# PIN MANAGEMENT: A NEW APPROACH

An enterprise solution that updates and improves PIN and credential management

Result: cost savings and improved customer service

PINs are the most widely used electronic customer verification method. The majority of banking and card processing systems rely on them to prove customer identity. PINs need to be generated, delivered, verified and managed – and kept secure at all times. Historically, each system has had its own PIN management function, but this has resulted in duplication, inefficiencies, security vulnerabilities and high costs. Also card issuers have traditionally relied on PIN mailers and postal services for delivery to cardholders. This is slow, expensive and subject to escalating fraud losses.

Proxama PIN Manager brings PIN delivery into the digital age. Customers can be provided with a self-administration facility for PIN and credential management. And since the introduction of EMV chip cards, it is now necessary to keep online and offline PINs synchronised, where an offline PIN is used.
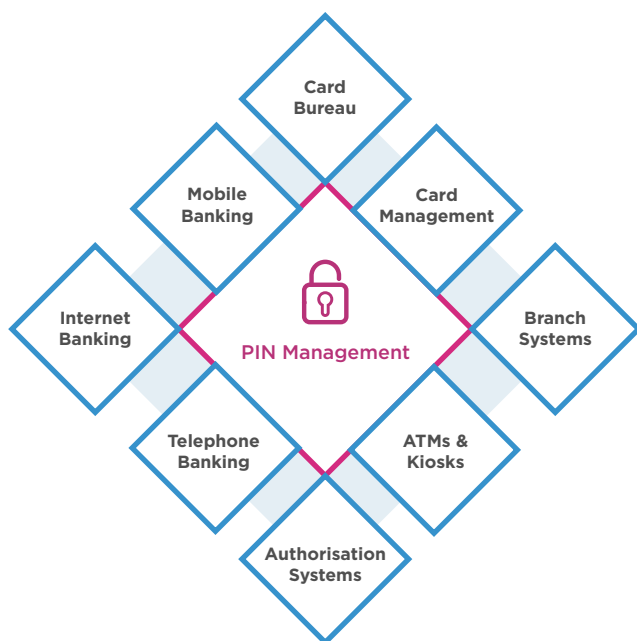
Proxama PIN Management
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Centralising PIN services across the enterprise

Proxama PIN Manager supports every aspect of PIN management processing in a series of integrated, configurable modules, and provides PIN services to all participating systems and stakeholders.

Proxama PIN Manager meets the needs of these systems and entities by delivering PIN management services that support:

- Secure PIN generation, import/export and storage
- Customer self-select, change and unblock
- Distribution via SMS, IVR and internet banking
- Verification during authentication and authorisation
- Synchronisation across EMV cards and hosts

Choose the modules that meet your needs

Proxama PIN Manager services can be delivered individually or in combination. Our modular approach allows Proxama PIN Manager to be configured to deliver the services that your business needs, and modules are individually priced to bring you the most cost-effective solution.

Packages of Proxama PIN Manager services can be assembled to meet specific requirements or combinations of requirements within an organisation, and to grow with your product and system roadmaps, for example:

- The need to move away from PIN Mailers to PIN distribution by SMS or internet
- Giving customers the ability to select their PIN before a new card is issued or to change their PIN online
- Secure storage of PIN data for verification during online transactions or when logging on to web banking

Multiple benefits

Cost savings

It is costly to maintain multiple PIN handling systems. Centralising PIN management eliminates duplication and improves productivity, and you are likely to need fewer HSMs. PIN mailers are expensive to purchase, store and deliver, and substantial savings can be made by switching to electronic PIN delivery methods.

Customer service

Customers hate having to wait several days to receive their PIN, which causes an avoidable delay in card activation and usage. Also, customers today are demanding modern methods of managing their PINs and other credentials, through internet and mobile channels.

Reduced risk

Proxama PIN Manager is fully compliant with all card network, PCI and international standards. We use strong encryption techniques and hardware security modules. Our PIN vault provides secure central storage for PINs, credentials and related data. By unifying PIN management there are fewer points for criminals to attack.

About Proxama®

Proxama is an international mobile proximity commerce and payment solutions company. Proxama provides end-to-end digital solutions to banks and card issuers to securely transition their card portfolio onto mobile for Near Field Communication (NFC) contactless payments as well as solutions for EMV enablement, electronic PIN delivery, tokenisation and card issuance management.

Proxama's award-winning mobile proximity marketing platform, TapPoint®, enables brands to connect physical and digital assets via mobile to increase consumer engagement, retail sales and loyalty across a network of high footfall locations.

Contact Proxama today to learn more about new PIN Management options.

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