

6

MAIN PAYMENT METHODS USED IN THE B2C AND B2B DIGITAL ENVIRONMENT

“THE VALLEY IS THE HUB WHERE KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS”

6. MAIN PAYMENT METHODS USED IN THE B2C AND B2B DIGITAL ENVIRONMENT

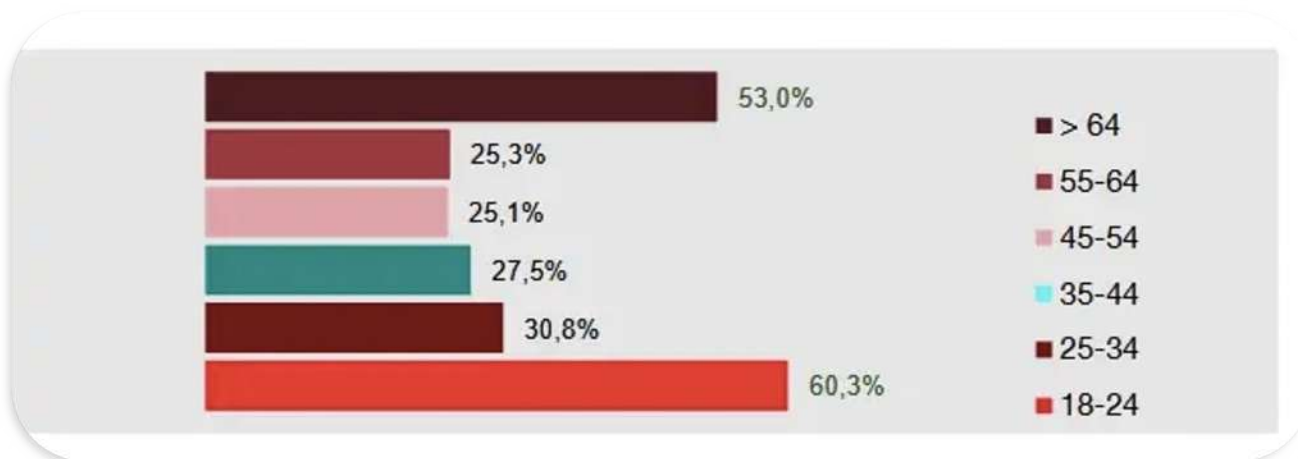
The growth of transactional activity on the Internet has gone hand in hand with the increase in the sophistication and maturity of the means of payment. The business figures generated by electronic commerce are, however, weighed down by the existing distrust in the use of online forms of payment, according to all the studies carried out. At the same time, online commerce must be aware that the greater the number of means of payment, the greater the opportunity it will have to convert its visits into sales. In this section, we will analyze the main forms of payment, as well as their analogies and differences.

- Typology of online payment methods.
- Advantages and disadvantages of payment methods.
- Cash on delivery.
- Virtual POS.
- Bank transfer.
- Direct debit.
- The arrival of the “wallets”: PayPal, Google Pay, Apple Pay, Amazon Pay, Facebook Pay
- Incremental sales of payment methods.
- Fraud management systems: pros and cons.
- E-commerce security : data theft and denial of service attacks .
- The PCI DSS regulation and the changes introduced by the PSD2 regulation .
- Main payment methods used in B2B environments

We come from an era in which cash predominated...



Consumers prefer cash as payment method (by age segments)



To make way for a new landscape in which cash is just one of the possibilities



The most **appropriate** forms of payment are those that meet the **needs** and **expectations** of your users.



The main objective of an online payment method is to improve the shopping experience, and in the evaluation you make of the available options, it is good to take into account how they fulfill that objective, what advantages they offer in this regard.



WHICH IS THE BEST PAYMENT METHOD?

There is no payment method **superior** to another, since the market segments and the target audiences are **different** for each company. Millennials, for example, are a public that accept certain payment methods because they are **the established ones**, even if they are not the ones they prefer.

WHICH IS THE BEST PAYMENT METHOD?

Three main requirements:

- Make it **adaptable**: the customer must be able to pay wherever they are, without obstacles.
- **Security**: with an authentication system that facilitates and simplifies the payment process.
- That offers **confidence and convenience**: something that eliminates unnecessary "steps" and enriches the payment experience by taking advantage of the support of traditional financial institutions.



TPOLOGY OF ONLINE PAYMENT METHODS



VISA



**AMERICAN
EXPRESS**



PayPal

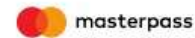
venmo

Apple Pay

Google Pay

**SAMSUNG
pay**

VISA Checkout



TWO MODALITIES:

- **DEBIT**
- **CREDIT**

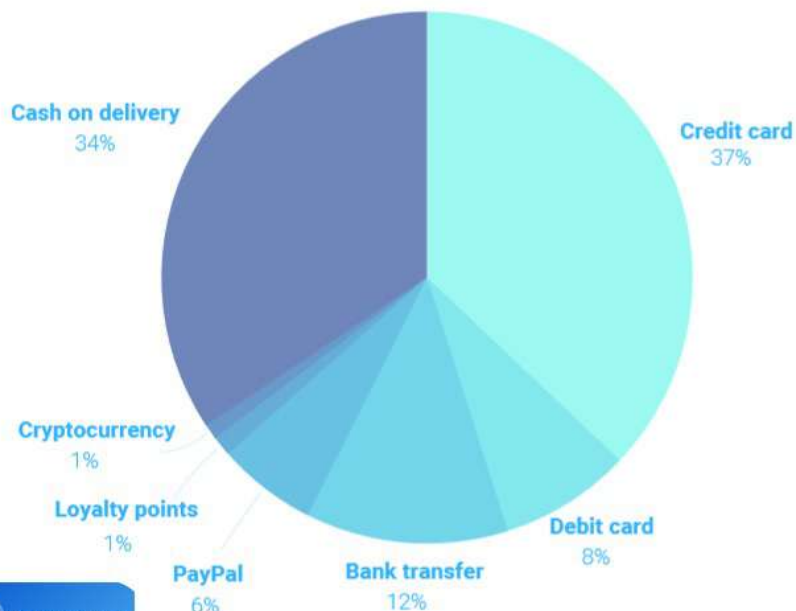
They are the most traditional form of payment worldwide after cash payment. A 2017 WorldPay study provides the data that between the two they cover around 42% of consumers' intention to pay.



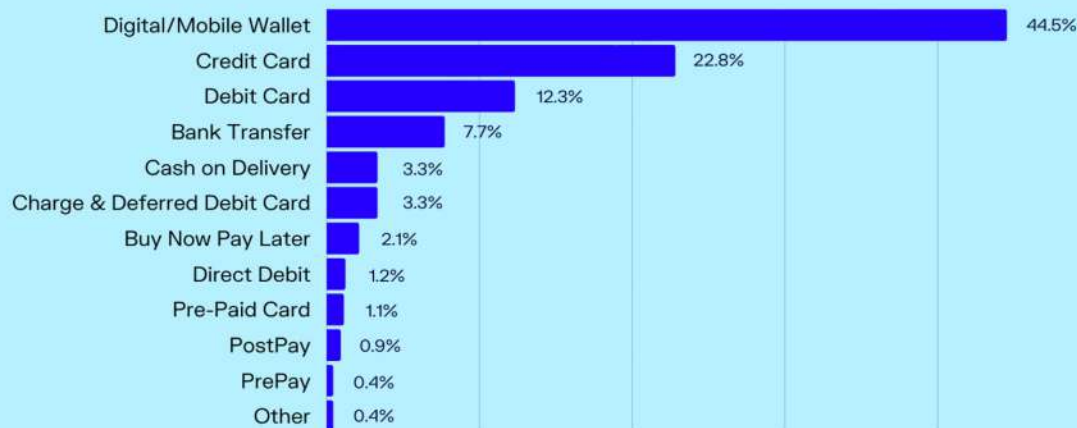
TYPOLOGY OF ONLINE PAYMENT METHODS: CARDS



WHAT IS YOUR PREFERRED PAYMENT WHEN SHOPPING ONLINE?



Top Online Payments Worldwide (2020)



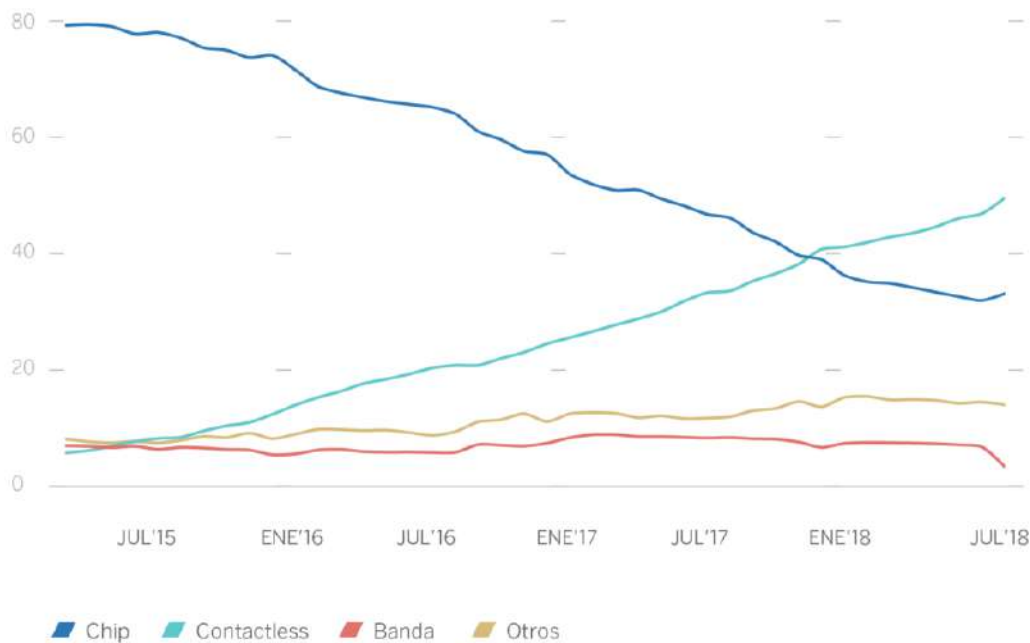
Source: worldpay.globalpaymentsreport.com

OBERLO

TYOLOGY OF ONLINE PAYMENT METHODS: CARDS



Movements by type of card technology (%)



ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Payment is immediate. • It has a very high acceptance as a payment method by customers. • It has become a more secure process thanks to tokenization. • It has the trust of customers and has the support of traditional financial institutions 	<ul style="list-style-type: none"> • Its adaptability may not be so easy in some environments, for example, when large payments must be made, since many times the cards have a limit. • Fees for merchants may vary per transaction depending on the issuer of the cards.

TYPOLOGY OF ONLINE PAYMENT METHODS: CARDS



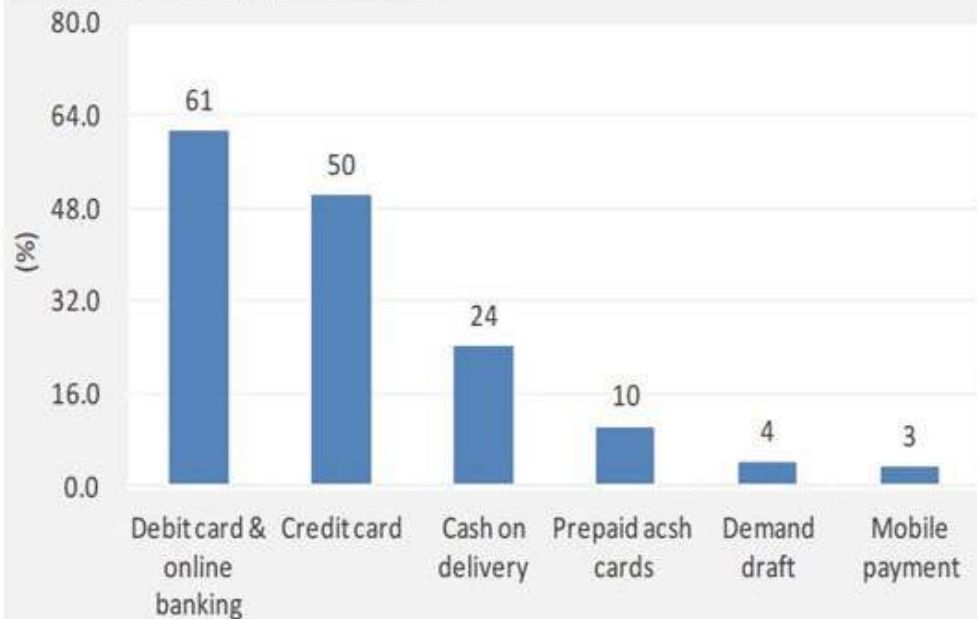
https://www.youtube.com/watch?v=i2kjH_swdyc

The payment on delivery is a type of payment used in distance sales (by Internet, telephone or catalog) that consists of paying the cost of the online order directly to the person who delivers it to us at our home (the carrier), usually in cash (coins and bills).

