



Australian Payments Council

Attra Submission

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Attra Pty Ltd
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1 Background

In a joint consultation between Reserve Bank of Australia and the Australian Payments Clearing Association it has been proposed to create an **Australian Payments Council**. The council is intended to further advance Australian payments systems in line with the user demands.

The council is proposed to be made up of organization with major participation in the Australian payments system, operators of the Australian payment systems and other organisations with significant interest in the Australian payments system.

This is a submission by ATTRA Pty Ltd, as an organization with significant interest in the Australian payments system, to be considered for this initiative. We see ourselves as a **major service provider** to the Australian payment processors.

A brief about Attra as an organization, our capabilities in the payments domain and the value we could provide in this initiative follow.

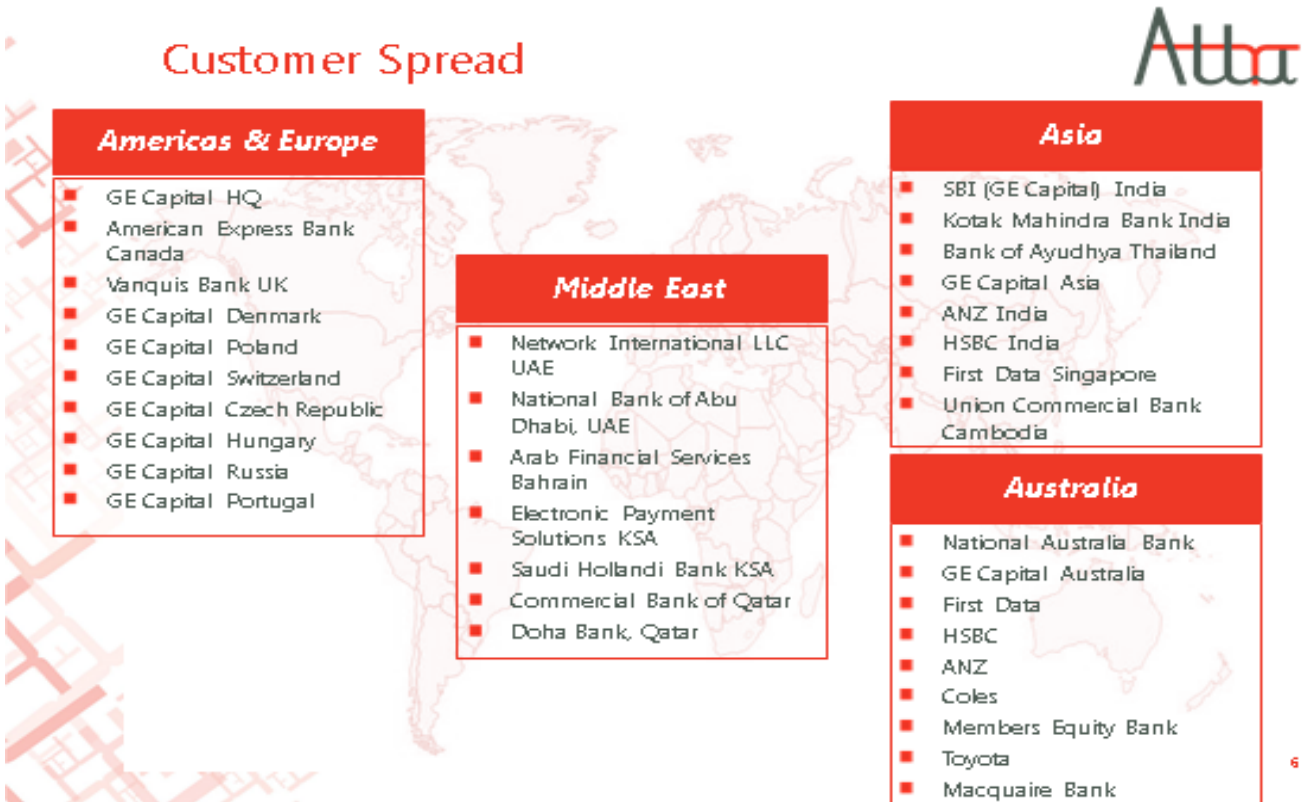
2 Attra Introduction

Attra is a Melbourne based organization with **specialization in the cards and payment sector**. Attra resource pool consists of industry experts having experience in implementing end-to-end solutions. Attra can assist customers in offering solutions in the areas where they need subject matter expertise by providing advisory services that can assist in the launch of new products, implement new features, understand solution feasibility and resolve complex issues.

