

**MyBank**

# Taking E-Payment to the pan-European level

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**SPIN,  
June, 11<sup>th</sup>, 2013**



## What is MyBank?

A new way to pay from your account using online or mobile banking

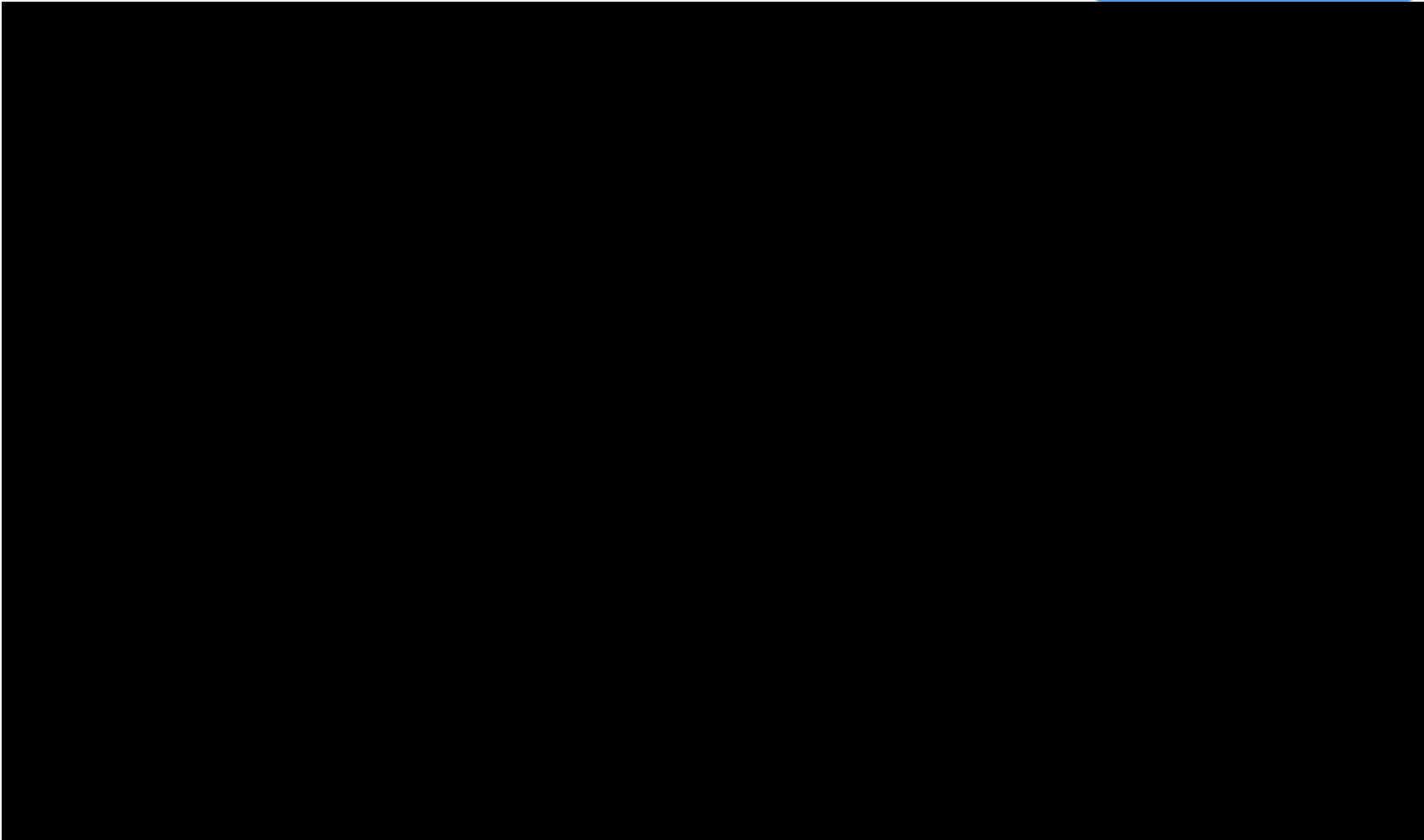


**MyBank launched 25<sup>th</sup> March 2013**

Vic will tell you...