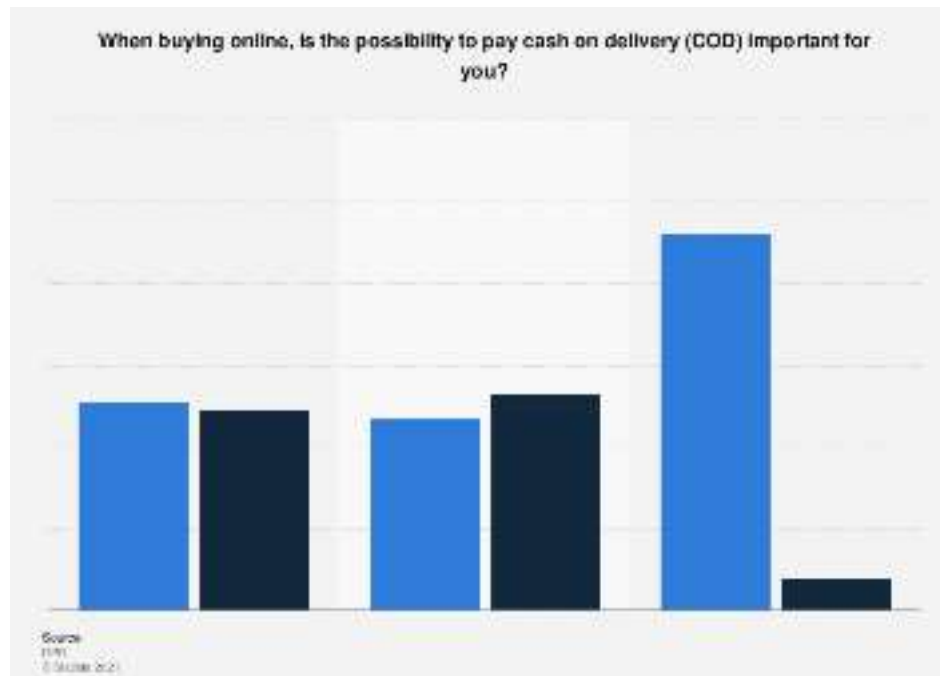


The **cash on delivery** payment was recently one of the most **requested** options, however it is a trend that is **declining** thanks to the improvement and creation of increasingly secure payment methods on the Internet.

Chart 37: Most used payment methods



Source: IAMA



ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none">• Security for the client• Elimination of the possibility of chargeback	<ul style="list-style-type: none">• Attempts to finish delivery• Dissent• High operational costs• Commissions



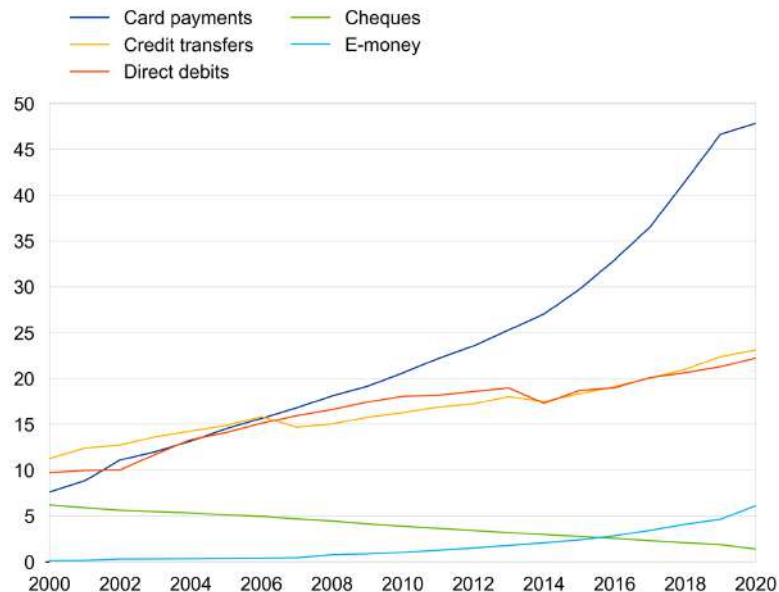
<https://www.youtube.com/watch?v=WFnpGzb7IAI>

Bank transfer is a simple payment method that has the full support of traditional **financial institutions** as its operation depends **directly on them**. They are among the **top three** consumer preferences.



One obstacle that may exist with this payment option is that **customers need to have a bank account** to use it. In regions such as Latin America, where banking **penetration rates** of the population do not reach 50%, it is a payment option with moderate penetration on a regional scale.

Payment Statistics 2020



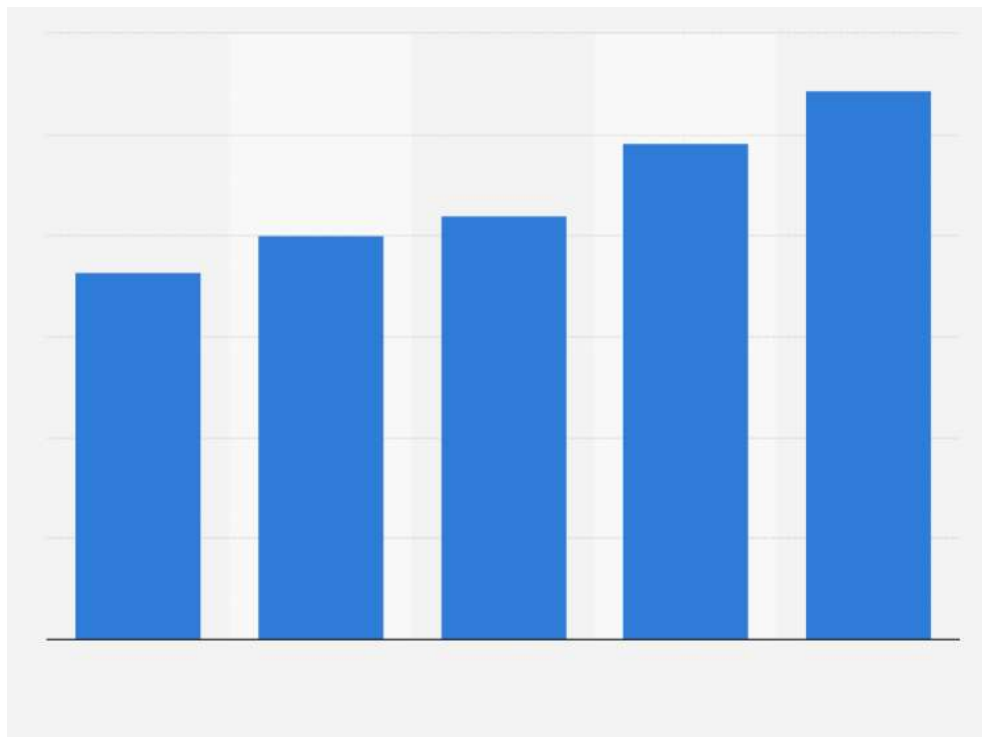
ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • The trust that inspires in customers by having the support of traditional financial institutions. • It provides security if data protection standards are followed. • There are no commissions for the seller. 	<ul style="list-style-type: none"> • They usually take more than 24 hours to become effective, so it can cause some frustration in the shopping experience depending on the customer's expectations. • Product shipments take time, as it depends on the total amount to be paid being received. • The transfer verification process itself. • Depending on the region, banking management and infrastructure can be an obstacle.

<https://www.youtube.com/watch?v=5CXfDSwPVz4>

With direct debit, we authorize the bank to proceed with the payment of recurring receipts that enter us through the bank. That is to say, the direct debit is an order that we give to the bank so that it proceeds to pay or collect a receipt, without us having to authorize or carry out the monetary procedure each time.

The image shows a 'DIRECT Debit' instruction form and a 'The Direct Debit Guarantee' document. The form includes fields for company logo, address, account number, and bank details. It also contains a section for the bank's instruction to the building society. The guarantee document, titled 'The Direct Debit Guarantee', outlines the terms and conditions for using direct debit, including a 14-day cancellation period and a guarantee of payment.

Direct debit: number of transfers 2010-2017



ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • It is avoided to go in person to a bank. • You can associate the direct debit with any company you want. • They allow better control of payments and our finances. • You are free to choose the payment time. 	<ul style="list-style-type: none"> • It is important that you have a checking account. • You need a SEPA mandate signed by the client before charging. • You must be careful with the existing funds in your account, as the process is automated.



<https://www.youtube.com/watch?v=jfLeeyPHvl0>

Digital wallets or electronic wallets are tools that allow you to make payments online, usually in the form of an app. The wallet securely stores virtual versions of debit and credit cards, so you **don't have to enter the physical card details** or take it with you wherever you go. They can also be used to store digital tickets and electronic vouchers.



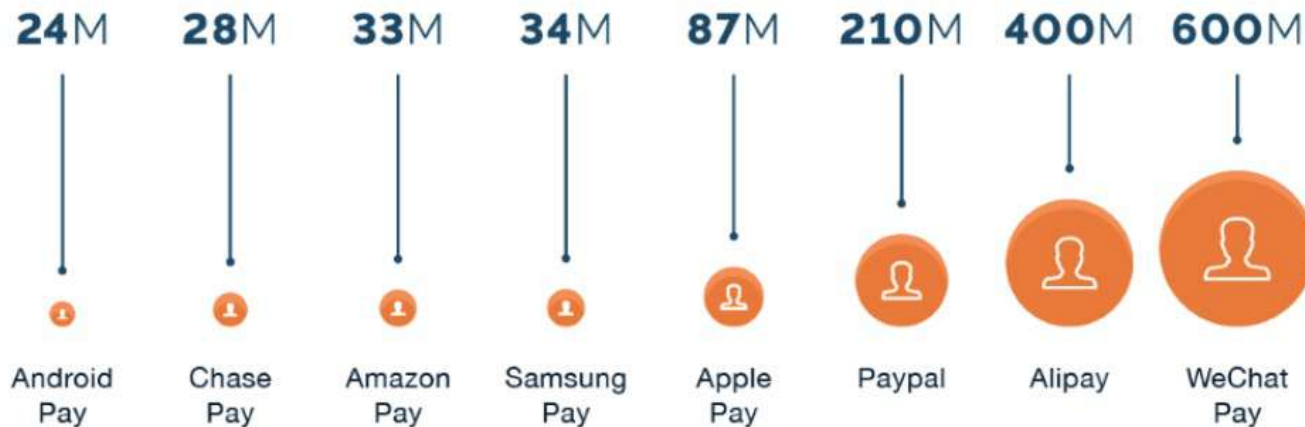
TYPOLOGY OF ONLINE PAYMENT METHODS: THE "WALLETS"



Apple Pay	Samsung Pay	Google Wallet	PayPal	Bitcoin
AVAILABILITY				
Only iPhone 6.	Only Samsung Galaxy S6.	Any device with the app.	Any device with the app.	Any device with the app.
HOW YOU USE IT				
Fingerprint OK for tap-to-pay (at new registers) and online purchases.	Fingerprint OK for tap-to-pay (at new registers)	Tap-to-pay (at new registers, only on NFC-enabled Android phones). Send money via app or email.	Send money via email or phone number.	Scan QR code

HOW IT WORKS				
Uses NFC (radiowaves) to send your encrypted payment information.	Uses NFC. At old credit card machines, uses MST (magnetic fields).	Like a debit card. You recharge it. At new registers, uses NFC.	Uses PayPal network to transmit credit card or debit transactions.	Totally independent money system.
SECURITY				
Most secure. Retailers don't even get your credit card.	Most secure. Retailers don't even get your credit card.	Secure. Retailers don't get your credit card, but Google does.	Secure. Retailers don't get your credit card, but PayPal does.	Tricky. Secure, but you're on your own. Lose a password? Get hacked? Your money is gone.
PROS				
Quick and easy.	Quick and easy. Works everywhere.	Easy. Great for sending money to friends.	Easy. Great for sending money to friends.	Very private. Easy. Great for sending money to friends.
CONS				
Doesn't work everywhere. Only some places have NFC-enabled registers.	Magnetic option is annoying. You must hold it a certain way above the magnetic stripe reader.	Doesn't work everywhere. Only some places have NFC-enabled registers.	Only works at merchants who accept PayPal. It's a bit rare in person.	Difficult to obtain bitcoins. Rarely ever accepted. Few merchants use this.

NUMBER OF USERS OF SELECTED GLOBAL MOBILE PAYMENT PLATFORMS 2017



PAYMENT METHOD	PERCENTAGE OF 2019 POS SPENDING	PERCENTAGE OF 2020 POS SPENDING
Digital/mobile wallets	21.5%	25.7%
Credit cards	20.9%	22.4%
Debit cards	24.3%	22.3%
Cash	30.2%	20.5%

How digital wallets in Europe are reshaping payments

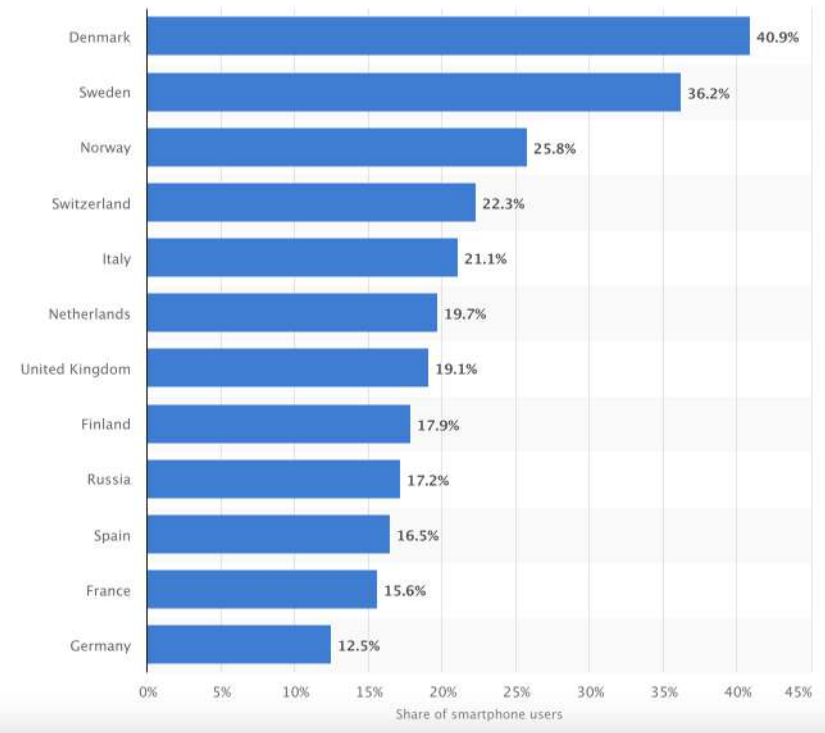
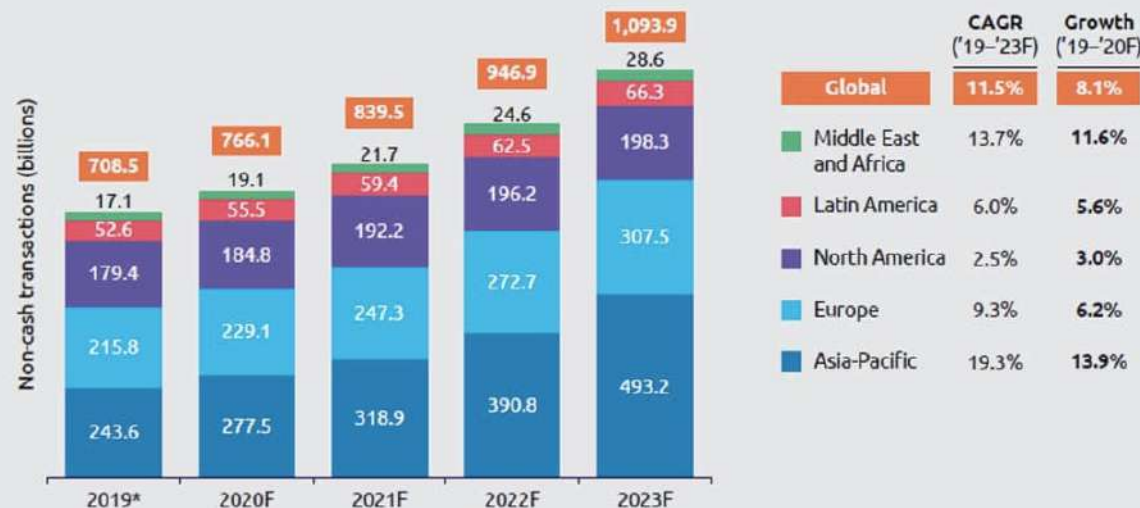