2.1 Brief History

Attra was founded in **1995** in Melbourne, Australia. Since then it has evolved into an enterprise wide PCI-DSS certified organization with over 700 employees, spread across 5 continents and 4 development centers around the world.

We work with some of the top names in the cards and payments space globally and a gist of our clients is provided below:



2.2 Attra Capabilities

Attra has a strong domain focus and a large pool of experts who engage with our customers on strategic initiatives to provide consultancy on high end activities, IT solution decision making and application architecture design.

Our **key focus areas** are shown below:

<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Cards</p> <ul style="list-style-type: none"> ■ Issuing ■ Acquiring ■ Interchange ■ Interface </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Terminals</p> <ul style="list-style-type: none"> ■ ATM & POS ■ Terminal Management ■ Terminal Certification ■ Balancing & Reconciliation </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Core Banking</p> <ul style="list-style-type: none"> ■ Savings & Deposits ■ Credits ■ Loans ■ Wealth management & Investment Banking </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Insurance</p> <ul style="list-style-type: none"> ■ Policy Management ■ Billing ■ Underwriting ■ Claims </div>
<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Compliance & Certification</p> <ul style="list-style-type: none"> ■ Scheme Compliance ■ Regulatory Compliance ■ Certification </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Switching & Payments</p> <ul style="list-style-type: none"> ■ Authorization & settlement ■ Cryptography ■ Switching & Routing </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Loans & Mortgages</p> <ul style="list-style-type: none"> ■ Auto Loans ■ Personal Loans ■ Sales Finance </div>	<div style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <p style="color: red; font-weight: bold; margin: 0;">Data Warehouse</p> <ul style="list-style-type: none"> ■ Data Loading ■ Transformation ■ Interface </div>

2.3 Cards and Payment Expertise

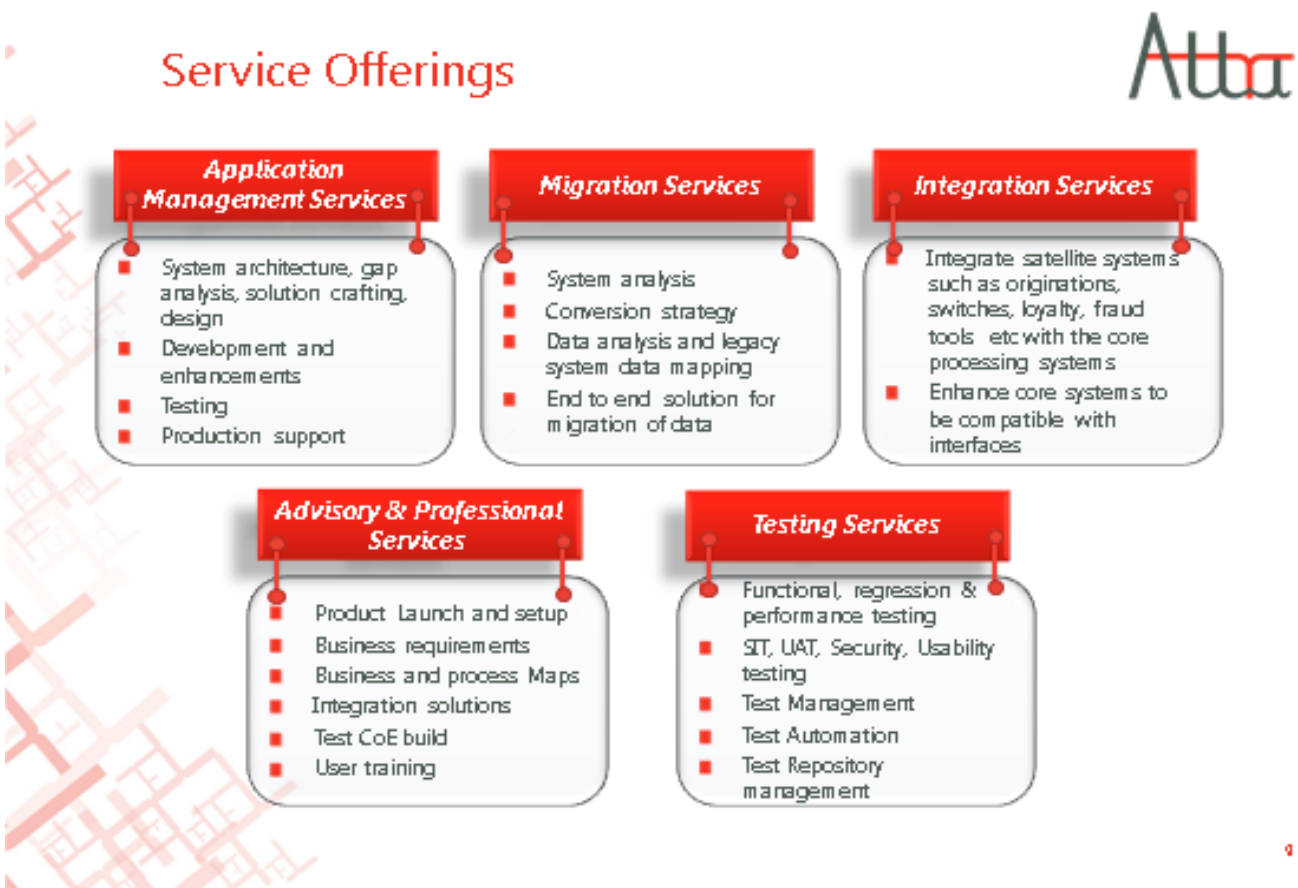
For more than a decade now, Attra has executed large and complex cards and payment projects globally. We have worked closely with **all the major card schemes** in this period including:

