

Business Contest Guidelines for Applicants



Futuristic Solutions Utilizing the Card Payment Network Service, CAFIS

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Card & Payment Business Department
IT Service & Payment Business Division
NTT DATA Corporation

NTT DATA

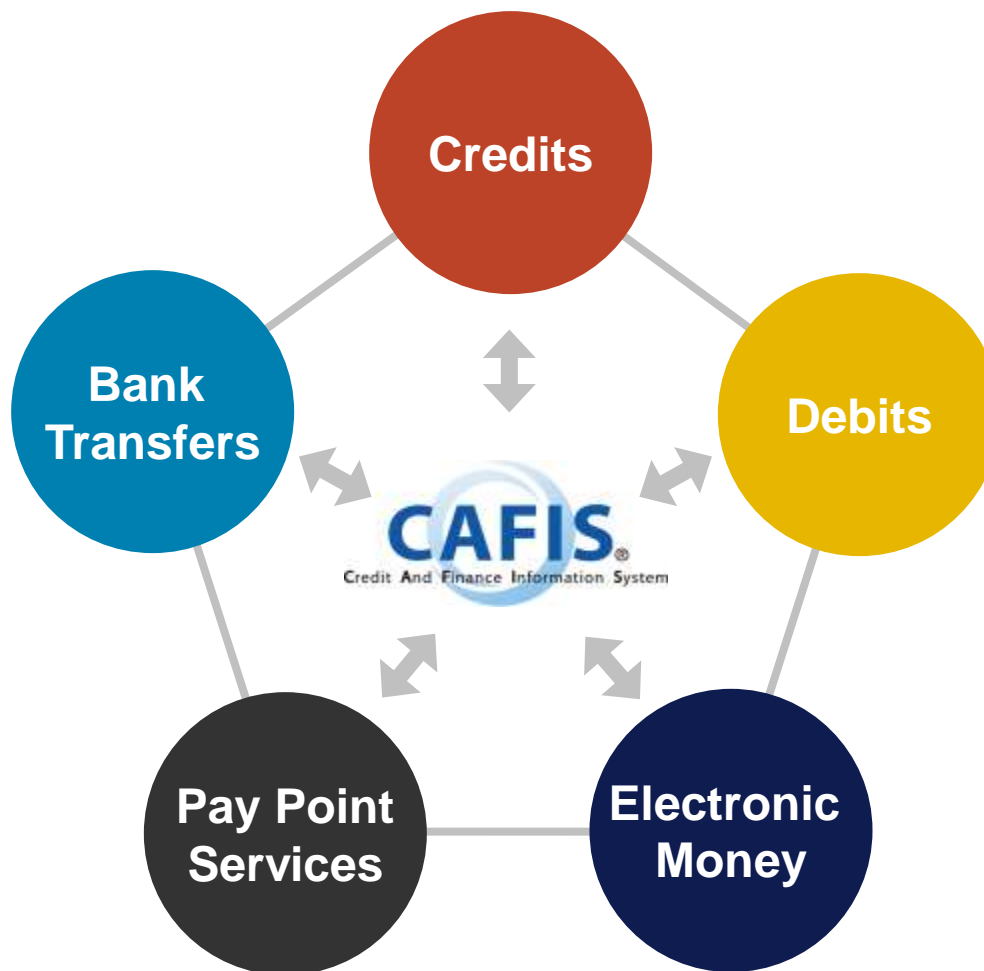
1. What is CAFIS?
2. CAFIS and Its Business Environment
3. Business and Social Aims of CAFIS
4. Endnote