Figure 17. Mobile payments will propel non-cash transaction growth in the coming years (billions), 2019–2023F

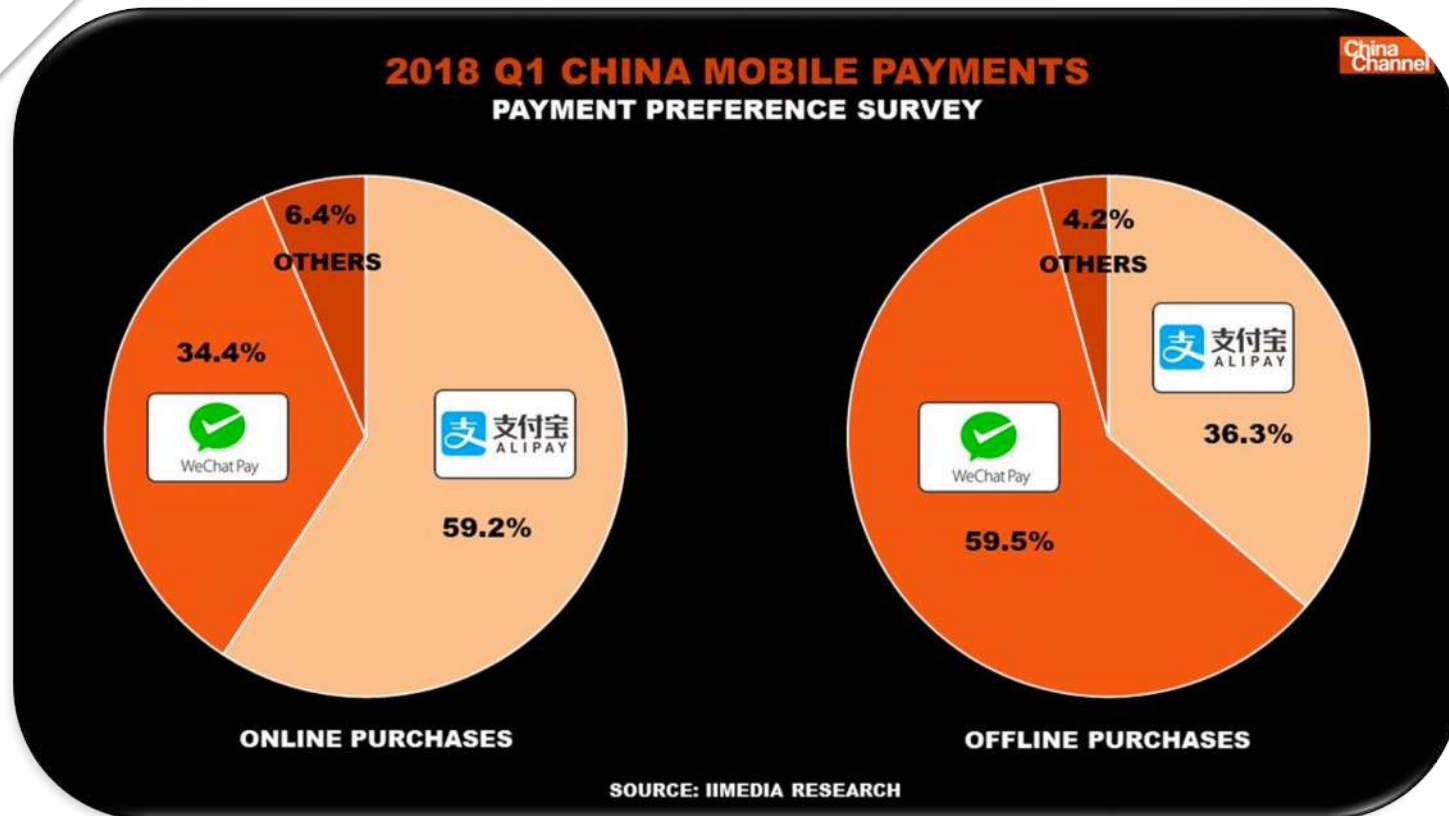


Note: *Non-cash transactions data for 2019 is sourced from countries' central banks. In case of data unavailability, forecasted figures are used.

Sources: Capgemini Financial Services Analysis, 2020; ECB Statistical Data Warehouse, 2018 figures released November 2019; BIS Statistics Explorer, 2018 figures released December 2019; countries' central bank annual reports, 2019.

ADVANTAGES	DISADVANTAGES
<ul style="list-style-type: none"> • Reduced risk of theft or loss of cash, by not having to carry it with you • Greater security when making transactions • Time saving • Reduces the risk of fraud • They offer greater security to the user, since to access the applications, most have measures such as facial recognition, passwords or fingerprint use. 	<ul style="list-style-type: none"> • In case of theft or loss of the cell phone, it is necessary to take immediate action. • Forget the password when you have to use the application. • Internet connection problems; what can restrict access to the app.

<https://www.youtube.com/watch?v=sieyKqqBX4I>



The 3D-Secure...

3D-Secure is the secure protocol designed to ensure greater security and strong authentication when using debit or credit cards to make purchases online.

It is called, depending on the type of card, "MasterCard SecureCode", "Verified by Visa" and, in the case of American Express cards, "Safekey".

When making a transaction, you may be required to provide a special security code to the issuing bank to authorize the transaction.

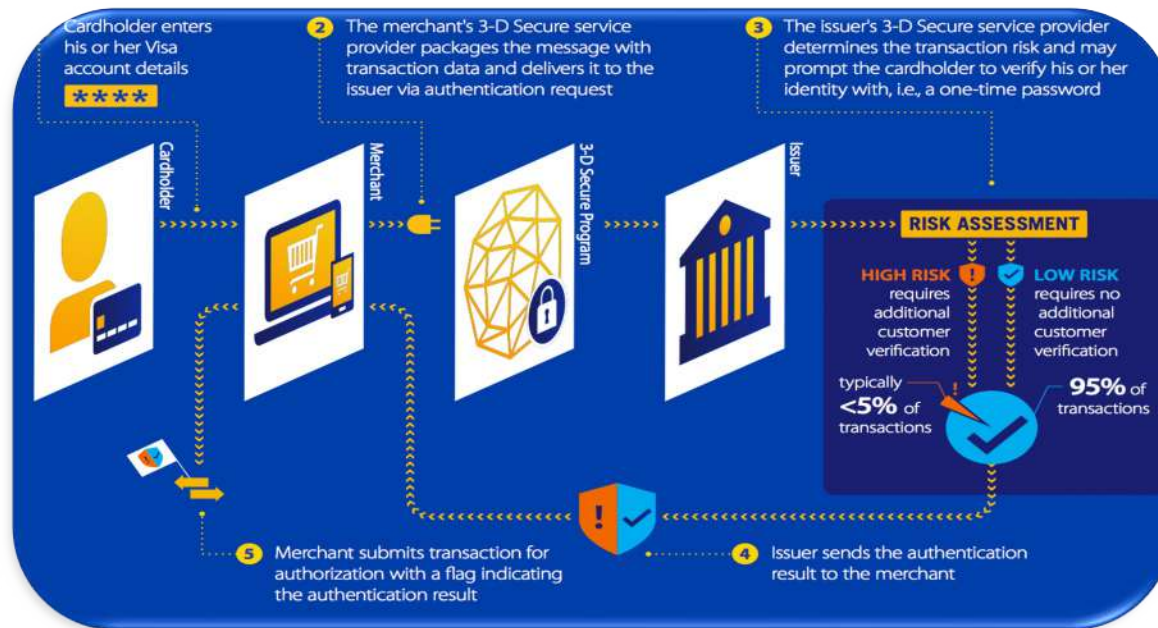
Card issuers have different ways of generating and delivering these codes to the customer.



THE 3D-SECURE...



THE 3D-SECURE...



THE 3D-SECURE...

<https://www.youtube.com/watch?v=Uhmjn6kttys>

CARD TOKENIZATION:

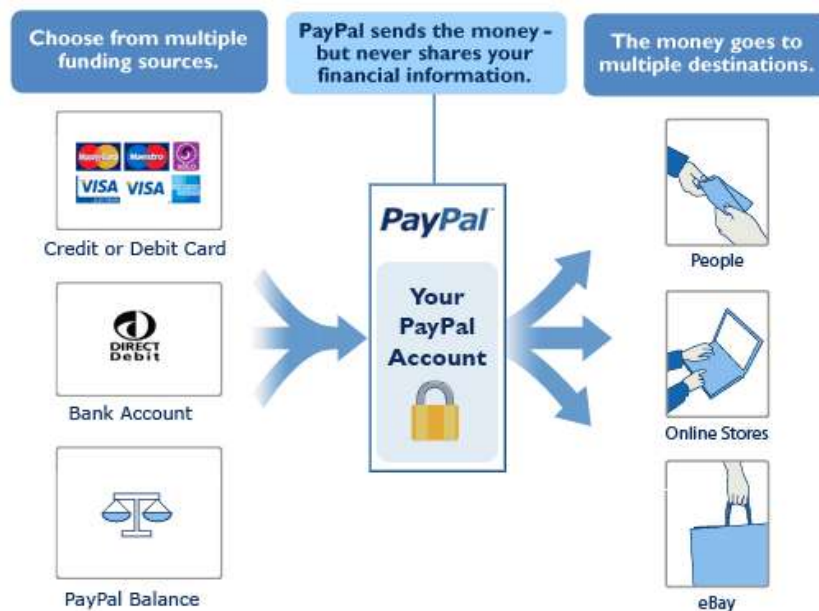


Equivalent code

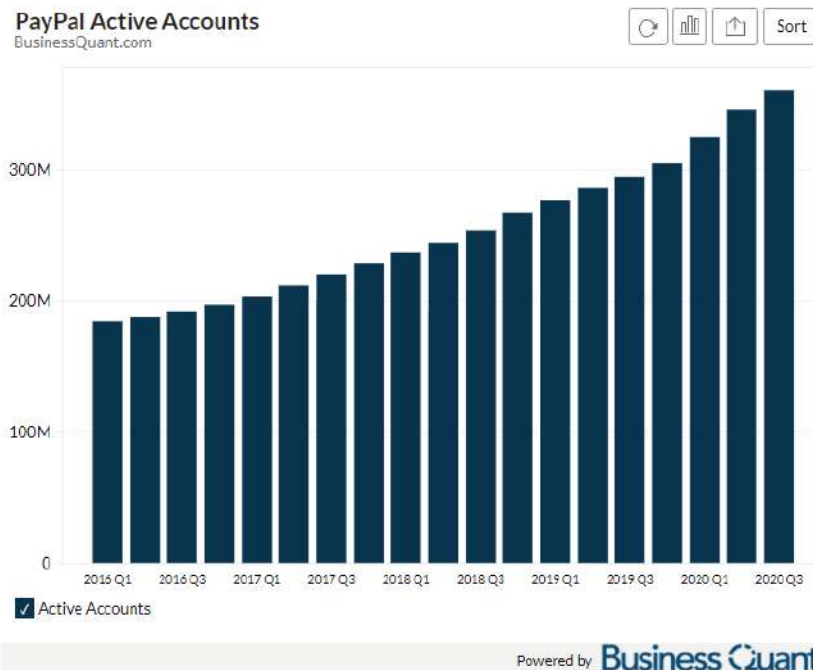
CARD TOKENIZATION:

<https://www.youtube.com/watch?v=iVeenkfa-0s>

HOW DOES PAYPAL WORK?