- ▣ MasterCard
- ▣ Visa
- ▣ AMEX
- ▣ JCB
- ▣ CUP
- ▣ Diner

We also have worked closely on other local schemes and compliance initiatives like:

- ▣ EFTPOS
- ▣ EMV compliance
- ▣ Regulatory compliances
- ▣ RBA compliance
- ▣ Shariah compliance

Below depicts our **service offerings** in the cards & payment domain:



2.4 Certifications

Being a major supplier to cards and payments industry, Attra lays strong emphasis on **Information Security** and **Quality** processes. As such Attra invested heavily in setting up strong **Operational Good Governance** and **Information Security Good Governance** processes. As an organization Attra now is:

- ▣ Organization wide PCI_DSS V 2.0 certified by PI_DSS Council Accredited institution SISA
- ▣ Currently CMMI Level 3 accredited and in process of attaining CMMI Level 5 accreditation
- ▣ ISO 9001 compliant for Quality
- ▣ ISO 27001, ISO 27002 compliant for Information security

3 Attra Value Propositions

Being a major service provider to the payments processors in Australia and globally, Attra believes it can bring immense knowledge and experience to the Australian Payments Council.

The banking and financial space has continuously grown through technology changes and innovations. The emerging trend has been to increasingly move towards a cloud based computing environment including core banking operations. The focus also has been towards building loosely coupled system architecture with ever increasing proliferation of SOA based interfaces and standardized data formats across domains.

In the payments space, exciting new developments such as mobile payments are changing the market landscape. Innovations such as mobile wallets are providing entry to newer dimension of players in the payments space. With enhanced customer offerings such as instant loyalty redemption features, offer reminders and increased convenience of not carrying a physical plastic the space is showing a significant potential to grow. The acceptance of these payment methods is going to be driven by growth of merchant acceptance with encouraging signs from the financially mature markets.

The drive is also towards increased localized processing and increased scrutiny in the payments domain. The emergence of in country processing regulations, increased control of local regulations and local schemes are bringing newer challenges. The banking, financial services and payments landscape is going through a period of continued change.

Attra has a proactive market research team monitoring the industry trends. With a constant focus on having a current market offering, Attra has developed capabilities on mid-range systems, channels and open systems. Attra has also invested in developing its mobile payments capabilities with new mobile application development initiatives internally and partnership with established players in the space.

By being a part of the proposed payments council, Attra envisages to:

