicate with the ECS' senior leadership team to provide feedback on the strengths and the areas of improvement.

The first event of Customer Speak took place on 9th June 2011 and was inaugurated by Mr. Amitabh Kumar – GM, SBI. The SBI team including Mr. K. Mani – AGM, SBI, interacted with the senior management of ECS and OPUS and were impressed with the office infrastructure and the lively and energetic workplace.

“SBI – Base-24 migration project is on an excellent headway. SBI has network of 25,000 ATMs and 80 million cards. This is the largest installation of ATM switch across the globe. All new ATM's will be driven by *electra*, and all the cards will be issued using the same platform.”

Amitabh Kumar, General Manager (IT), State Bank of India.

It is an achievement whilst customers express their confidence and trust on ECS. We really value it!

Exhibition and Events

Diebold Customer Advisor Board – ECS attended the Diebold Customer Advisor Board 2011 on 3rd Aug 2011 at Hotel Casa Dann Carlton, Bogota, Columbia

Meftec - ElectraCard Services participated in Meftec this year with Raqmiyat. The event took place on 30-31st May 2011 in ADNEC, Abu Dhabi, UAE

ECS at HP InNUG Event

ElectraCard Services was the key sponsor for the HP InNUG event 2011, Trivandrum



ElectraCard unveils **electraONE** the all new client services

ElectraCard Services currently provides production support to more than 100+ customer sites worldwide for electra suite of products. With successful SLA compliance over years, ECS has now revamped its current support model further and is launching it as '*electraONE*- Client Services' shortly. It comes with flexible service plans to select from that suites customer requirements and enhanced features like-

Enhanced features of *electraONE*

- One-Stop solution for all maintenance services
- Dedicated *electraONE* account managers
- **Support hours**- 'Follow the Sun' to 'Round the clock'
- Business driven SLAs & faster turnaround time
- Wide range of extended services offerings
- ITIL compliant framework



Customer Support team receiving an award for consistent 90% + service compliance for the year 2010-11

For more information please get in touch with your account manager or mail us at electraone@electracard.com or contact us at 020-6627 2100



we are ecs

- We are the world's leading payment processing company, with 200 + payment systems implemented across 30+ countries
- Our world class payments processing infrastructure and global payments experience enables customer launch new card products in short timeframes
- MasterCard Worldwide holds a strategic investment
- ECS drives more than 50,000 ATMs and 250,000 POS and processes 2 billion transactions annually
- Institutions trust us to process \$100B in transactions annually
- Six Migrations from ACI Platform
- PCI DSS Compliant, ISO 27001, ISO 9001:2008 and CMMI Level 5 certified
- ECS provides complete retail payment solutions including EFT Switch, Credit Card Management solution, Prepaid Solutions and Ecommerce Payment Gateway Solutions
- ECS provides platform for 70% of India's card based internet transactions



ECS @ Corporate Social Responsibility

As a sensitive corporate citizen ElectraCard Services' employees support society in many ways, a few listed below :

- ECS joined the national CSR event 'Joy of Giving' in 2010
- ECS conducted Toy donation drive in 2011
- ECS regularly conducts the blood donation camps for various hospitals and blood banks
- ECS celebrated Diwali at Isha Prema Niketan an old age and orphan age in Pune
- Don Bosco hope centre put up stalls in ECS premises for the sale of their handmade product



Opus on strong growth path in 2011-12

Opus has consistently exceeded the expectations of its customers worldwide. 2011 has been a rewarding year with quite a few project wins and significant increase in the existing business; with most prominent being getting selected as the preferred partner for Money Transfer Integration Projects by the largest remittance provider.

Fastest path to CMMi Level 5

Opus Software Solutions achieved CMMI L- 5 in an unheard time span of 8 months and is the only organization to receive 'Excellent' rating in last 3-4 years as per SEI. Opus was certified for software development process for its development centre in Pune on latest version 1.2 development models through Standard CMMI Appraisal Method for Process Improvement (SCAMPI).



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Corporate Headquarters

Commerzone, 1st Floor, Building No.4, Samrat Ashoka Path, Off Airport Road, Yerwada, Pune- 411 006, Maharashtra- India
Tel: +91-20 6627 2100/ 3092 5100 Fax: +91-20 3092 5399
email: marketing@electracard.com

Sales office: Americas, Dubai and Singapore

www.electracard.com

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