PayPal number of users (millions)



PAYPAL - NEW SERVICES:



If PayPal is linked to your credit line:



Access

both of your accounts

If PayPal is not linked to your credit line:



Link

your credit line and PayPal

If you are not ready for great new features:



Manage

your account on billmelater.com

PAYPAL - NEW SERVICES- CREDITS FOR COMPANIES:



PayPal Working Capital

RESOURCES ▼ FAQs TERMS AND CONDITIONS

Pay as you grow with PayPal Working Capital

- Flexible payments
- One affordable fixed fee
- No credit check
- Funding in minutes

▶ Watch How It Works

Ready to get started? [Apply Now](#)

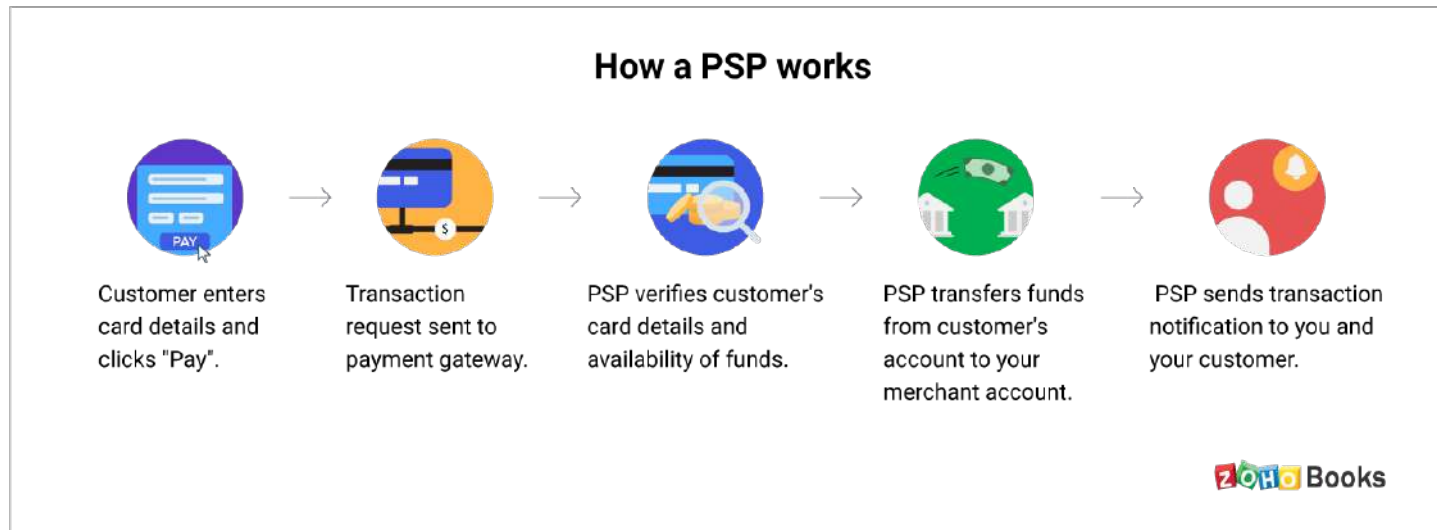
PAYPAL - NEW SERVICES- CREDITS FOR COMPANIES:

Annual PayPal Sales		Desired Loan Amount	
This is one of the factors we use to estimate your loan. It's okay to guess.		Try different amounts to understand how the numbers change.	
\$ 100,000		\$ 10,000	
Repayment percentage ?	Percentage you keep	One-time fixed fee	Total to be repaid
30%	70%	\$449	\$10,449
25%	75%	\$545	\$10,545
20%	80%	\$693	\$10,693
15%	85%	\$953	\$10,953
10%	90%	\$1,529	\$11,529

PAYPAL - NEW SERVICES- CREDITS FOR COMPANIES:

<https://www.youtube.com/watch?v=jf6eSZasQ4Y>

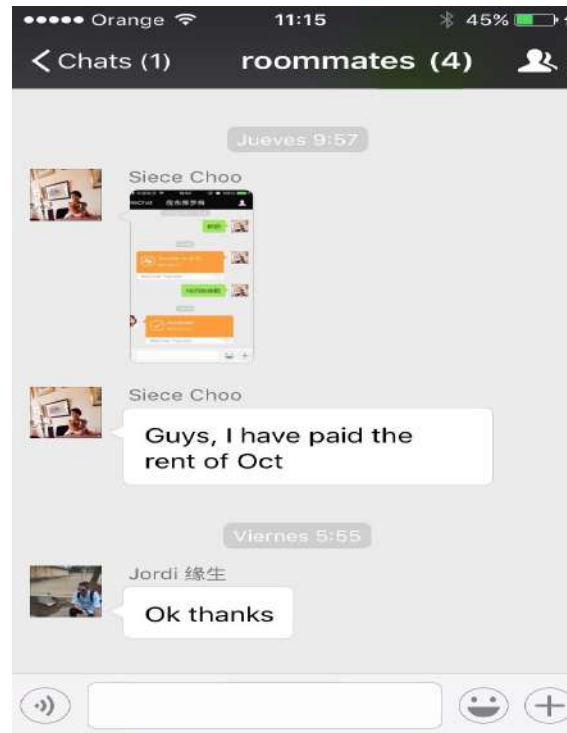
OPERATION OF AN IPSP:



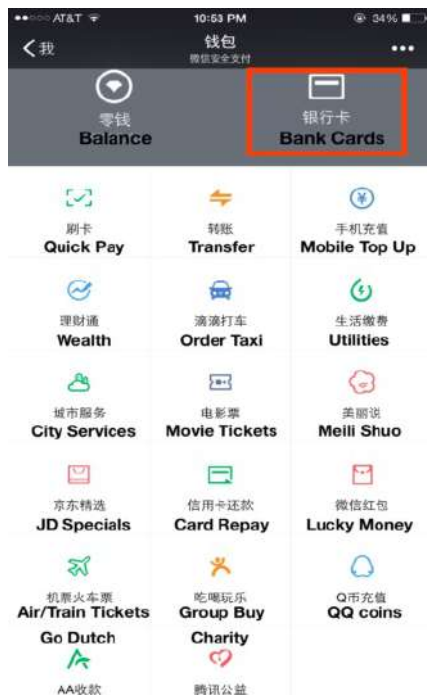
MAIN PROVIDERS OF PAYMENT METHODS MARKET:



THE CHINESE MARKET IS A PIONEER:



WeChat in China
When an app "Rules
Them All"



AN INTEGRATED APPLICATION THAT OFFERS:

- Send text/voice messages to friends
- Share on social networks
- Follow celebrities and brands
- Book a taxi
- Order takeout
- Appointment at the doctor
- Buy movie tickets
- Playing video games
- Send money to your friends ("Hong Bao" or "red envelopes")
- Pay bills (electricity, restaurants, etc.)
- Find geolocated coupons
- Read newspaper articles
- Meet foreigners near you
- ...

WeChat is a "Swiss Army Knife" of services that brings together the services of Facebook, WhatsApp, Messenger, Venmo, Grubhub, Amazon, Uber, Apple Pay and many other services from Western companies in a single application.

MOBILE AS OMNIPRESENT ON-OFF DEVICE



TWO COMPLEMENTARY SYSTEMS



Tap NFC Enabled
Smartphone



Scan QR Code

TWO COMPLEMENTARY SYSTEMS

<https://www.youtube.com/watch?v=Dr5QUDTa7xI&t=56s>

THEY ARE ALREADY BANKS... SINCE 2015

Alibaba-affiliated MYbank given green light to open



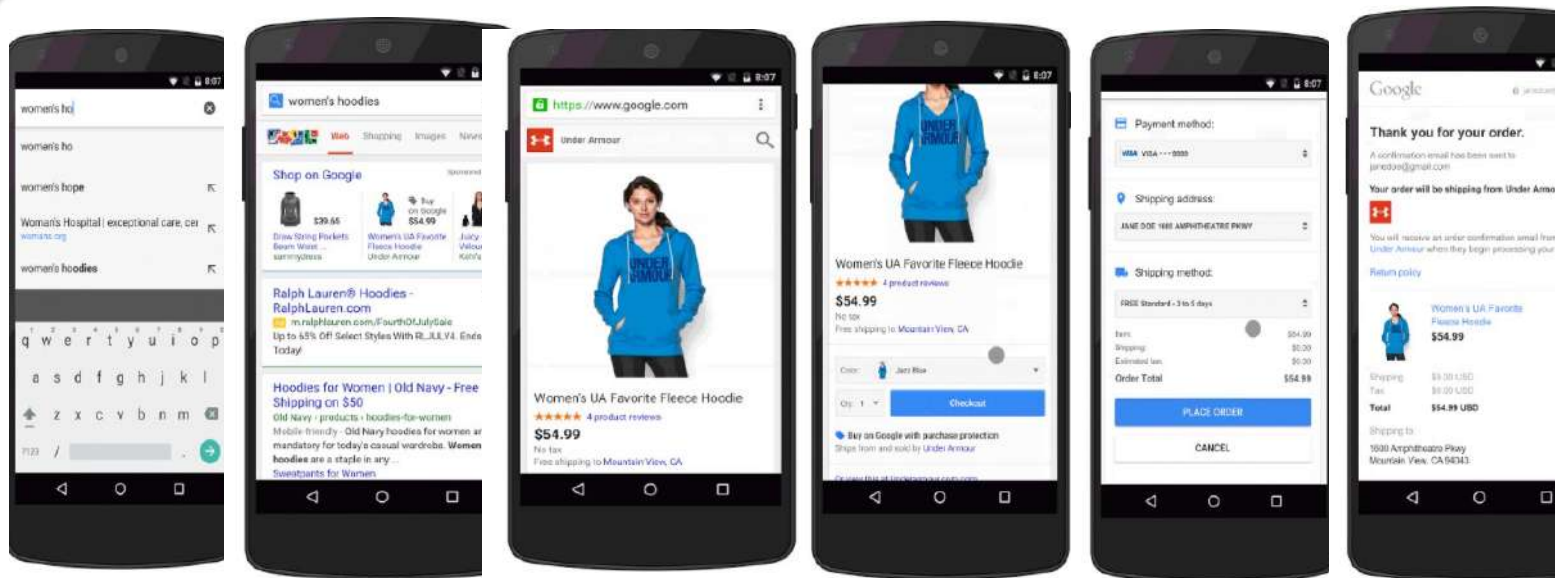
Tencent-Backed WeBank Begins Trial Operation

WeBank

BLOCKCHAIN WILL GIVE GREATER POWER TO THE BIG ONES:

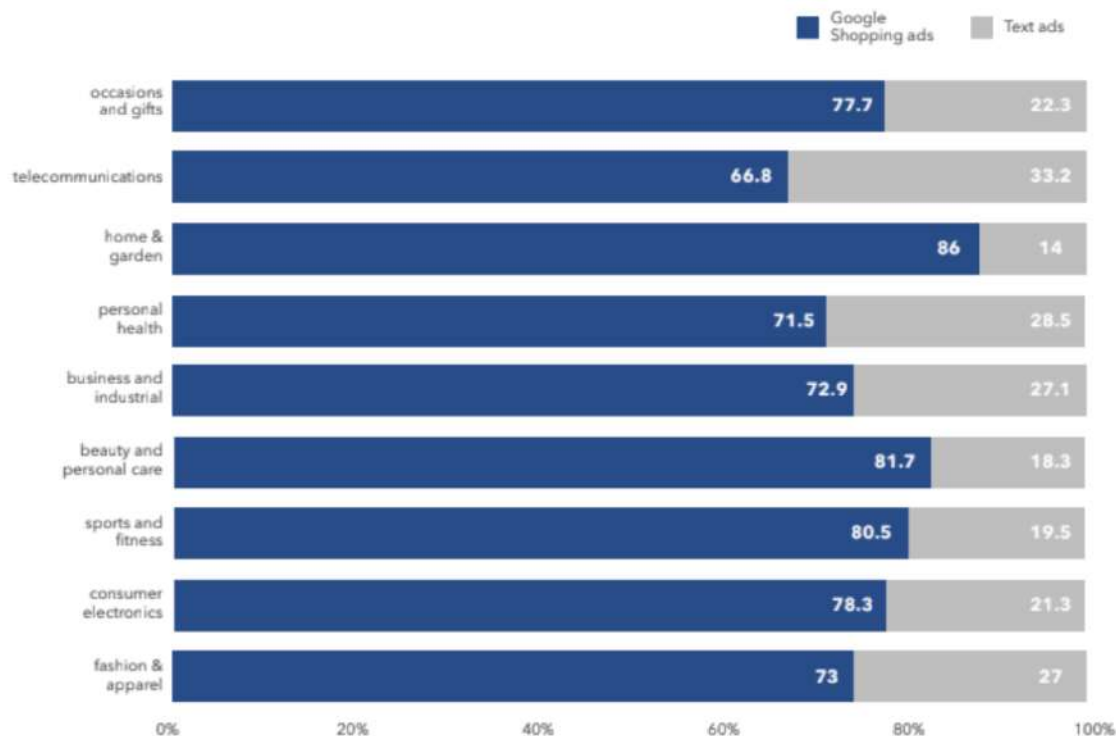


EVERYONE WANTS A PAID STRATEGY: GOOGLE.



The Central Bank of Ireland has given green light to the US group to manage credit cards, make online transfers and carry out foreign exchange operations.

GOOGLE SHOPPING: THE FIRST STEP



EVERYONE WANTS A PAID STRATEGY : FACEBOOK.

What Facebook's Surprise Hire of PayPal's David Marcus Means for Both Companies

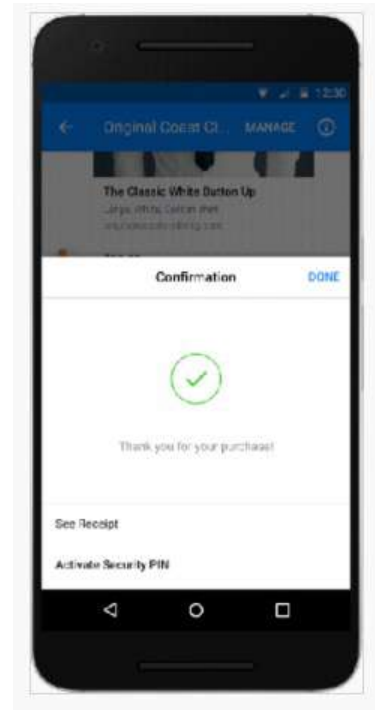
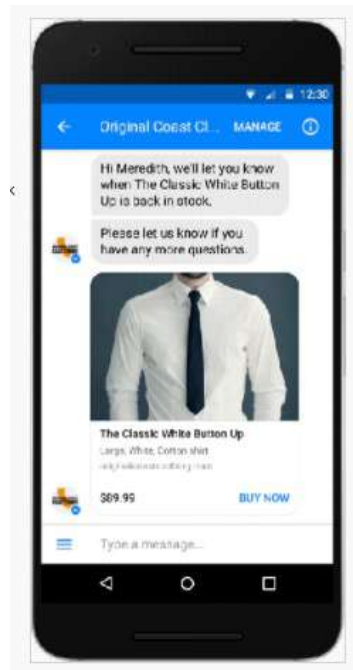
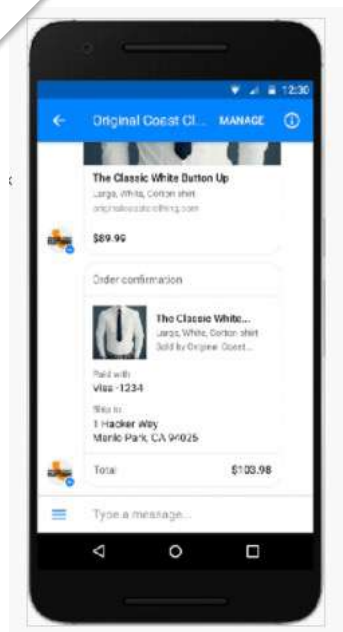


/ COMMERCE

APPS | FACEBOOK

PayPal's Christina Smedley to Lead Communications for Facebook Messenger

EVERYONE WANTS A PAID STRATEGY: FACEBOOK.

