

Powering EMV[®] 3DS migration for domestic schemes.

Key considerations to drive
seamless implementation.

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1. The current EMV[®] 3DS landscape.



Recently, domestic schemes in many countries have grown from strength to strength, **digitalizing and innovating** to keep up with their international counterparts.



One area where domestic payment schemes need to keep pace is **cardholder authentication** to protect their business and align with international practices.



According to market research, the total cost of e-commerce fraud to merchants will exceed \$48 billion¹ globally in 2023.

To fight against fraud and improve user experiences with frictionless authentication, EMV 3DS has been adopted by many schemes to address the challenges of card-not-present transactions.





Beyond EMV 3DS, domestic schemes should consider specifications developed by organizations, such as FIDO Alliance¹ and W3C², to align with all relevant standards across the authentication ecosystem.



1 <https://fidoalliance.org/>
2 <https://www.w3.org/Consortium/>



2. The key questions to ask to achieve a seamless migration.



Many domestic schemes are considering how to make the move to EMV 3DS.

So, what are the questions they must ask to pave the way to secure and interoperable e-commerce authentication?



Where do I begin?

Analyzing the gap between a domestic scheme's incumbent systems and the requirements of EMV 3DS helps to create a thorough implementation plan.

This gap analysis allows domestic schemes to define a roadmap for implementation from their current state to EMV 3DS compliance.

This involves outlining the key considerations and requirements that must be addressed before they can achieve this goal.



Make or buy?

A scheme must also consider whether to build its own bespoke EMV 3DS solution, or if it will buy a pre-made one.

Even with an 'off-the-shelf' solution, it must still be tailored to the scheme's unique requirements.





How to onboard member banks and merchants smoothly?

Research shows expected global losses due to false declines could be 70 times more than losses from fraud itself¹.

This emphasizes the importance for schemes to define a clear test strategy to ensure compliance and design an onboarding process for their members.





Essential to this is giving existing members a clear end-to-end route and sufficient guidance to achieve compliance.

It also creates an accessible path for new ecosystem participants to join the network.





What are the local adaptations?

It also must be considered how the new solution and scheme members will interact with the existing payments, architectures, processes, local regulations and other standards like FIDO Alliance and W3C.

It also must align with other offerings in place or innovations planned for the future such as tokenization, risk-based authentication (RBA) services, biometrics and Click to Pay. These technologies must be able to fit seamlessly into the authentication flow.



What happens next?

After implementation, domestic schemes will have to review and manage how the EMV 3DS flow is performing and identify any unsuspected problems that can then be swiftly addressed.

This not only improves the day-to-day operations of the system, but also brings confidence to stakeholders that the system delivers a frictionless user journey and greater security as intended.





3. The challenges facing domestic schemes.



Plugging the knowledge gap.

Sourcing the level of specialist knowledge required to select a solution, build a testing framework, and support onboarding of members in compliance with local and international requirements is a major challenge.



To address this, schemes should build a project team with relevant business and technical expertise across payments and authentication, and consider partnering up with a professional consultant to fill in any gaps.



Reducing time to market.

Another complexity is minimizing the time and cost investments for member banks and merchants.

Utilizing cloud-based tools to automate the onboarding process will ensure a seamless, smooth, and quick certification journey, reducing time to market.





Simplifying certification.

A final obstacle is the management of the certification program. This can be cumbersome and it is important to ensure that the personnel supporting member banks and merchants have the appropriate soft skills and expertise.

Leveraging managed services can simplify this process and meet the wave of demand during the onboarding process. By utilizing such external support, schemes can benefit from a dedicated team who can guide stakeholders through the process, review results and analyze issues encountered. This also makes the costs variable in line with project requirements.



4. Implementing the right way.



EMV 3DS gives domestic schemes an opportunity to create the seamless, secure payment authentication experience championed by their international counterparts.

To meet these challenges and ensure a successful implementation journey, domestic schemes must leverage the ecosystem know-how of an experienced partner which can provide tailored support.





Start your migration to EMV 3DS.

Fime has a long history supporting the industry's digital transformation, as well as a long-standing relationship with EMVCo, and membership of FIDO Alliance and W3C. Its unique offering combines bespoke consultancy to manage EMV 3DS projects from end-to-end with an online platform to digitalize the onboarding process. It also provides implementation testing and managed services with local technical expertise. Thanks to our network of experts around the world, we provide global support at a local level.

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