[https://www.mybankpayments.eu/Videos/MyBank/my\\_bank\\_final\\_EN.mp4](https://www.mybankpayments.eu/Videos/MyBank/my_bank_final_EN.mp4)



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**MyBank, a reality**



**MyBank went live on 25<sup>th</sup> March 2013**

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## 50 supporting institutions

- A growing number of PSPs across Europe have declared their support for the solution
- A list of potential future participants can be found at:  
[www.mybankpayments.eu/N=List\\_of\\_Potential\\_future\\_participants.aspx](http://www.mybankpayments.eu/N=List_of_Potential_future_participants.aspx)



## Self-Certified Service Providers

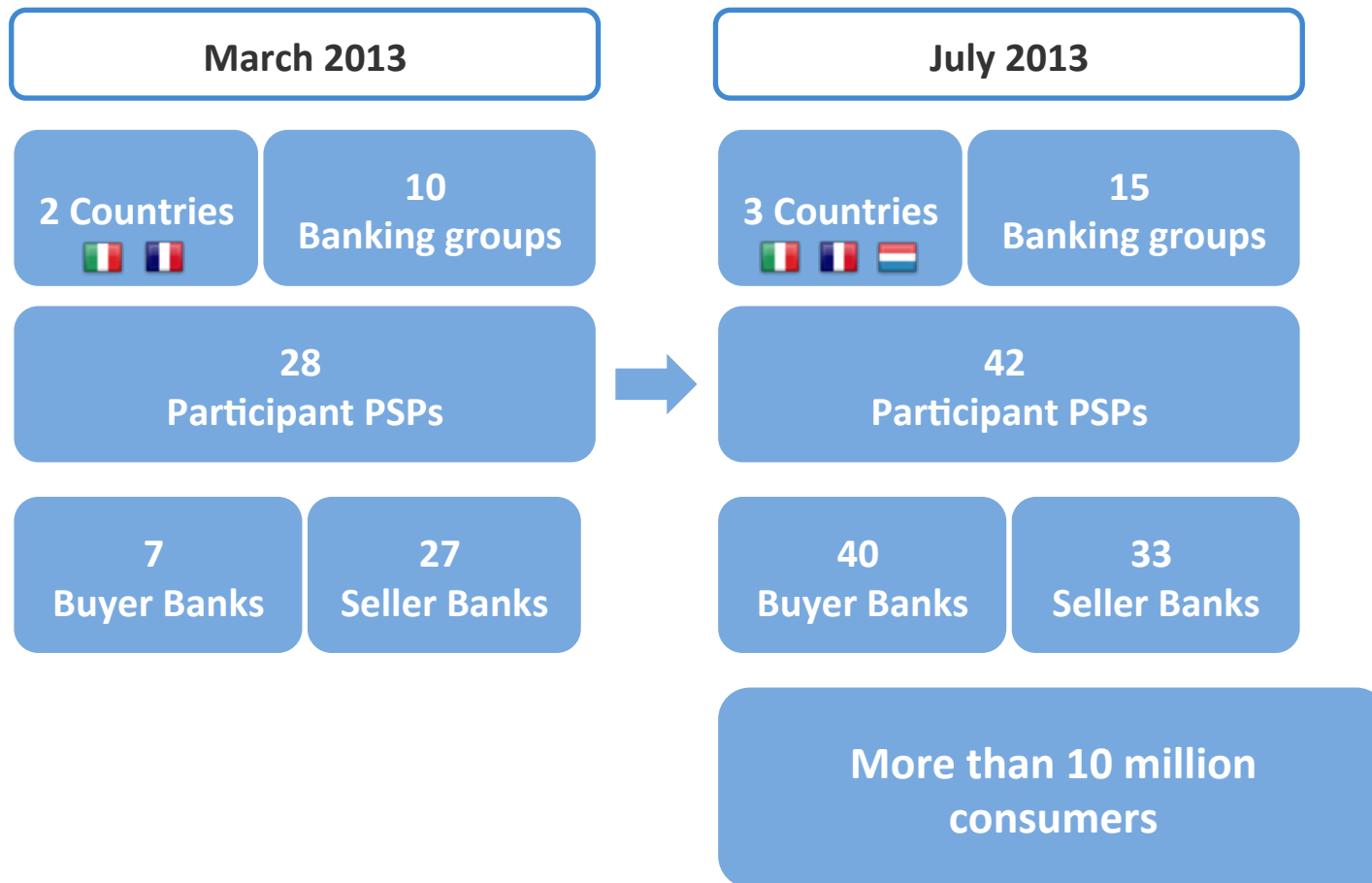


The network of excellence



The following companies successfully completed the testing program and self-certified that their infrastructure services are compliant with the technical, business and security requirements.