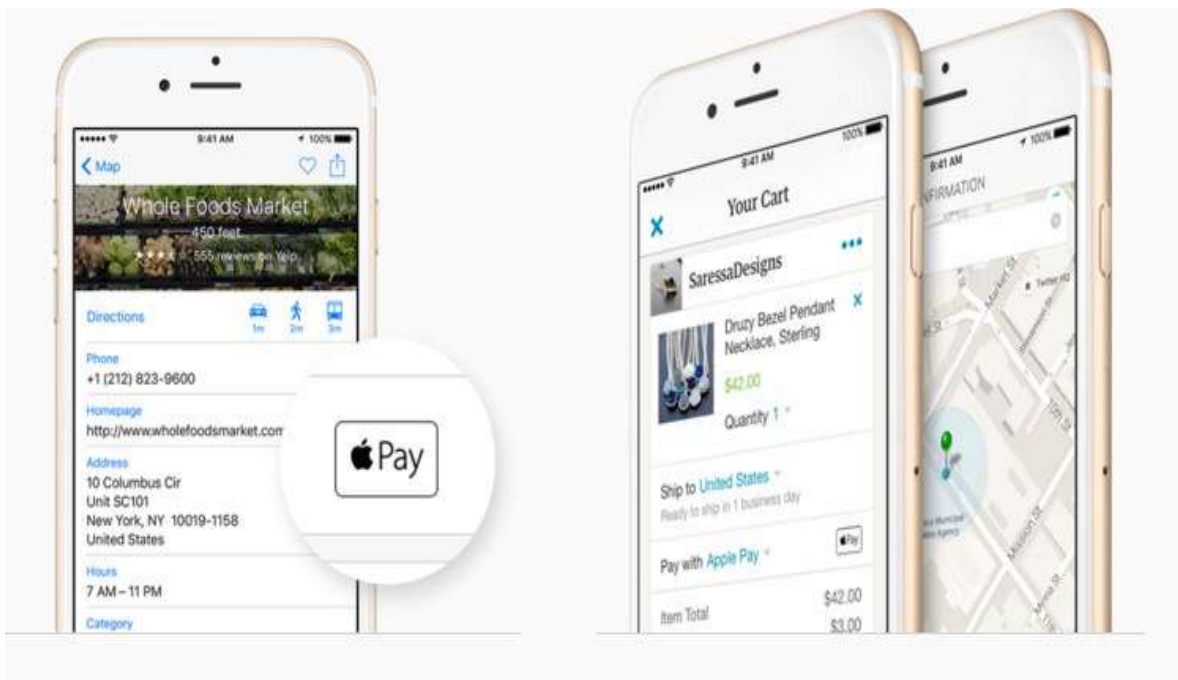


EVERYONE WANTS A PAID STRATEGY: FACEBOOK.





Instagram quietly launches payments for commerce

< Payment Settings	< Payment Settings	< Payment Settings
Activity Profile Security	Activity Profile Security	Activity Profile Security
<p>You haven't bought anything on Instagram yet. Order details will appear here once you've completed a purchase.</p>	<p>Payment Methods</p> <p>Add Debit or Credit Card</p>	<p>Security</p> <p>PIN Off ></p> <p>Your security settings help prevent unauthorized purchases on your account.</p>

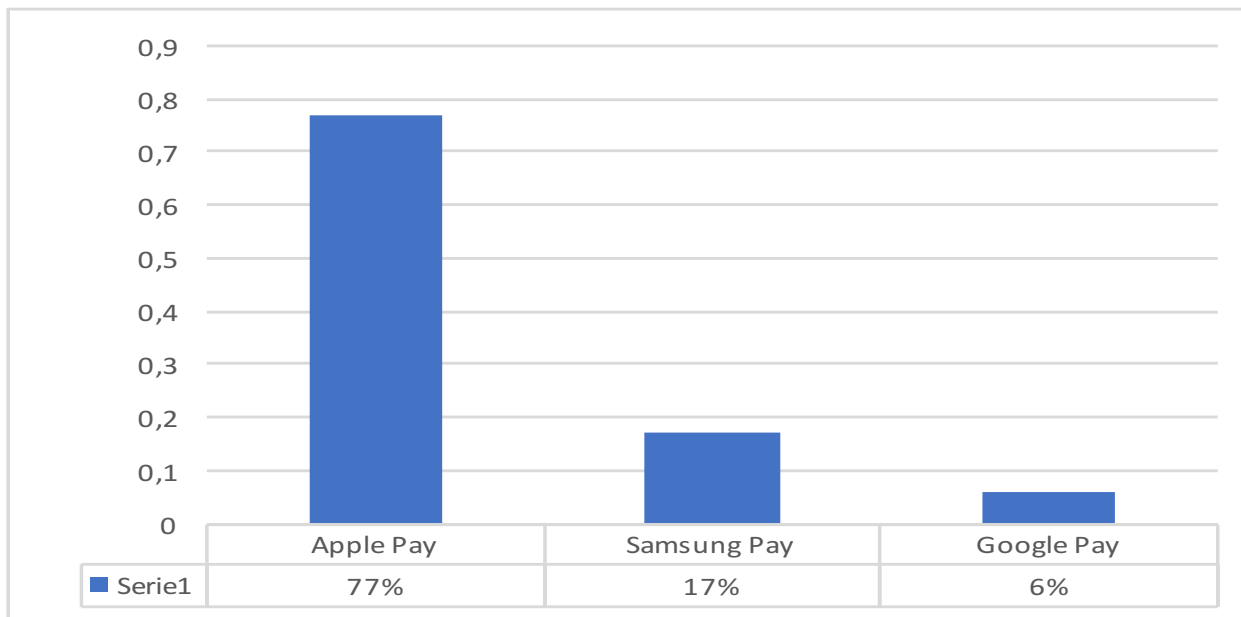
EVERYONE WANTS A PAID STRATEGY: APPLE.



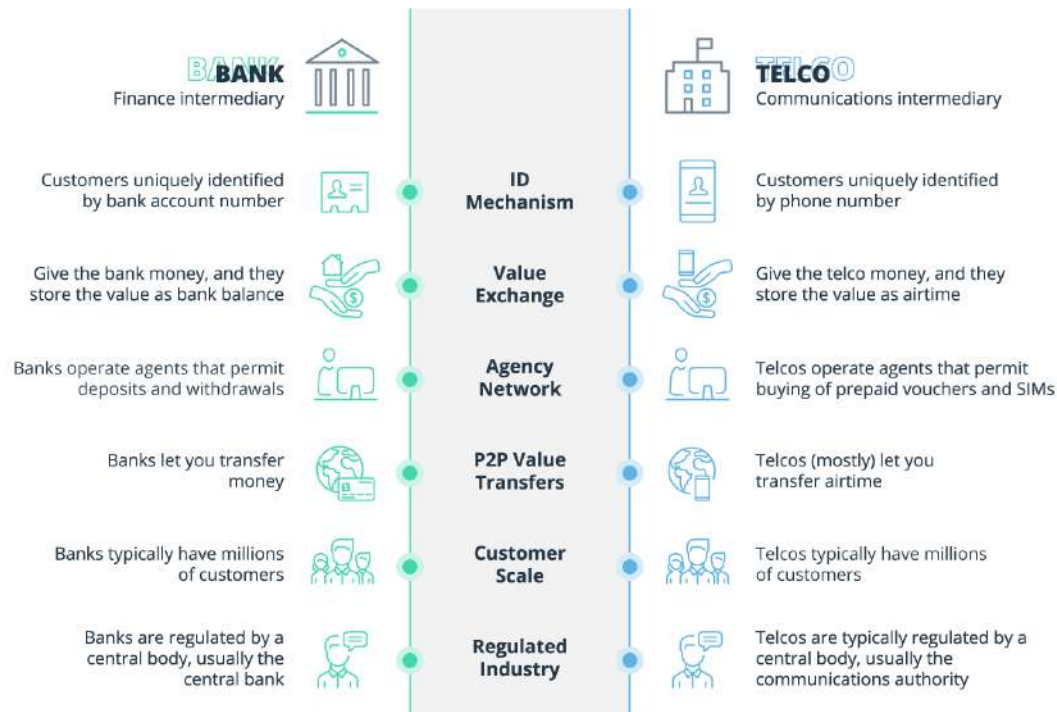
DO USERS ADOPT CRYPTOCURRENCIES?

	 		 BITCOIN ADVANTAGE
NETWORK STRUCTURE	Centralized regional networks controlled by large companies	Distributed global network that process and verify transactions	Lower cost transactions with fewer middlemen
ROUTING AND SETTLEMENT	Transactions routed via unsynchronized systems; multi-day settlement	Transactions routed and settled near-instantly, peer-to-peer, like cash	Faster settlement
PAYMENT MODEL	Pull payments, reversible	Push payments, irreversible	Reduced fraud and chargeback risk
TECHNOLOGY	Proprietary	Open source	Global community of developers

HOW DO CONSUMERS PAY VIA MOBILE?



AND THE TELECOMMUNICATIONS OPERATORS?



TELECOMMUNICATIONS COMPANIES ENTER FINANCIAL SERVICES

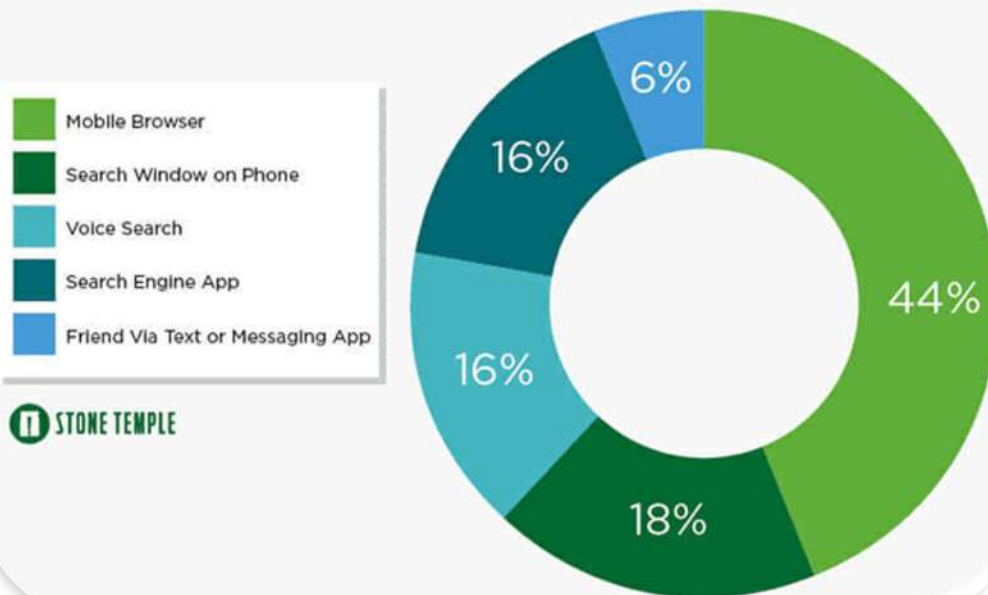


OBVIOUSLY AMAZON IS NOT FAR BEHIND...



