

# Payment Card Competitor Tracker: October 2010

<https://marketpublishers.com/r/P19ACBB6CDBEN.html>

Date: November 2010

Pages: 32

Price: US\$ 2,795.00 (Single User License)

ID: P19ACBB6CDBEN

## Abstracts

### Introduction

The Payment Card Competitor Tracker provides expert analysis and opinion on the strategic moves of leading competitors in the payment card market. Produced on a monthly basis, the Tracker is a global product and covers 60 players, including American Express, Barclaycard, Capital One, Citigroup, Discover, GE Money, First Data, HSBC, JCB, MasterCard, Standard Chartered and Visa.

### Features and benefits

Gain invaluable information on your key competitors in one concise document, and track long-term trends using the interactive news database.

Sharpen your strategy by implementing the best market, product, competitor and strategic developments of leading global players.

Learn the Datamonitor Cards & Payments Team's view on the most important competitor developments in the month.

### Highlights

There are 47 competitor developments analyzed in the October edition of the Payment Card Competitor Tracker. This is slightly higher than the level in September and over 50% greater than August but remains slightly below the annual average of 49. New product innovations and launches are still taking place at a faster rate than M&A and partnership developments with 28 products, services and innovation stories in October. However, this was lower than the average of 32 seen across the previous 12 months. In

contrast, the 19 M&A and partnership developments is above the 12-month average of 17. The most interesting developments of the month included Citi Handlowy deepening its relationship with the Warsaw Transport Authority and First Data announcing that it has made PayPal acceptance part of its wider e-commerce payment offering.

### **Your key questions answered**

What have been the key new product developments in the industry this month, particularly in contactless, mobile, online and prepaid?

Which players are leading the way with these new developments, and where are they occurring?

How have trends in competitor activity changed over time, and which regions are becoming more active?

What are the top developments in the past month and what do they mean for my business?

## Contents

### OVERVIEW

Catalyst  
Summary  
Methodology

### INTRODUCTION

The Payment Card Competitor Tracker provides both one-month and 12-month views of developments

Each month, Datamonitor tracks the most relevant announcements from 64 competitors. Datamonitor's Cards and Payments Team provides analysis of the key developments at one-month and 12-month intervals.

A fully searchable database of developments from January 2007 onwards is also delivered alongside the report.

### KEY DEVELOPMENTS IN OCTOBER

Developments in contactless, mobile, online and prepaid in October

Contactless: Citi Handlowy deepens its relationship with the Warsaw Transport Authority

Online: First Data and CardinalCommerce partnership will provide a boost to PayPal

Online, Mobile: The SinoPac Display card is a tool to fight fraud but is not the answer for mobile payments

There were 47 developments in October, below the 12-month average and the trend in H1

The level of competitor activity in October is the highest since July but still below the annual average

Products, services and innovation-related developments were in line with the annual average in October

Developments in loyalty and rewards and co-brand cards were at the forefront of activity in October

Partnerships accounted for the majority of developments in the M&A, organic growth and partnership category

### PRODUCTS, SERVICES AND INNOVATION

**American Express**

US: American Express launches a gift card for Diwali

**Bank of America**

US: Bank of America Merrill Lynch partners with VHA to provide purchasing cards

**Barclaycard**

UK: Barclays bank managers to demonstrate mobile phone banking service in parks

**Citigroup**

Malaysia: Citibank re-launches the Citibank Clear Card

Nicaragua: Citi partners with MoneyGram International

The Philippines: Citi launches a prepaid service for corporate and public sector clients

Poland: Citi Handlowy launches a public transport payment card

Singapore: Citibank announces the launch of an exclusive credit card for the private banking segment

US: Citi announces the launch of Citi 2G credit cards

**First Data**

US: First Data partners with CardinalCommerce to launch a new payment system

US: Bank of America Merchant Services expands its product portfolio with First Data's 'TransArmor' solution

**Industrial and Commercial Bank of China**

China, Africa: Industrial and Commercial Bank of China launches a China-Africa cross-border cash management platform

**ICICI**

India: ICICI to offer instant cross-border remittance services

India: ICICI launches the ICICI American Express Prepaid Travel card

India: ICICI Merchant Services to offer Maestro payments online

**MasterCard**

China: MasterCard launches an electronic traveler's check

Singapore: MasterCard in association with Bank SinoPac launches the 'MasterCard SinoPac Display card'

US: Bank of the West offers MasterCard Purchase Control to commercial customers

**Mashreqbank**

United Arab Emirates: Mashreq offers a 0% balance transfer

United Arab Emirates: Mashreqbank launches the Mashreq Al Islami debit card

United Arab Emirates: Mashreq announces new offerings on Etisalat Mashreq credit cards

**PayPal**

UK: British Airways to offer a PayPal option for tickets

## UnionPay

China, the Philippines: UnionPay launches a dual currency debit card

## Visa

Canada: Visa launches its first debit card in the market

Europe: Visa launches its 'Visa Device Profiling' fraud management service

US: Visa launches a new website to help customers fight payment card fraud

US: Visa enhances its Authorize.net Developer Center

## **M&A, PARTNERSHIPS AND ORGANIC GROWTH**

### American Express

US: American Express and First National Bank of Omaha announce a new card issuing partnership

US: American Express partners with SAP to develop an integrated payment solution

### China UnionPay

Korea: China UnionPay partners with the Korea Tourism Organization and BC Card Company

South America: UnionPay signs an agreement with Itau and Redecard

### Commerzbank

Germany: Commerzbank completes sale of monrada

### Discover

US: Discover signs a multi-year agreement with First National Bank of Omaha

US: Discover signs a merchant acquirer agreement with First National Bank Alaska

### Fidelity Information Services

Brazil: Fidelity Information Services announces the conversion of Banco Bradesco's bank cards

### First Data

US: CardWorks extends its agreement with First Data

### Fidelity Information Services

US: Chartway Federal Credit Union selects FIS's mobile banking platform

## **HSBC**

US: HSBC announces the extension of agreements with four US merchants

## MasterCard

India: MasterCard makes a strategic investment in ElectraCard Services

US: MasterCard partners with Cardtronics

## **TSYS**

Canada, Switzerland, US: TeleCommunication Systems signs contract with Bank of Montreal and Swisscard

US: TSYS Acquiring Solutions signs contract with Cynergy Data

US: TSYS Acquiring Solutions signs a multi-year contract with Simmons First National Bank

UK: TSYS announces the extension of its agreement with Bank of Ireland Wells Fargo

The Philippines: Wells Fargo triples payout locations

## **APPENDIX**

Methodology

Further reading

Ask the analyst

Datamonitor consulting

Disclaimer

## I would like to order

Product name: Payment Card Competitor Tracker: October 2010

Product link: <https://marketpublishers.com/r/P19ACBB6CDBEN.html>

Price: US\$ 2,795.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P19ACBB6CDBEN.html>