## MyBank Participants



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# MyBank Developments

## MyBank supports Mobile

- March 2013: Configured for Mobile Browsing
- September 2013: Mobile App to Mobile App
- 2014: QR Code standardisation



## MyBank and QR...



Great! Madonna in concert next month. I wonder if I can still get tickets?

➤ Let's click and buy

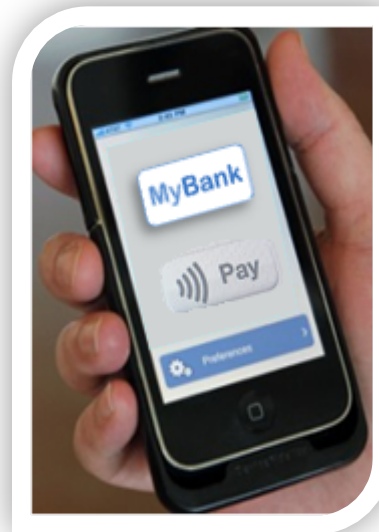
I scan....



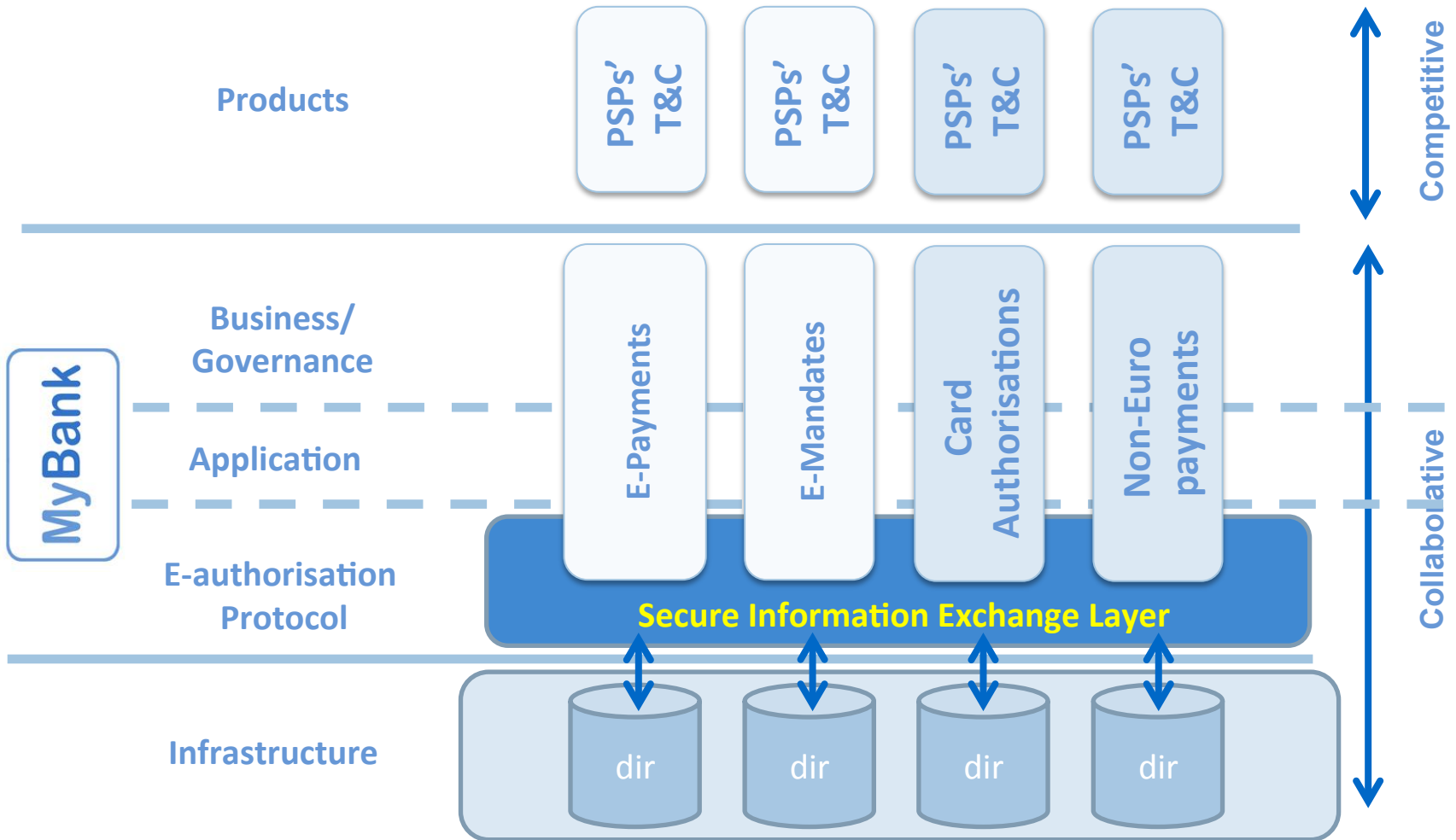
...I authenticate myself...