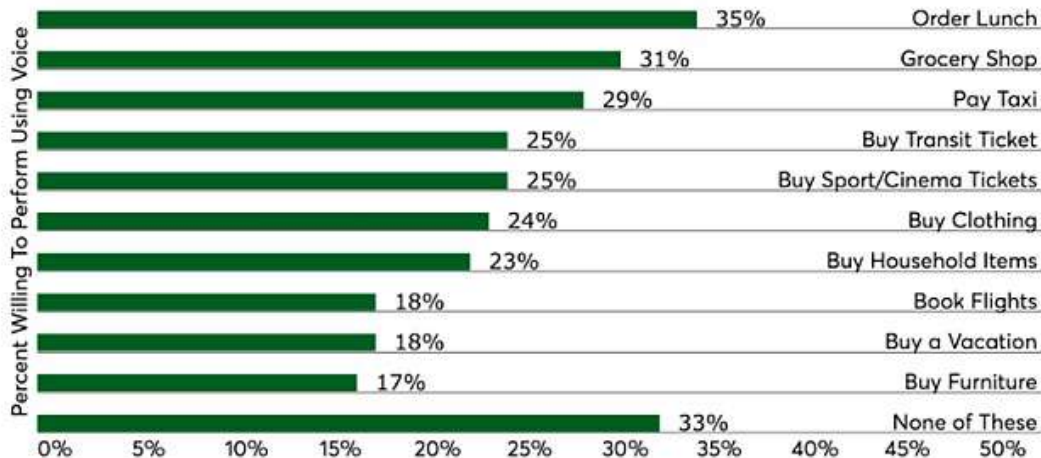
THE EVOLUTION OF PAY-PER-VOICE

First Choice for Performing Searches



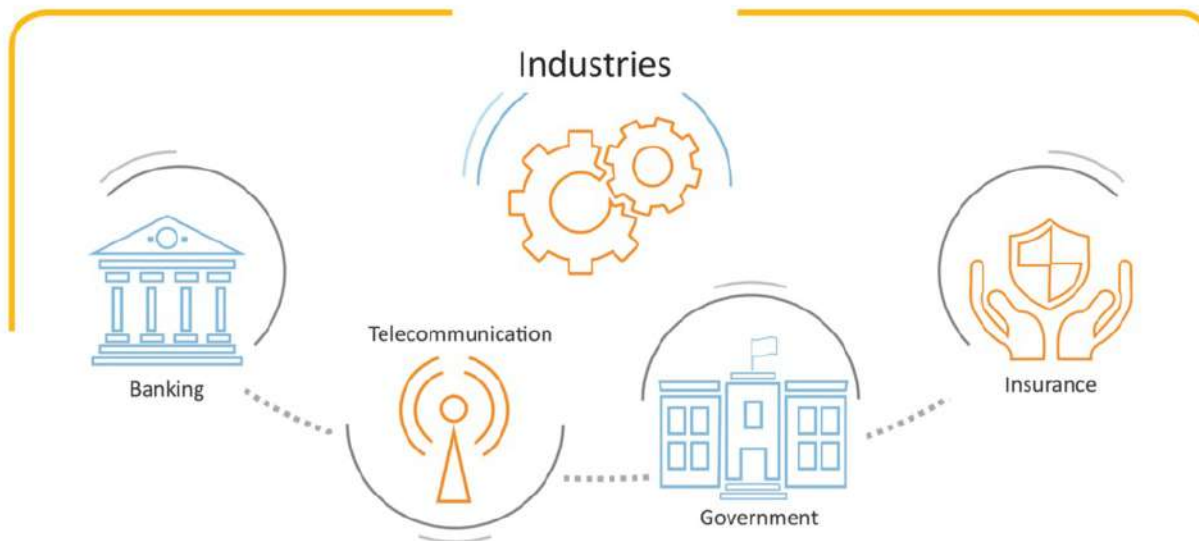
THE EVOLUTION OF PAY-PER-VOICE

Consumers prefer voice-pay for low value purchases



Source: PaySafe Group Lost In Transaction Study

Question: For which of the following would you be happy to use voice recognition (i.e., no password) to authorize a payment, whether this is on your smartphone or Smart Home device?



WHO IS IN CHARGE OF FRAUD MANAGEMENT?

- The company itself
- The acquiring bank
- A third company contracted by the company



KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

1. Team Management

Chances are that you're not trying to mitigate risk by yourself. If you are part of a fraud detection team, you'll need to be able to all access the platform, without stepping on each other's toes.

So you'll need to be able to create multiple logins for your team, with various permission levels.

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

2. Integration Flexibility

Some businesses will need a full end-to-end fraud prevention solution. Others will only need certain modules to create multi-layered security that accomplishes the following:

- Enrich data
- Meet scalability issues
- Patch holes in the line of defense
- Accelerate manual reviews

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

3. Data Enrichment

Modern online businesses don't have the luxury of long onboarding processes and lengthy credit checks as it increases churn. This is true of any vertical, whether you're a cryptocurrency exchange, an iGaming operator, or a loan provider.

So how do you get a complete picture of your users with minimum amounts of effort on their part? With data enrichment. Quite simply, it's a process that will take user-submitted data points, link them to external databases, and give you a better idea of who you're letting join your platform.

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

4. Predictive Risk Scoring

A key component of your prevention tool will be risk scores. These are calculated using a set of rules, for instance:

- Users who attempt too many login attempts in a row increase risk
- Visitors using TOR and virtual machines which increase risk

For these rules to function, however, you need two things: a lot of user data, and the ability to test the results.

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

5. Custom Rules, Fields and Parameters

Of course, you also want the ability to create custom rules. These are essential for improving fraud prevention efforts, as they let you:

- Adapt to new attack vectors
- Uncover fraudsters who have learned the latest ways to imitate legitimate customers
- Detect fraud attacks that are very specific and don't follow a larger pattern

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

6. Machine Learning Engine


Manually creating risk-predicting rules and testing them works wonders for most businesses. But how do you ensure you can scale your efforts when attacks increase in frequency and sophistication?

KEY FEATURES FOR FRAUD MANAGEMENT SYSTEMS

7. Real Time Results and Dynamic Friction

In fraud prevention, time is of the essence. If a fraudster can slip through the net and process a transaction with a stolen credit card number, it's already too late. You risk losing goods, paying hefty chargeback rates, failing to meet anti-fraud regulations and even paying fines for it.

9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



The screenshot displays the SEON website, which is a fraud prevention solution for online businesses. The main headline reads "Fight against fraudsters" with a fist icon, followed by the subtext "Fraud Prevention For Any Online Business". A "Get a demo" button is prominently displayed. The website features a navigation bar with links to Products, Use Cases, Resources, Developers, Company, and Pricing. A "Try for free" button is also present. The background image shows a tablet displaying the SEON dashboard, which includes a "Customer connections" pop-up showing IP address, Phone, and Browser hash, and a "Transactions" graph. A score of 80/100 is visible for a specific transaction, along with a list of transactions and their status (e.g., REJECTED, APPROVED).

9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES

<https://www.youtube.com/watch?v=z915U8Y-Wil>

9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



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9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



Signifyd

9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES



9 POPULAR FRAUD MANAGEMENT SYSTEMS ALTERNATIVES

feedzai

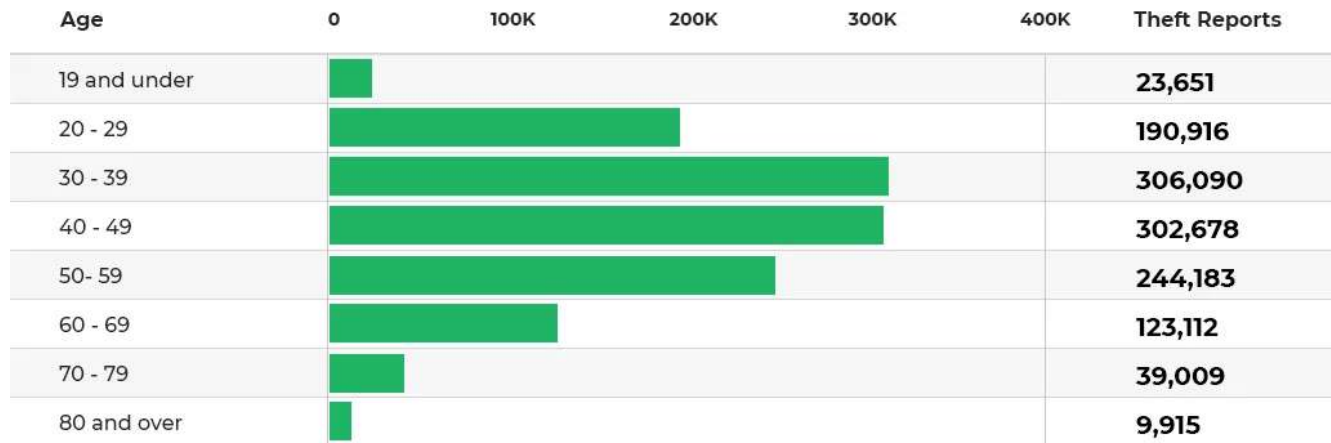
In this case, the **scammers assume the identity** of another person, sometimes in really sophisticated ways, and for various purposes. In the case of e-commerce, we can find consumers who use a credit card in another name and make purchases with an identity that is not theirs.

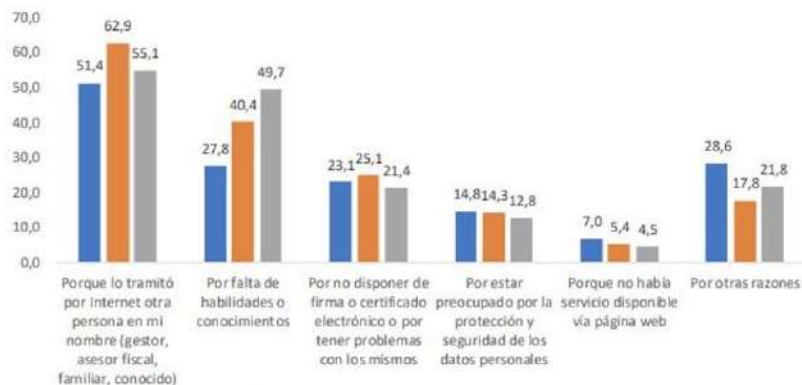




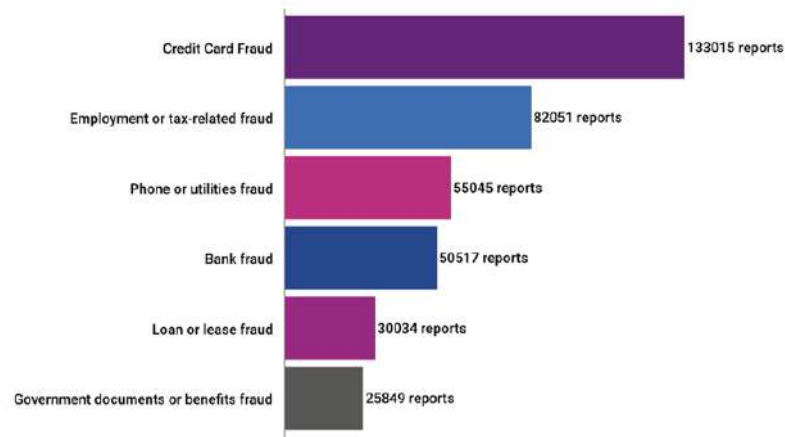
Identity Theft Reports by Age

 **DEFINE FINANCIAL**





Most Common Types of Identity Theft

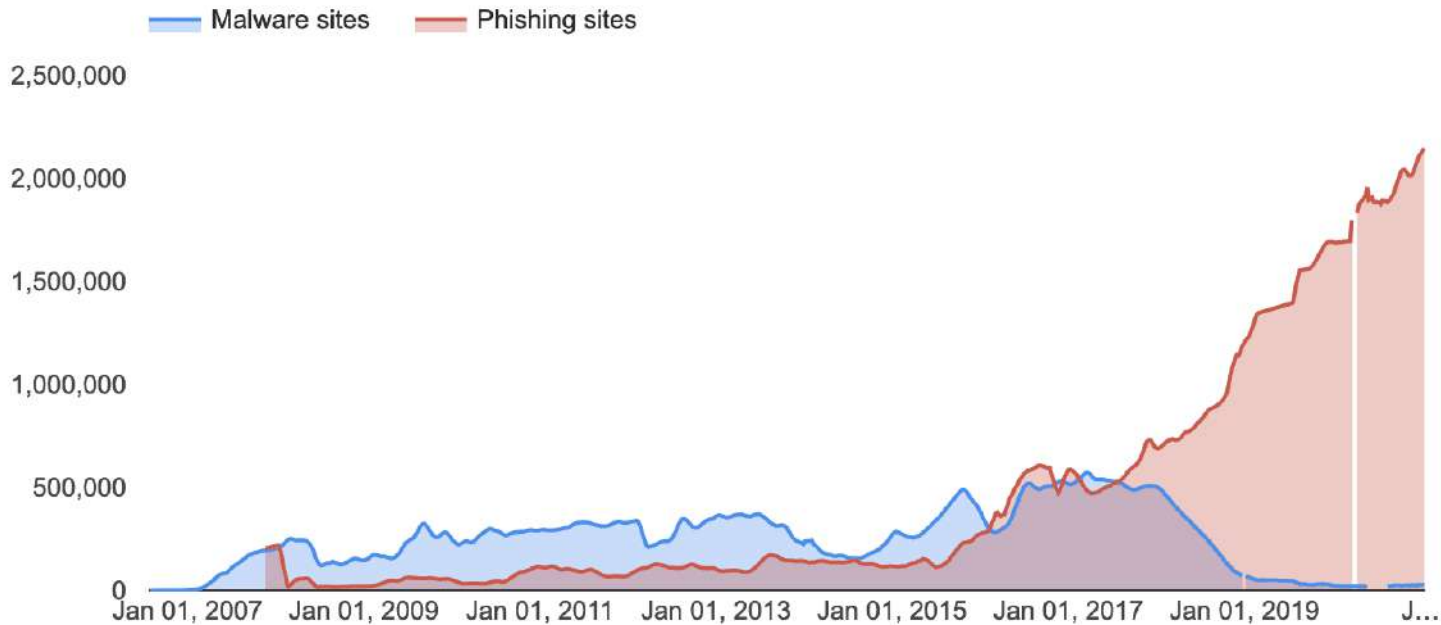


This term comes from the English word “**fishing**”, and referring to **fraud** we get the meaning “fishing the user”. The idea is to **deceive** us in order to obtain, in most cases, **usernames/passwords** and **bank details**, using **false websites**.

Many of us will have received the typical **email** from our bank (or another), commenting that they have updated systems and require a new access on our part to finish activating the account (for example), or offering us some new **service**, which takes us to a website that **appears to be from the bank**, but in **fact**, it is not.



