

5 Payment Product Paradigms

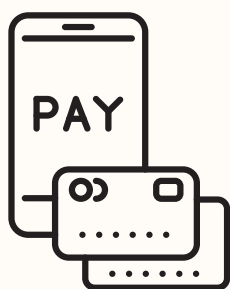
1



Customer Experience

Consumers do not go shopping for the experience of making a payment; consumers go shopping for shirts! The payment method they adopt is going to be simple, seamless and unobtrusive - it's going to work in store and it's going to work everywhere else, every time.

2



Accessibility

Payment products for widespread consumption must be available to everyone, wherever a payment needs to be made. They must be simple in concept, requiring minimal set up, they must be affordable, and they must not rely on the latest technologies for their operation.

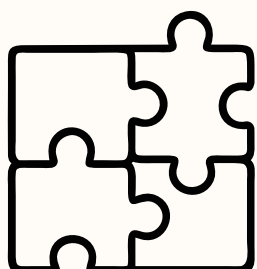
3



Simplicity

Complexity of design is rarely an indicator of cleverness in thinking, and the shortest distance between two points is a straight line. People using payment products and services will always take the path of least resistance - unless there is a very good reason not to.

4



Interoperability

Consumers want to make purchases and merchants want to sell things; there are lots of consumers and there are lots of merchants. A widely distributed acceptance network allows a consumer to spend anywhere and a merchant the ability to complete any sale.

5



Regulation & Auditability

Auditability is critical for regulatory compliance, and regulatory compliance is critical for long-term consumer acceptance. Regulations can differ by region, but similar principles apply. For systems that move money, it must be easy to follow the money - auditable at every level.