A Next-Generation Solution for the World of Global Payments

PRIME

Reduce Cost of Ownership | Speed-to-Market | Risk Management | Flexible Deployment Model

www.tsys.com
TSYS’ PRIME solution can help issuers and acquirers reduce operational costs by offering combined management of a wide range of payment cards through a single platform with a range of value-added features such as integrated, real-time fraud detection. PRIME is also ideally suited for fast market penetration and new product launches — with support for multiple languages, multiple currencies and multiple products.

PRIME seamlessly integrates card issuing and merchant acquiring with online authorisation and switching; ATM driving and network management; dispute and chargeback handling and support for e-Commerce. It also offers integrated case management, rewards, application scoring, collections, personalisation, dynamic currency conversion, commercial cards and instalments, as well as PIN and key management functionality, whilst enabling clients to selectively license individual components as their business requires.

Technology
Multi-dimensional in every way, PRIME is designed to accommodate the unique needs that have emerged with globalisation. Our emphasis is on creating a single platform solution that offers financial institutions increased agility and efficiency, whilst allowing for cost-effective growth, higher levels of security, better risk management and access to premium added-value services.

The platform’s agile technology design includes workflow and rules engine components to enable users to work more efficiently. User-friendly secure access to cardholder and merchant data is readily available, helping to optimise your customer service offering.

Integration
PRIME’s unique Integration Layer (IL) helps to differentiate PRIME as a next-generation payment solution on multiple levels. Surrounding and constantly protecting the core, PRIME IL is a catalyst for innovation, enabling all PRIME Academy-certified client and strategic partners to create interfaces with new third-party systems and next-generation services. By developing within the IL, clients can play a part in strategically strengthening and continuously evolving the PRIME platform for innovation — for all global users.

With customisations developed through the PRIME IL, clients can also benefit immensely from lower cost of ownership.
as they move to new releases effortlessly and with complete compatibility.

PRIME’s core development principles are focused on providing the benefits of cost-effectiveness, usability, ease of deployment, and market readiness with full payment scheme and regulatory compliance. The platform’s technology benefits from 25 years of proven experience of supporting more than 100 clients in more than 70 countries, and is ideally suited to addressing the needs of globalisation and consolidation.

PRIME is built to deliver services from various sources through a single interface with an emphasis on cost efficiency and end-to-end servicing catering for unique local needs. Our goal is to ensure that local requirements are included in the system core and controlled through parameters, so best practices and features can be ported across all markets if required.

Achieving this goal is made possible with PRIME’s support for operations in multiple countries, currencies and languages, catering for differences in business practices, regulatory requirements and operating environments through customised parameters. This helps reduce the costs of interfacing to country-specific processing gateways, payment schemes, credit scoring and personalisation bureaux.

PRIME offers issuing and acquiring capabilities and support for multi-card products (Charge, Credit, Debit, Prepaid, Contactless, Commercial, Instalment etc) within a single solution, and sufficient flexibility to efficiently address the diversity of local card markets. Both multi-lingual and multi-currency, the PRIME platform features multi-institution and multi-country support, offering a flexible, functional rich and comprehensive solution that can be seamlessly integrated with the most complex of banking environments.
As well as providing increased business agility, PRIME also offers increased business efficiency. Workflows are used to map and automate business processes, and can be applied to any manual or system activity such as boarding new card or merchant applications, limit change approvals, dispute and chargeback processing, card status/ blocking process flow control and changes to bank account payment/settlement details. Operator training costs can be further reduced by a common Web-based user interface — with consistent look and feel — for all functions related to the maintenance of card and merchant accounts.

**Compliant Solutions**
The development of PRIME over the last decade has been driven by the need to deliver a clear business advantage, enhanced customer experience, added value and growth opportunities to our clients. To this end, we have sought to ensure our offering is cost effective, quickly deployable and localised for both issuing and acquiring.

Global players, specifically, need flexible payment solutions, a sharp focus on compliance and optimal speed-to-market when seeking opportunities to grow new, multi-country products. PRIME meets all these requirements. More than 100 financial institutions across the globe have placed their confidence in PRIME’s extensive capabilities, drawing on its flexibility, system performance and unparalleled functionality to meet their business needs.

With this feature rich solution, you will benefit from the opportunity to gain flexible access to different market territories and segments with a variety of products. Our strategic, cross-border solution complies with payment scheme mandates.

Our global experience in successful implementations and migrations has resulted in a rich pool of knowledge and experience we can share to help you quickly target new markets with no local teams required. We will work with you to ensure your payments are fully compliant with local and regional mandates.

**Service Excellence**
Our advanced technology and customised solutions are delivered by trained professionals committed to world-class service and support 24 hours a day, 365 days a year. As one of the world’s largest payment services companies, we have more than 50 years of experience in processing and 10,000 people dedicated to helping you achieve your strategic goals.

With standard documentation and training, along with a dedicated PRIME Academy program, client Webinars, roadshows, a User Advisory Board, and User Groups, we ensure our clients are truly engaged with the PRIME roadmap and empowered to achieve their business goals with the support of TSYS’ partnership approach.