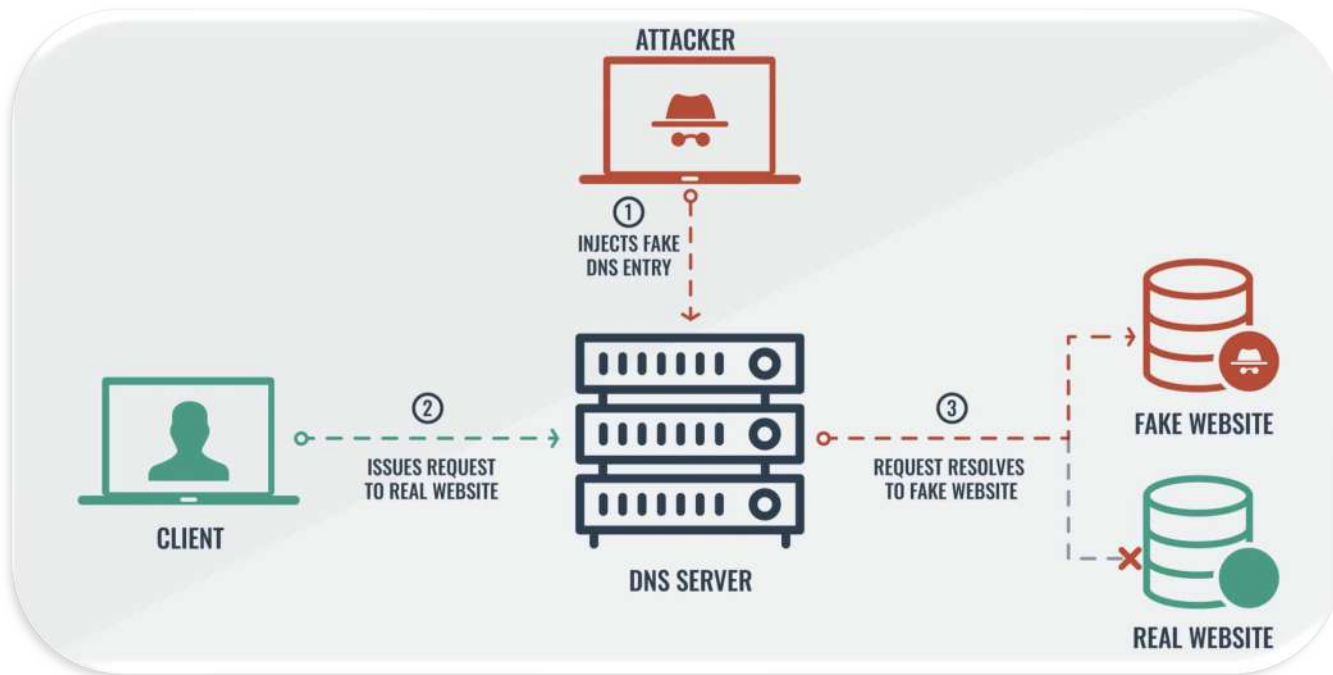
DATA THEFT IN E-COMMERCE: PHISING



<https://www.youtube.com/watch?v=XBkzBrXIe0>

A more sophisticated Phishing. To be victims of pharming, it is necessary for the attacker to manipulate our machine or the intermediate DNS server. The objective is to modify the DNS addresses so that the user accesses a website that is apparently the same as the one of the entity to which he was going (in the case of a bank), and even with a credible URL (or even the original one). By accessing our data, they are automatically sent to the offender.



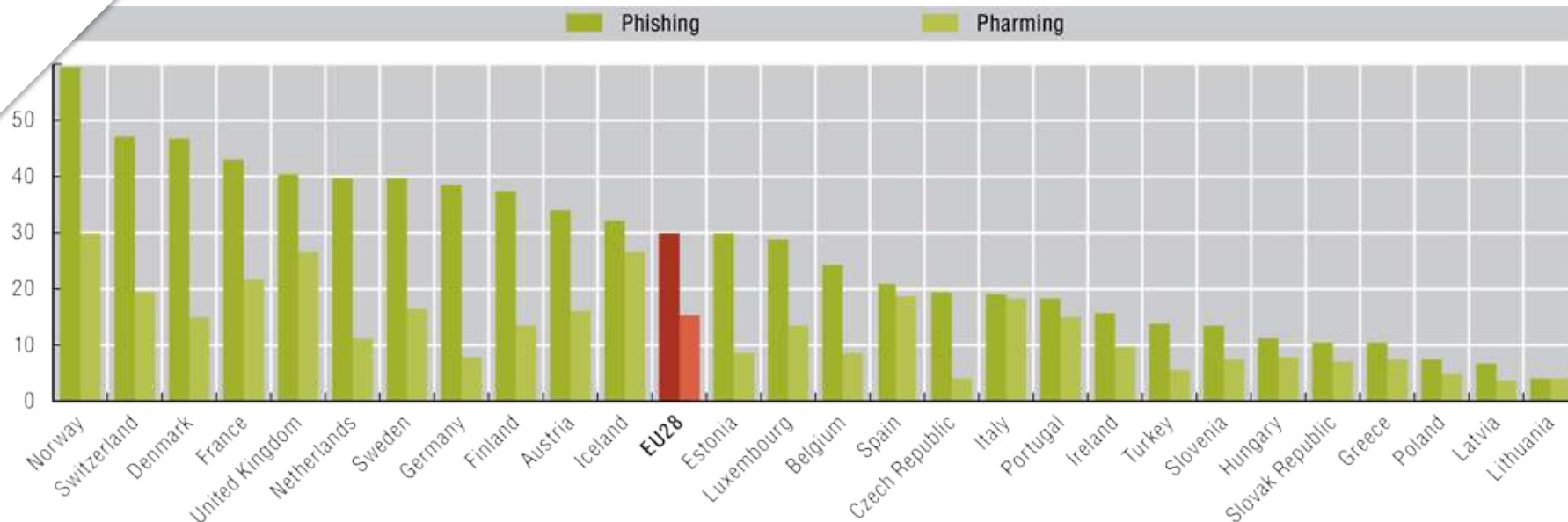


DATA THEFT IN E-COMMERCE: PHARMING



AGROSMARTglobal
 INTERREG SUDOE
 SOE3/P2/E0897
 MOOC Agrosmart Global

ecommerce**news**



It is Phishing using the telephone or voice over IP (VoIP). The goal is to capture private personal and financial information of the victim.

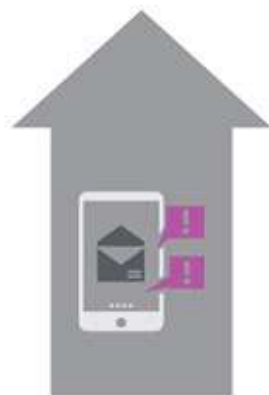




83%

of survey respondents said they experienced phishing attacks in 2018.

**An increase from
76% in 2017**



49%

experienced vishing (voice phishing) and/or smishing (SMS/text phishing) in 2018.

**An increase from
45% in 2017**

The objective is to **gain our trust to obtain private information**, through **techniques** such as the following:

- A prior entry to be able to collect the prize.
- Ask us for the email so that they can put us in their 300 servers sending 300 spam emails (without us knowing).

Examples:

"You won a Mediterranean cruise! Click on the following link to redeem it."

«You have been the winner of the third prize in our contest, and the prize is €/ \$1000, click on the following link and fill in your details to receive the prize»



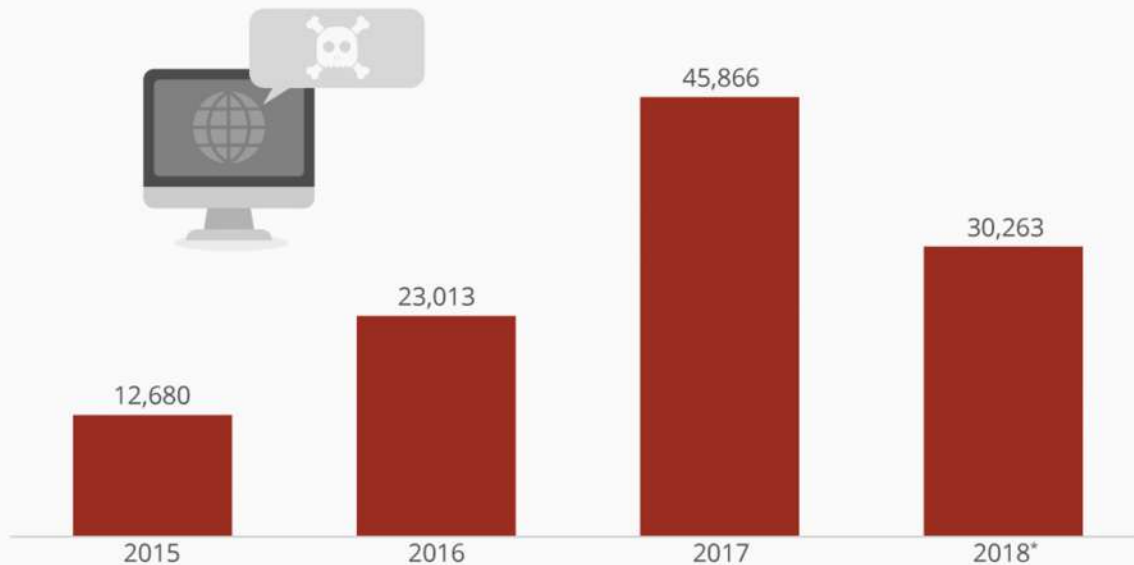
1 Unpersonalized phrasing

2 Wording that sounds urgent

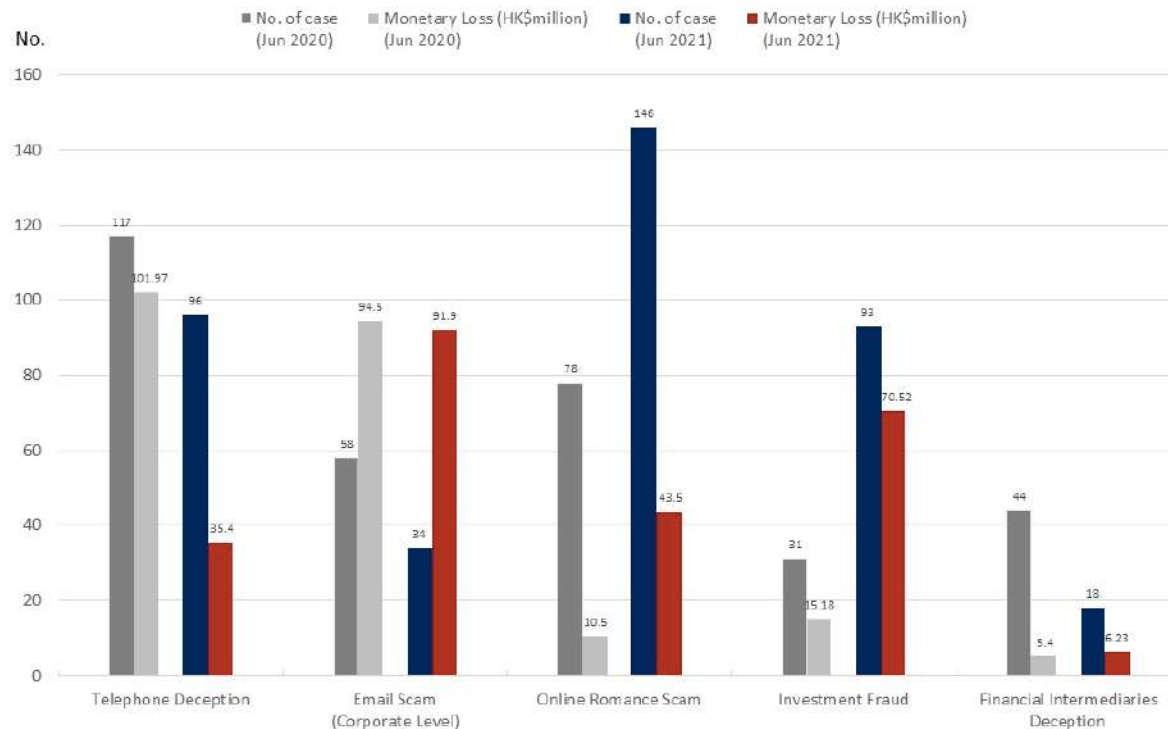


Internet Scamming is on The Rise

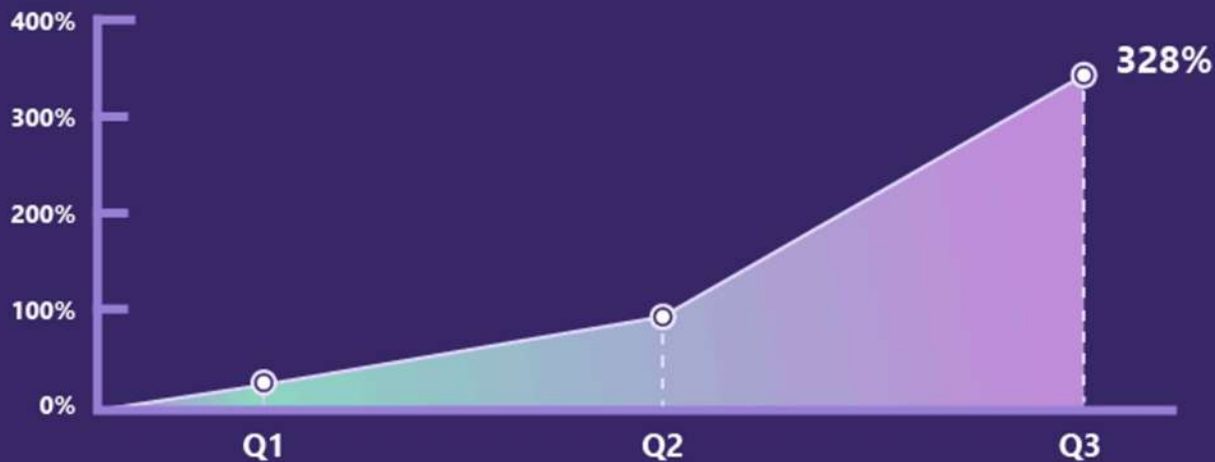
Internet scams filed with the BBB Scam Tracker



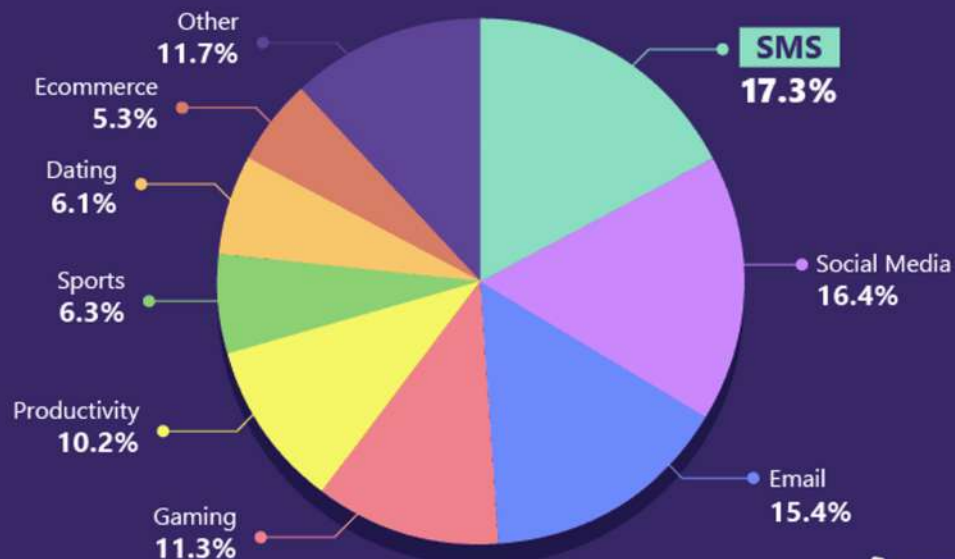
Year-to-year comparison in topical scams' figures (June)



SMISHING ATTACKS HAVE RISEN 328% IN 2020 ALONE



SMISHING IS THE MOST COMMON MOBILE-BASED PHISHING



LESS THAN 35% OF THE POPULATION KNOWS WHAT SMISHING IS

% of people who can define what smishing is



DATA THEFT IN E-COMMERCE: SMISHING



https://www.youtube.com/watch?v=R12_y2BhKbE&t=1s

The **Payment Card Industry Data Security Standards (PCI DSS)** set the minimum data security parameter.