... and I  
authorise the  
payment.



## A solution with 3 layers

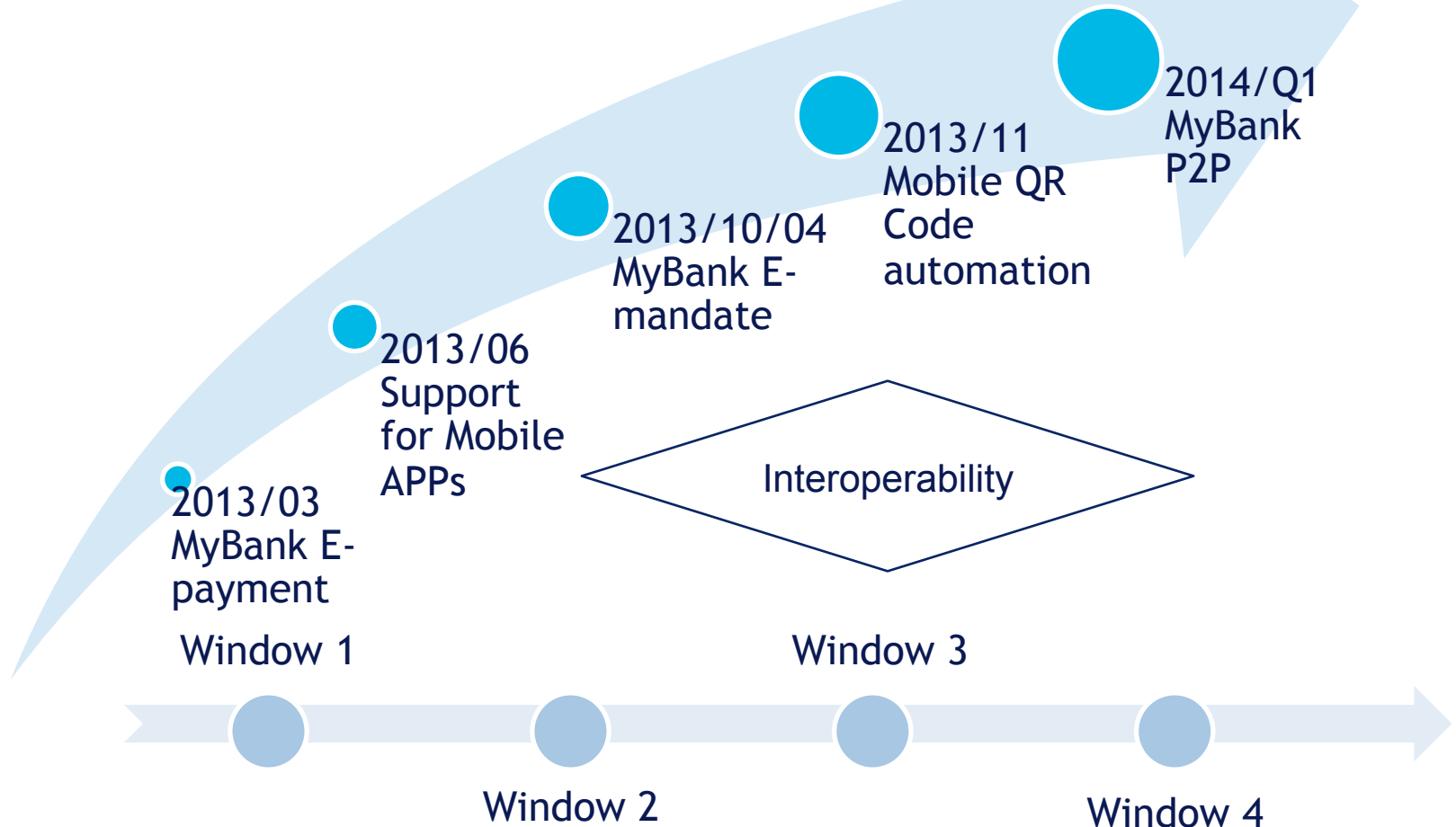


## MyBank SDD: E-mandates

- E-mandate specifications:
  - A model based on the EPC SDD rulebook
  - Implementation of ISO.20022 pain messages
- Customers can:
  - Create e-mandates for one-off or recurring SEPA Core Direct Debits
  - Modify or cancel existing e-mandates
- Merchants / Creditors can:
  - Get confirmation from the bank that account details are correct (reduce rejection rate).
  - Be sure the Consumer has signed a mandate (reduce refund period)
  - Comply with scheme requirements. No paper!