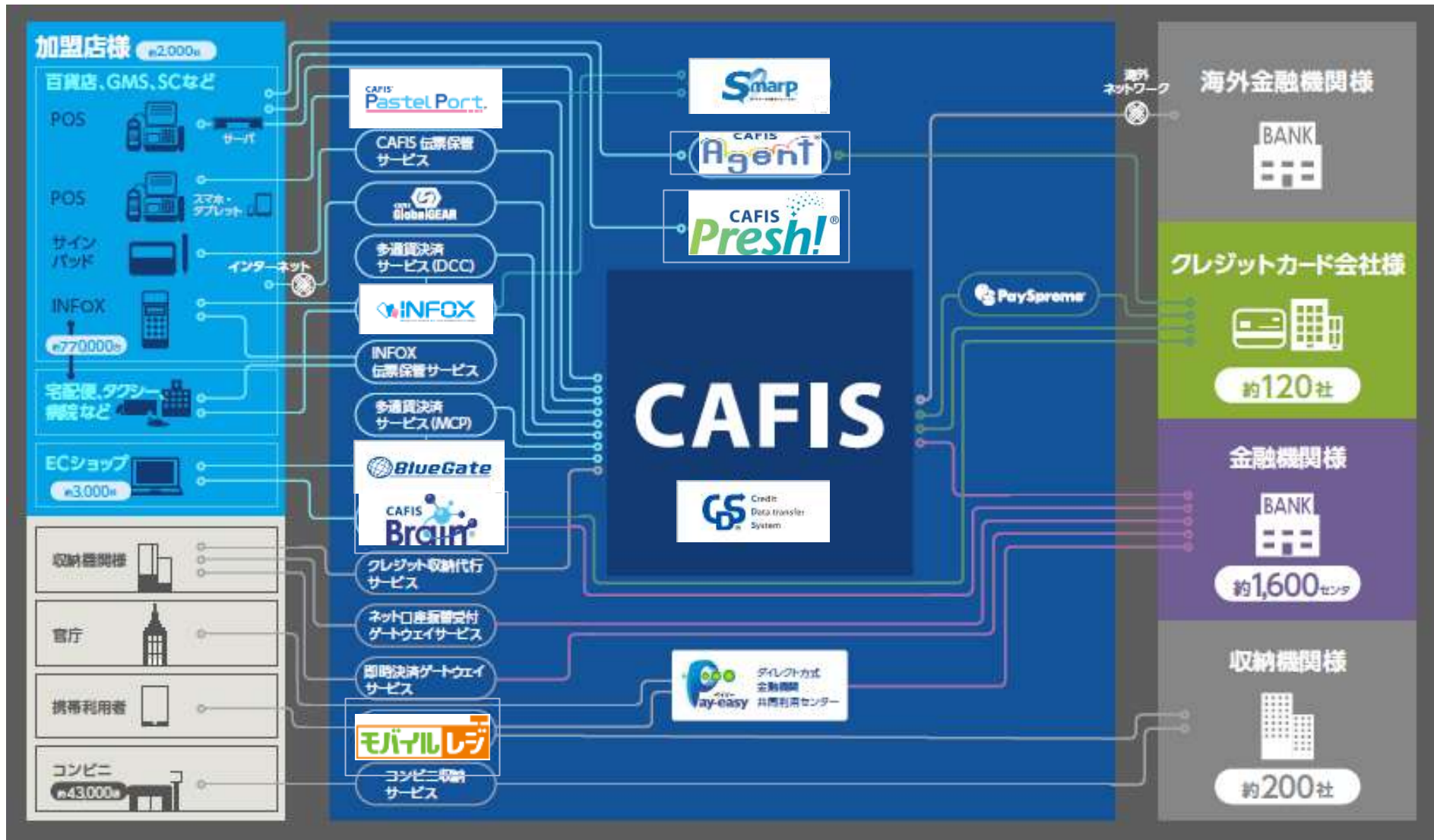
What is CAFIS?



We occupy the largest share in Japan as a payment network provider through developing and offering services for non-cash payments.



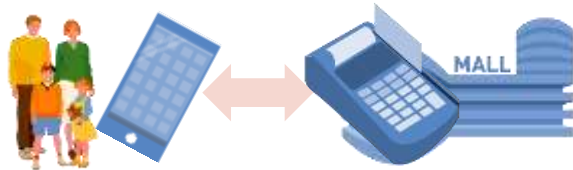
The largest card payment network in Japan





CAFIS and Its Business Environment

Changes in Customer Contact Points



- It is important to offer various payment methods and functions, such as duty free functions and Dynamic Currency Conversion (DCC) functions.
- Rapid spread of in-app payments, etc.

Globalization



- Development of a range of payment services in many countries
- We need to take new measures to compete with these emerging services in addition to existing global brands, such as VISA.

Amalgamation with Digital Marketing



- We need to contribute to sales increases in card franchise shops by gathering wide-ranging data through digitalization of customer contact points.

Structural Changes in Financial Institutions



- Vertical integration of financial institutions is progressing with entrance of foreign capital and retail businesses. New services, e.g. Uber, may influence payment flexibility needs.
- Reinforce integration with Japanese infrastructure and seek collaborations with new market players.