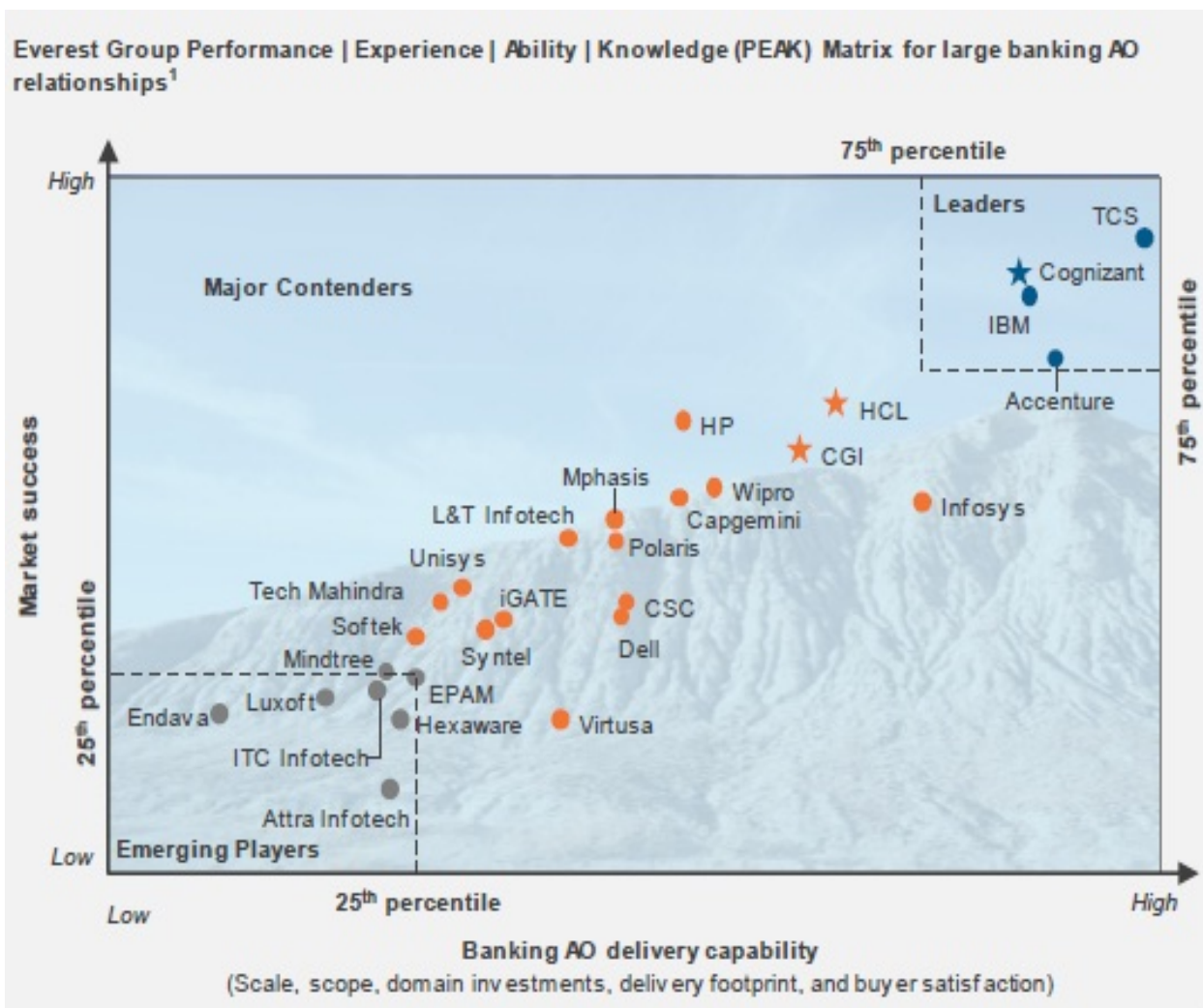
- ▣ Table new and innovative payment ideas being used in other parts of the world
- ▣ Possibly pre-empt gaps or pitfalls on new payment initiatives being considered by the council
- ▣ Assess feasibility, scale and size of new payment initiatives under consideration
- ▣ Review and benchmark initiatives
- ▣ Research and document initiatives

3.1 Attra Advantage

Attra believes it can provide immense contribution to the payments council due to the following advantages we have:

- ▣ Niche player in the payments domain
- ▣ Excellent knowledge of local payments system
- ▣ Been in operation since 1995
- ▣ Unique organization to have been established in Australia as a payments service provider and then progressed to a global base
- ▣ Working with major Australian banks and financial institutions for more than a decade
- ▣ Providing high end consulting and advisory services in the payments domain to our local and global clients
- ▣ Enterprise wide PCI DSS compliant

Attra has recently been accredited in the Everest Group’s PEAK matrix as an “**Emerging Player**” for large banking Application Outsourcing:



3.2 Case Study – National Payments Corporation of India – RuPay Scheme

Back in 2012 National Payments Corporation of India (NPCI) launched RuPay card scheme in India. The main objective behind this initiative was to:

- ▣ Provide a card payment service option to many banks that are not eligible for card issuance under the eligibility criteria of international card schemes
- ▣ Reduction in the overall transaction cost for the banks in India by introducing competition to international card schemes

This was a unique and first initiative of its kind in India and presented challenges of a very different nature. Attrra was contracted by E&Y to work on this initiative to develop the following:

- ▣ Merchant Operating Manual
- ▣ Member bank Service Level Agreement documents

The scope included the following card and transaction types:

- ▣ Pre-Paid Cards
- ▣ Credit Cards
- ▣ Debit Cards
- ▣ POS – Magnetic Stripe only
- ▣ ATM
- ▣ IVR (Mail order and telephone Order)
- ▣ Electronic Commerce
- ▣ EMV