## Development Roadmap





## Join the MyBank E-Mandate Pilot October 2013!

- Open to Merchants in partnership with Banks and Service Providers.
- Application scope : create, modify or cancel a SDD E-mandate.
- Environment: Test / Technical Pilot
- Deadline for application : 17th of July 2013.
- Start of the Testing phase : October 2013.
- Ready for February 2014.

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**MyBank : its for everyone**

# Europe is in a period of stagnation



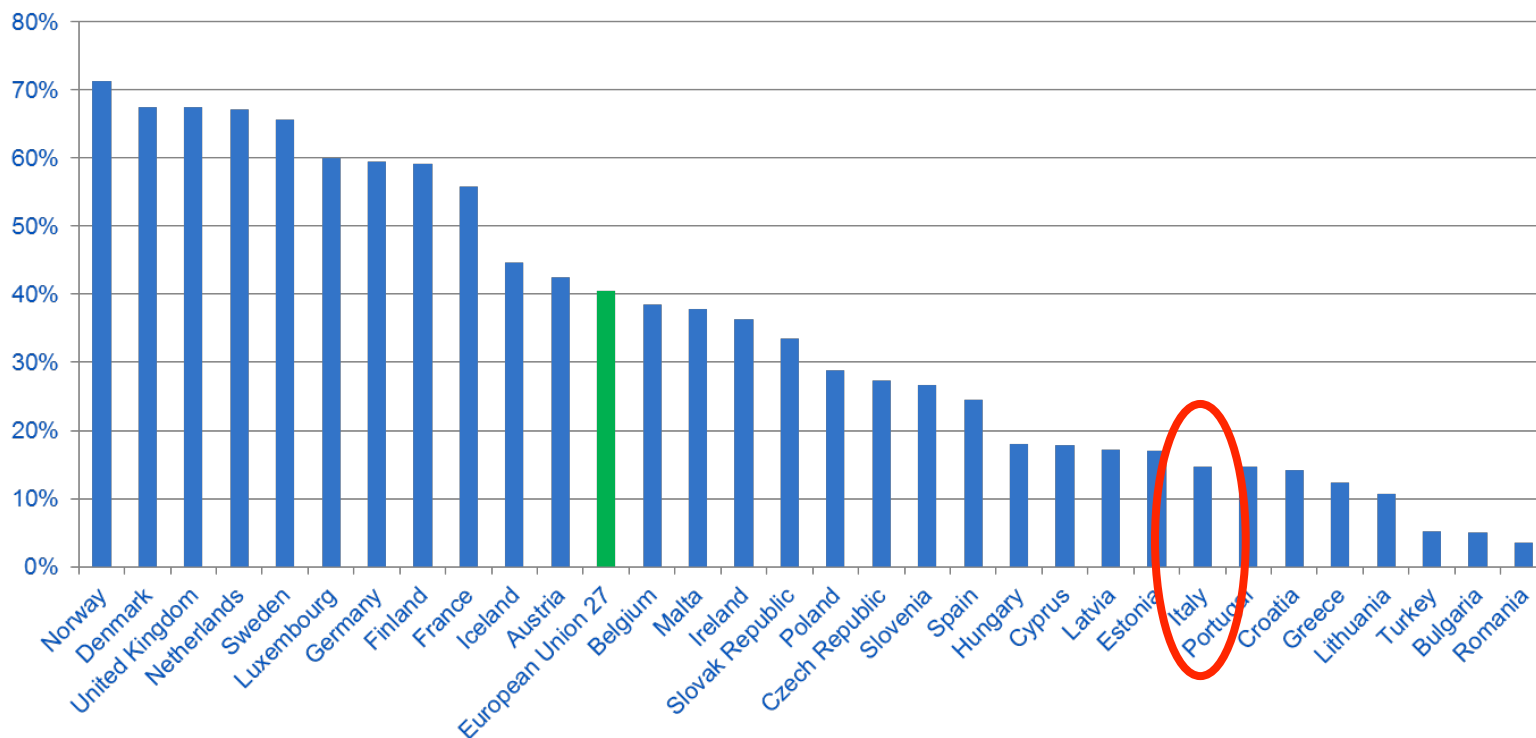
- **Governements must cut budgets...**  
.... **But keep delivering services**