Business and Social Aims of CAFIS



Advanced data utilization technology

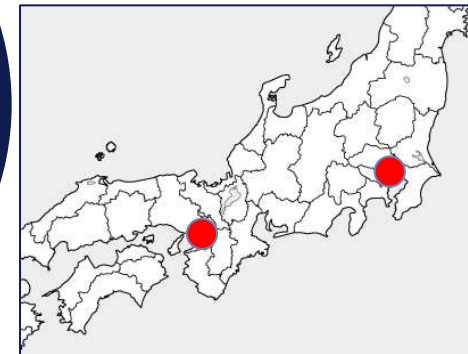


Promotion of non-cash payments

Comfort & Convenience

Security

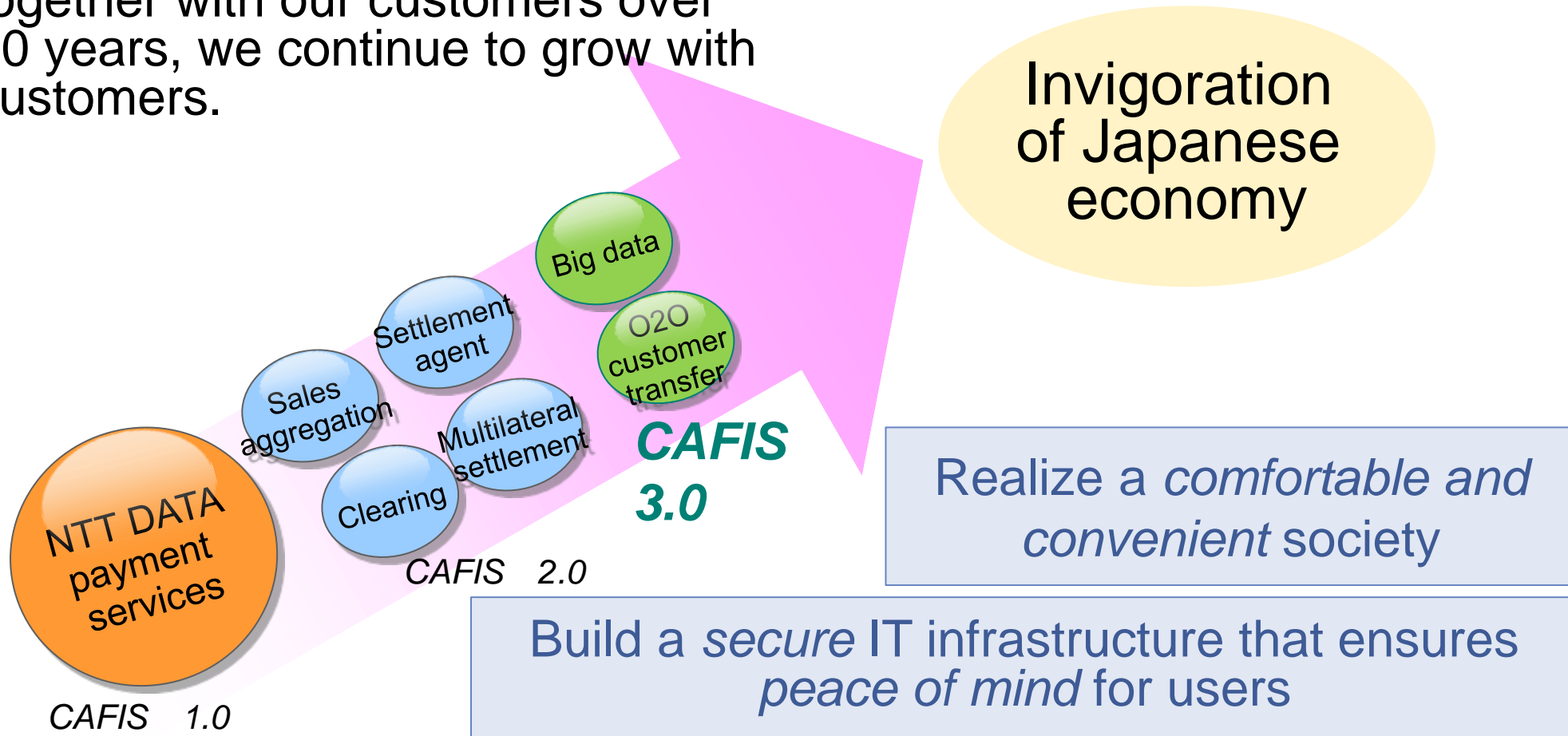
Peace of Mind



Ultra-reliable data centers

Authentication & security technologies

Utilizing CAFIS, which we developed together with our customers over 30 years, we continue to grow with customers.



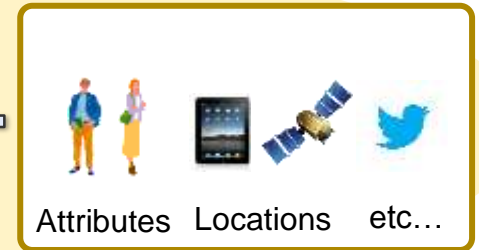
Making the best use of the CAFIS infrastructure that has been developed with our customers' support, we will further develop CAFIS into a service that brings new aspects to customers' businesses.