**Flexible Deployments**
We can provide a unique range of payment solutions to suit your individual business models, based on a single strategic platform. We offer the PRIME platform complete with value-added modules as a software licensing model or as a processing service.
If you are seeking a cross-border issuing and acquiring capability, we can reduce your costs of system deployment and servicing without significant infrastructure investment. Our parameter-driven systems enable rapid market entry, helping you pursue speed to market and an aggressive growth strategy in new markets at home and abroad.

PRIME licensees are also able to right-source the delivery of best-of-breed, cost-effective and reliable services that leverage TSYS’s relationship in the industry to the benefit of our clients; value-added options such as portfolio management and 3D-Secure services. Right-sourcing is just another example of TSYS’ smarter solutions for today’s market place.

**Innovation**

Our omnichannel mobile vision for PRIME is to provide a comprehensive set of options, enabling new digital servicing channels for portfolios while maintaining the security, reliability and increased simplicity of traditional servicing models for our clients’ customers. Whether integrating card services into a new or existing mobile banking application, enabling a bank’s customers to check balances, reviewing transactions and statements, reporting lost or stolen cards, submitting new card applications, or making payments, PRIME’s suite of APIs enables the required card services to be integrated with iOS, Android and Windows Phone applications.

For non-Web-based mobile services, PRIME Alerts can be used to trigger SMS messages and emails to customers, confirming when transactions have been carried out, statements are ready, payment is due or when customers are nearing their spending limit.

PRIME’s vision with partner solutions is to help connect customers to their information simply and efficiently via their preferred digital channel, empowering them with choice and control over their cards and accounts, and aligning with future-focused new form factors like Near-Field Communication (NFC) contactless transactions, mobile wallets and cloud-based payment solutions.

**Speed to Market**

As a highly flexible and parameterised system, PRIME enables a wide variety of new card products to be quickly created by varying interest, billing, fees and other card settings, allowing you to capitalise on seasonal market trends and focus on targeting specific customer segments.

Multiple card types including credit, debit, prepaid, private label, commercial, contactless and co-branded are supported. With the help of PRIME’s modules these card types can be linked to rewards programmes and instalment payment plans. PRIME’s user friendly card product set-up enables you to maintain parameters in the form of a template that can then be copied and modified to suit your specific needs.

Employing SOA, PRIME’s fundamental design principle supports the requirements of business processes and users by enabling services from various sources to be delivered to clients seamlessly through a single interface. Service components can be re-used to quickly introduce new products and solutions to help improve speed-to-market and cost reduction.

The development costs are also reduced by focusing on re-use and re-packaging of services and components.
Rather than customised development whenever needs change. New products can typically be added in days rather than months and then rolled out globally.

The speed and ease with which new products can be introduced to the market is best illustrated by a client with more than 11 million credit cards and more than 200,000 merchants in its portfolio. After migrating its cards business to the PRIME platform it was able to launch 11 new products within 2 months of go-live and 80 new products in 12 months.

**Reduced Cost of Ownership**

Whatever your long-term business plans, PRIME grows with your portfolio, protecting your initial systems investment and reducing the costs and pressures of system replacement. As your portfolio expands and market demand increases, PRIME components, such as PRIME Rewards, PRIME Instalments, PRIME Access Control Server (ACS), PRIME Payment Gateway, PRIME Dynamic Currency Conversion (DCC), PRIME Collector, PRIME Scorer, PRIME Perso and PRIME Biz-commercial cards, can be activated with minimal impact on existing operations to enhance core functionality.

In addition, the platform’s functionality can be further enriched with PRIME Fraudguard to detect, alert and manage potential fraud cases, and PRIME Dispute Manager to benefit from automated chargeback management, or a range of value added services.

A key architectural feature is the support for hosting multiple institutions without the need to have multiple instances of databases or servers. This allows institutions to segregate business by, for example, division or region and minimise the total cost of ownership.
TO LEARN MORE

contact us at +44 (0) 1904 562 000 to learn more about how we can serve as the trusted agent in your payment strategies. You can also visit us at www.tsys.com.
ABOUT TSYS

At TSYS® (NYSE: TSS), we believe payments should revolve around people, not the other way around™. We call this belief “People-Centered Payments™.” By putting people at the center of every decision we make, TSYS supports financial institutions, businesses and governments in more than 80 countries. Through NetSpend®, a TSYS company, we empower consumers with the convenience, security, and freedom to be self-banked. TSYS offers issuer services and merchant payment acceptance for credit, debit, prepaid, healthcare and related business solutions.

TSYS’ headquarters are located in Columbus, Ga., U.S.A., with local offices spread across the Americas, EMEA and Asia-Pacific. TSYS is a member of The Civic 50 and was named one of the 2013 World’s Most Ethical Companies by Ethisphere magazine. TSYS routinely posts all important information on its website. For more, please visit us at www.tsys.com.