# E-commerce grows!



## E-commerce is not evenly spread

% of population ordering goods or services online



## Consumers are afraid

### In Italy

- **50% of those with online access do not shop because they are afraid.**
- **50% of those asked say, that if their bank offered them a secure way to pay, then they would.**



## Europe's Digital Agenda requires innovation

- There is a policy vision that Europe be an information economy in which prosperity will come from innovation and from using resources better.
- Governments want to cut budget spending but still deliver services
- Regulators are looking at banks for Mobile and Online payments solutions



# Digital Agenda

SEPA

E-signature

E-commerce

Data protection

Consumer Rights

Dispute Resolution

Security

Cybercrime

E-Identity

E-Government

Trustmarks

Interoperable Payments

# S€PA

Single Euro Payments Area

- A harmonised payments platform.
- A foundation on which to build innovation that helps people.

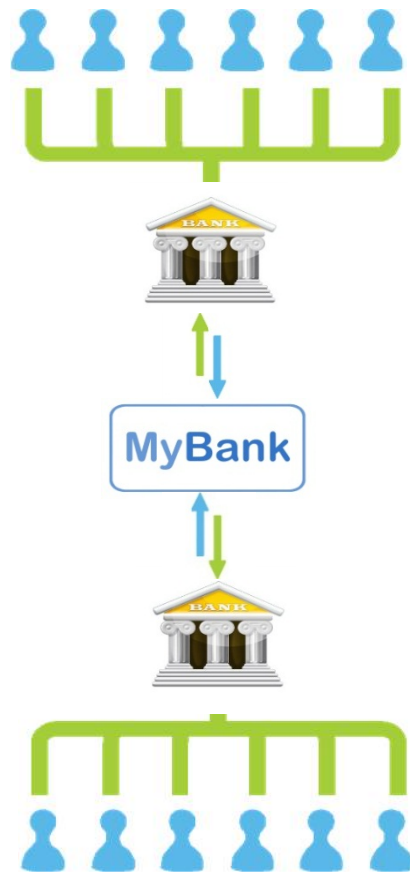
## Agenda Digitale Italiana



- **Reduce use of Cash.**
- **Reduce use of Paper in Government bureaucracy.**
- **Become more efficient**
- **Grow and create jobs.**



## MyBank, building trust in payment



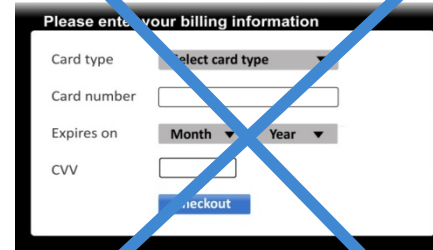
- SCT and SDD : 32 countries, 500 million citizen, 25 million corporates and SMEs, 9000 banks sharing a single payment experience.
- PSPs: a trusted partner for payments
- MyBank, the first pan-european scheme based on SEPA instruments





## The market wants a solution

- Consumers want a simple, trusted and secure online payment solution
- Merchants look for improved online payment methods
- Payment Service Providers (PSPs) are keen to (re)position themselves and leverage use of online banking portals
- Public Policy pressure on the PSPs to innovate 'beyond SEPA'



## MyBank unlocks e-payment barriers for consumers:

- Simplicity : no registration, a single, familiar user experience for all Europe
- Safety : no sensitive data shared with third parties
- Trust : payment is initiated via the Buyer Bank. Trust in merchant becomes out of scope

"MyBank will unlock e-payments for all European countries, through the familiar and trusted online banking portal in combination with the SEPA payment instruments SCT and SDD. Web merchants have great expectations for this solution, as it will combine reach and conversion [...]"

Position Paper E-payments (2012)  
Ecommerce Europe  
[www.ecommerce-europe.eu](http://www.ecommerce-europe.eu)



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## MyBank makes it simple for Merchants and government

- Large reachability : pan-European solution.
- Conversion rate improvement : easy and safe online shopping
- Low investments and running costs :
  - Real time confirmation of payment.
  - No Chargebacks.
  - Less fraud and disputes
  - No interchange
  - No dedicated infrastructure



## For Banks/PIs MyBank is ‘new way forward’

- Puts Banks into the heart of any e-commerce transaction
- Provides growth opportunities in new ways in an online world
- Leverages SEPA instruments and Online investments



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**It's for everybody.**