Business partnerships

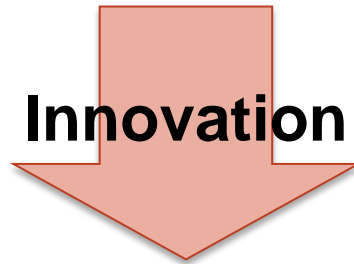
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CAFIS-related data (settlement data)

Other types of data



Innovation



Create new services

Offer new value for business growth

Customers





Latest CAFIS Services



Thin-client payment authorization and authentication services started!

あなたの未来を強くする



Some 10,000 payment authorization terminals leased for sales staff members!



Service for Sumitomo Life Insurance Company started on March 22, 2016

Service for Tokyu Plaza Ginza started on March 29, 2016!



Ticket dispenser



E-signature pad



Barcode reader



PIN pad



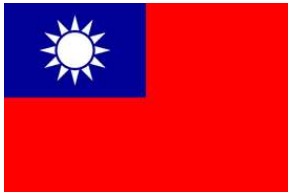
NFC R/W



Actual terminal

We offer comprehensive services for payments, point attribution, and parking ticket issuance!





Arch to be offered for Taiwan Smart Pay Debit Service



Our shopping service, Arch, will start operations in July 2017.

Payments



Asia



Customer contact points

With infrastructural know-how we gained through CAFIS as our forte,

we offer service to customers in Asian countries together with local investee companies.

Through our customer contact point services, we grow into their business partner.

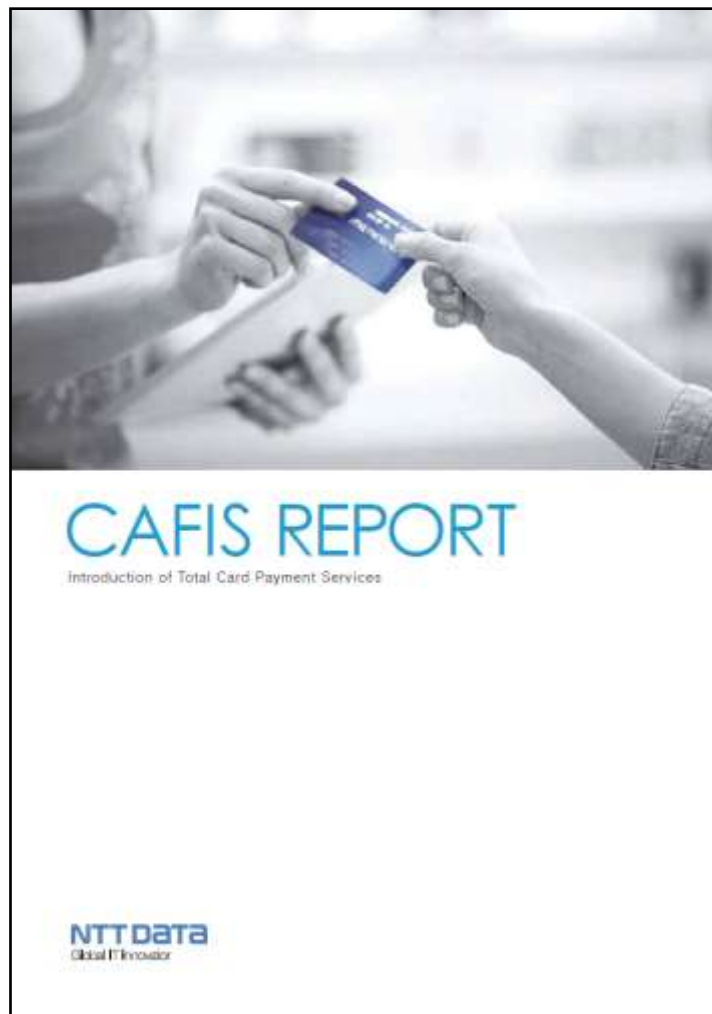
Recommendation engine
Behavioral targeting
Inbound channel
Omnichannel
AdTech
O2O smartphone apps
Biometric identification
Digital marketing
Mobile payment device
Block chain
Marketing automation
Gamification
Cryptocurrency
Mobile telecom technology
Encrypted telecommunication
NFC & HCE (Host Card Emulation)-related technologies
etc...



Endnote

For more details about the currently operating CAFIS services and transaction volumes, see the CAFIS Report available from the following URL:

CAFIS Report: http://solution.cafis.jp/download/files/cafisreport_en.pdf





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