PCI DSS is the international security standard for all entities that store, process, or transmit **cardholder data or sensitive authentication data**.

PCI regulations establish a **basic level of protection for consumers** and help reduce fraud and data breaches within the entire payment ecosystem.

It applies to **any** organization that accepts or processes **payment cards**.



**Payment Card Industry (PCI)
Data Security Standard**

3 important aspects:

- **Manage** the receipt of consumer credit card data, i.e. collect and transmit sensitive card data in a secure manner.
- **Store** data securely, as described in the 12 security domains of the PCI standard, for example, through encryption, continuous surveillance, and security verification of access to card data.
- Annually **validate** that the necessary security controls are working, which may involve forms, questionnaires, external vulnerability scanning services, and third-party audits.

THE PCI DSS REGULATION



<https://www.youtube.com/watch?v=szVmMxWORBc>

THE CHANGE WITH THE PSD2 REGULATION



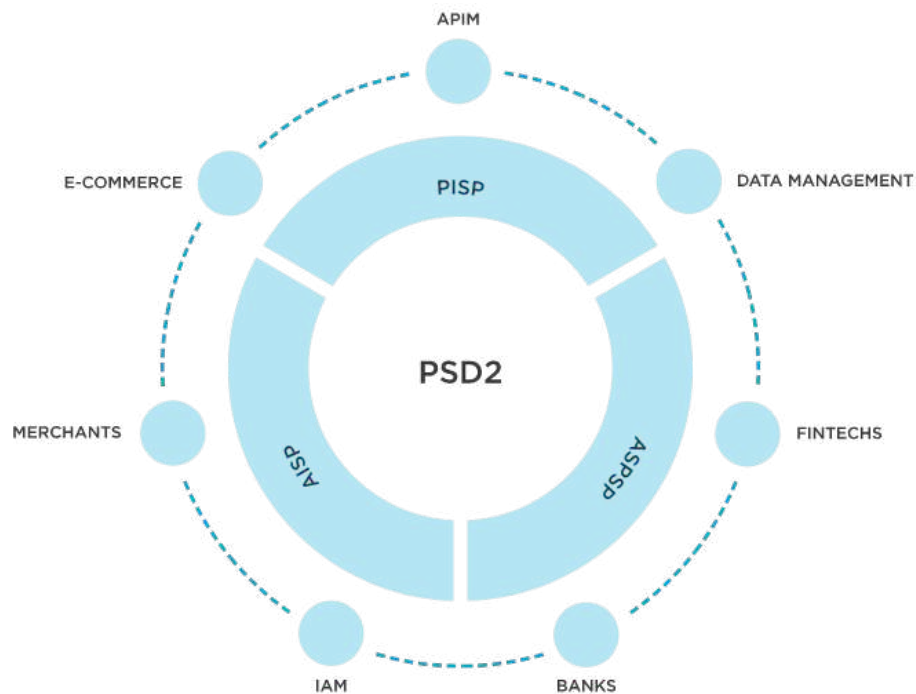
PSD2 is a **European regulation on electronic payment services**. Its objective is to increase the security of payments in Europe, promote innovation and encourage the adaptation of banking services to new technologies. With it, the importance that the world of 'APIS' or 'Application Program Interface' is acquiring in different financial sectors is highlighted once again.



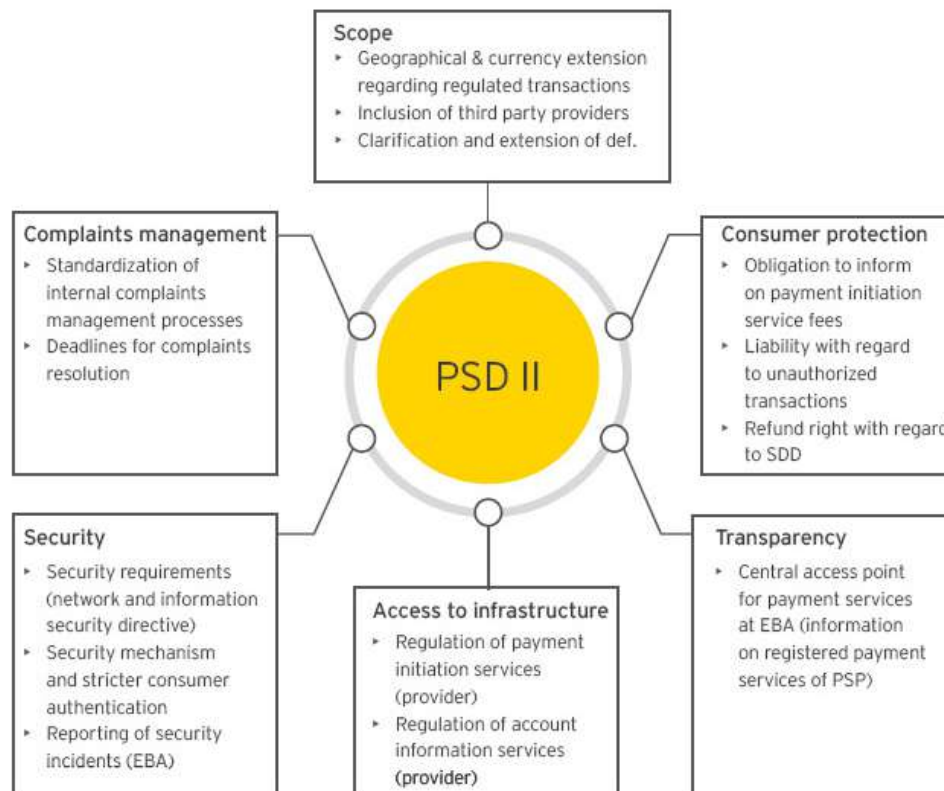
Two main news:

1. The opening by banks of their **payment services to third party companies**, the so-called TPPs (Third Party Payment Service Providers).
2. the introduction of **new security requirements, known as Strong Customer Authentication (SCA)**. This implies the use of two authentication factors in banking operations that previously did not require it, including payments and access to accounts online or through apps, as well as a stricter definition of what can serve as an authentication factor.

THE CHANGE WITH THE PSD2 REGULATION



THE CHANGE WITH THE PSD2 REGULATION

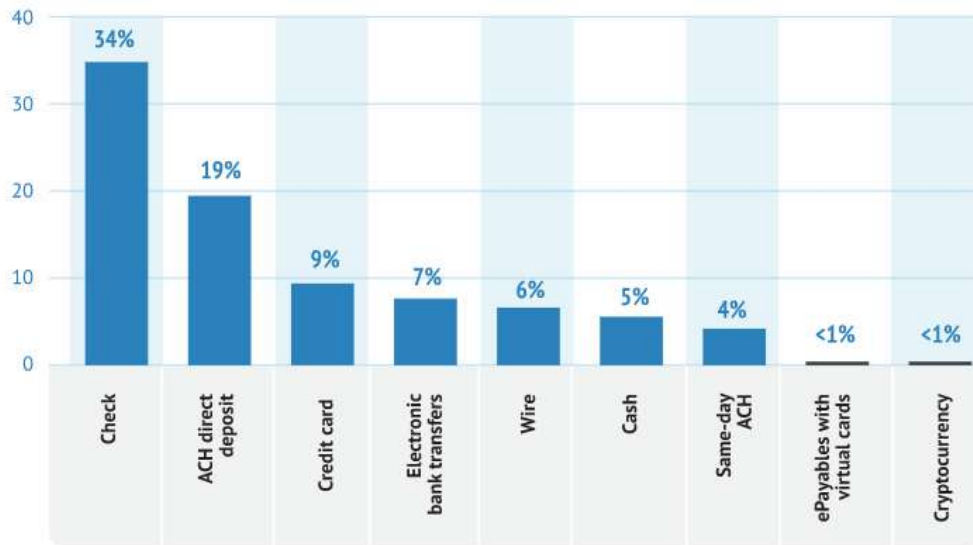


THE CHANGE WITH THE PSD2 REGULATION



<https://www.youtube.com/watch?v=gspBKKTTQ1k>

Most Popular B2B Payment Methods



Source: www.mastercard.us

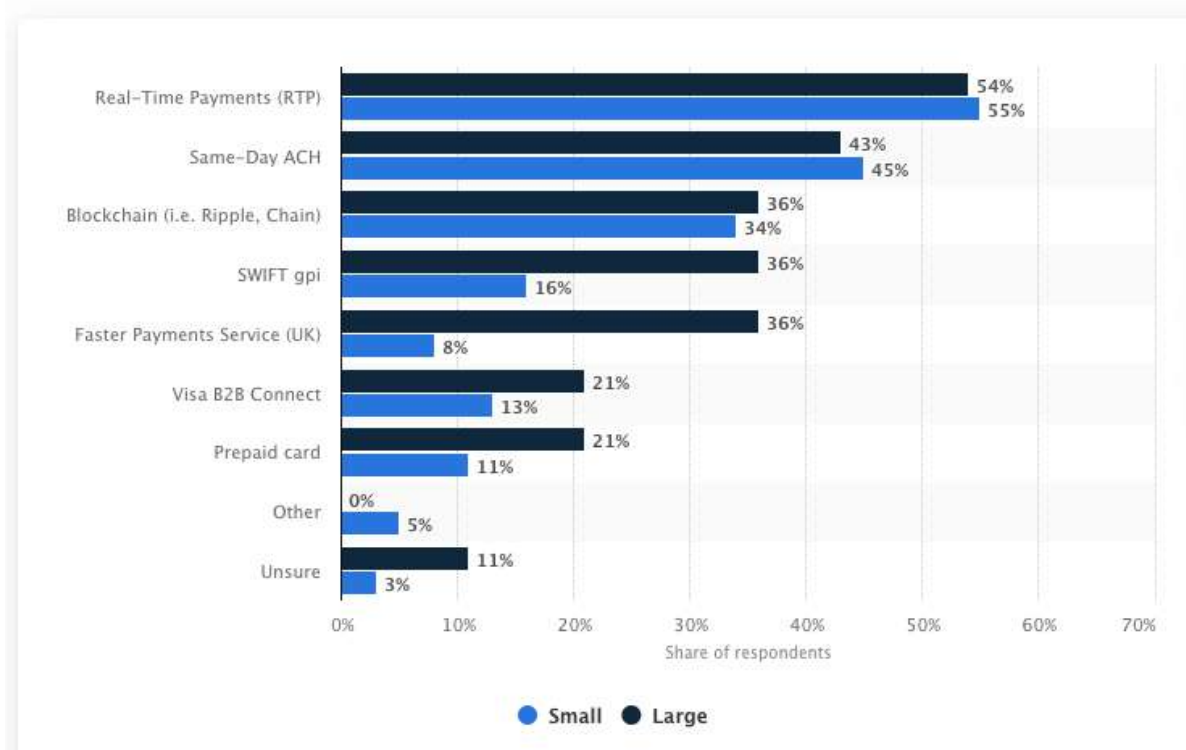
 **Fit Small Business**



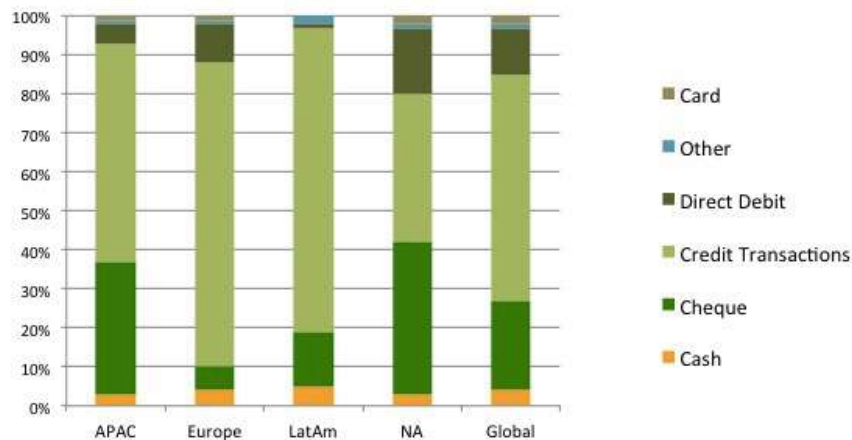
MAIN B2B PAYMENT METHODS



Share of corporates using or interested in selected emerging B2B payments services worldwide in 2019, by company size



B2B Payment Methods by Region (% of Values)



Source: Thinking Beyond Plastic (MasterCard Advisors 2013)

<https://www.youtube.com/watch?v=0Cyre6OzYJQ>