



Visa International
Global FY99 Planning Meeting
Stephen Schapp
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Chip Products



Mission

Expand and protect the banking industry franchise by enabling and promoting the multiple-function Member relationship card.

Strategic Objective

Ensure that Members' bank cards become the vehicle preferred by consumers and commercial clients for accessing financial and value-added services.

Chip Products FY99 Strategies



Establish Visa Smart Debit/Credit as the core chip-based payment service.



Achieve a critical mass of stored value systems committed to common interoperable SVC specification.



Make Visa Cash into a production payment service.



Expand COPAC geographically and into new business applications.



Facilitate value-added services and off-the-shelf solutions.



Chip Products FY99 Strategies cont'd

VISA

Implement chip-enabled Above Gold and Commercial services.



Demonstrate the production viability of the Visa Open Platform.



Continue an aggressive emerging products marketing campaign.



Support regional chip card pilots.



Establish a Research and Development function.



Emerging Electronic Payments



Mission

Establish secure anytime/anywhere access to Member financial and value-added services.

Strategic Objective

Deliver global product and service utility in the real and virtual worlds.

Emerging Electronic Payments FY99 Strategies



Encourage installation of point-of-convenience devices which support the relationship card.



Ensure that global chip standards are completed and adopted to support relationship card requirements.



Make SET preferred by Members and merchants for secure access to electronic commerce.



Emerging Electronic Payments FY99 Strategies cont'd



Support selected Regions in implementing their own consumer ePay services.



Support Commercial Products in developing a commercial electronic commerce and/or ePay service.

Deliver a viable national processing solution to support the relationship card.



