Introducing PURE, a EMV white label offer for domestic schemes and private label cards network

More than 90% of all cards payment transactions in most countries are domestic, and domestic payment schemes have long been the preferred solution for such in-country payments. National schemes are increasingly looking for solutions to maximize transactions, explore new payments solutions while keeping control and full governance on their local payment eco-system.

PURE, an interoperable and fully EMV compliant white-label payment application from Thales, can help put these domestic schemes in control, even when expanding to contactless and mobile. Read on to find out how.

Why PURE?
Domestic payment schemes are often a better alternative to international schemes due to lower cost, better local innovation and governance benefits for local transactions. Private networks (such as fuel retailers) meanwhile need solutions like PURE to create a more compelling multi-channel customer proposition.

The PURE ecosystem
PURE is an open and mature EMV ecosystem with new vendors coming onboard every year:

- 90% of all payment transactions are domestic
- Domestic schemes growth is 5 times bigger
- Top 3 POS terminal vendors support PURE kernel
- PURE app distributed by top 4 cards vendors
- 20 Global Banks are already issuing PURE cards
- 60 Local issuers support PURE

PURE offers a full suite of specifications and related products, solutions and issuance services for domestic schemes, issuers and private labels.

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PURE is a white-label EMV application that's fully compliant for contact, contactless and mobile payments. PURE offers all the technical and commercial benefits to grant Domestic Schemes and Private Networks the most comprehensive multi-channel payment solution.

For more information, visit www.thalesgroup.com