

**The Future of Retail Payments: Who Wins? Who Loses?**

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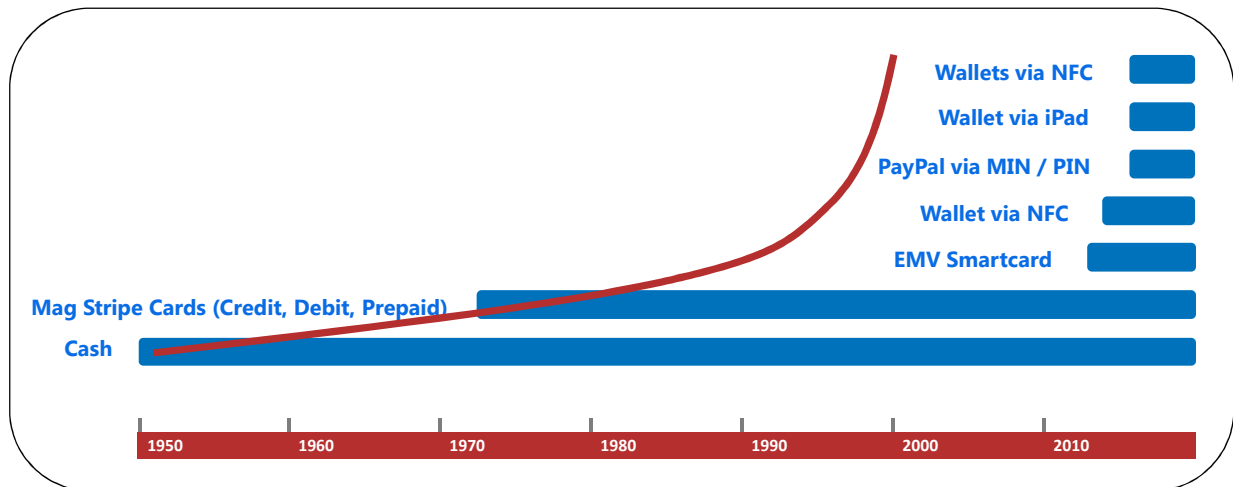
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*Bill Ready, CEO, Braintree*

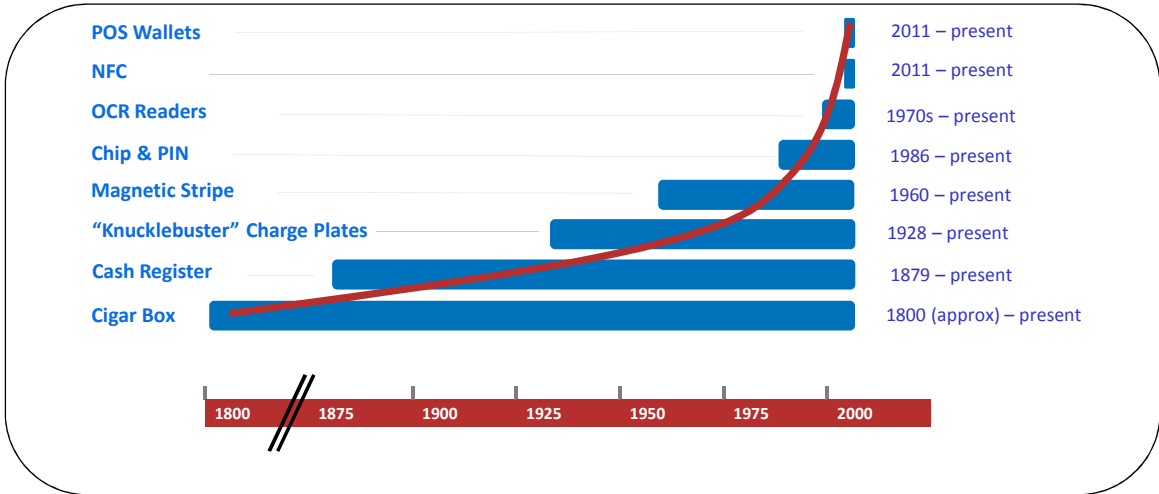
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**Payment Type Proliferation over Last 60 Years**

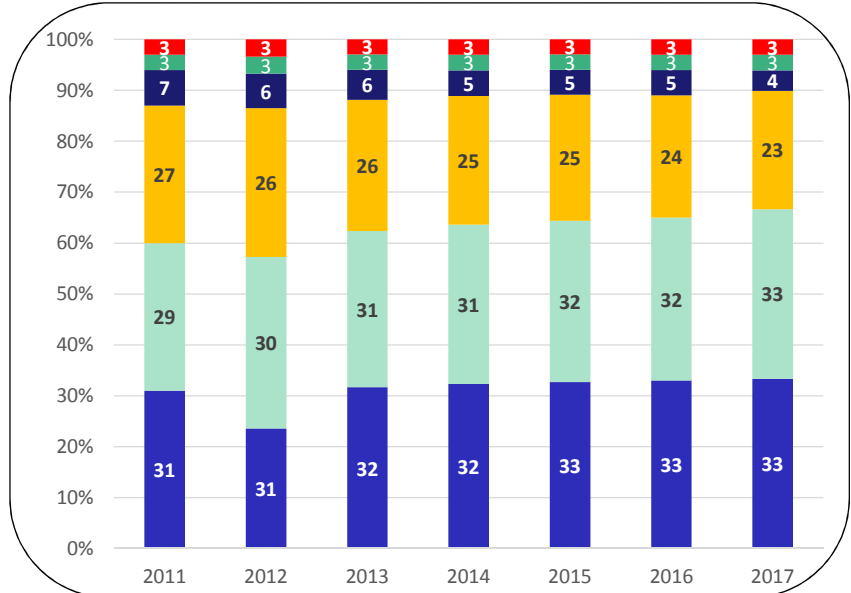


### Proliferation of POS Technologies



### % of Total Retail Purchases

- Gift card purchase volume
- Prepaid card purchase volume
- Paper check purchase volume
- Cash purchase volume
- Credit card purchase volume
- Debit card purchase volume



## Major Drivers of the Payment Conversation



**EMV**



**Multichannel**



**NFC / Secure Element**



**Tokenization**



**Location Based**



**Empty Hands**



**Wallets - (or not)**

## Changing Payment Ecosystem: Issues for Retailers



- **Transaction cost**
- **Implementation cost**
- **Customer adoption rates**
- **Re-configuring store / store operations for payment portability**
- **Data ownership**
- **Clerk training/re-training**
- **Fraud**



## Facts About Payments



1. No payment product ever vanishes
2. New payment types start with merchant acceptance
3. Consumers will only adopt new payment types when the value received exceeds the hassle of changing payment types
4. Consumers will not adopt a payment method that is not fully functional in the environment where it is being used
5. It takes a lot of work to launch a new payment alternative at retail (advertising/merchandising/promotion/training, etc.)
6. **Much of the payment ecosystem isn't broken**