

6 REASONS STADIUMS & VENUES should upgrade their PAYMENT TECHNOLOGY



Stadiums and arenas cater to thousands of guests and process thousands of food, beverage, and merchandise transactions during a single event. Just as performances need to be top notch on the field, court or stage, great guest experiences call for robust and reliable payment solutions.

Stadium and venue operators should look to the latest innovations in payment technologies to speed up and enhance checkouts, improve customer service and protect sensitive payment data. Upgrading their payment solutions are the way to get it done, and here are six reasons why.

1

Protection from Credit Card Fraud



EMV CARDS ARE IN CONSUMERS' POCKETS

70%

of U.S. cardholders have at least one EMV card in their wallet.¹



EMV ADOPTION IS ON THE RISE

9 in 10

Americans commonly used chip cards in 2016.² (As reported by Mastercard)

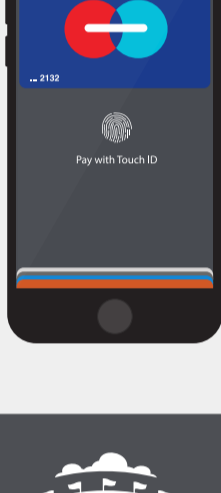
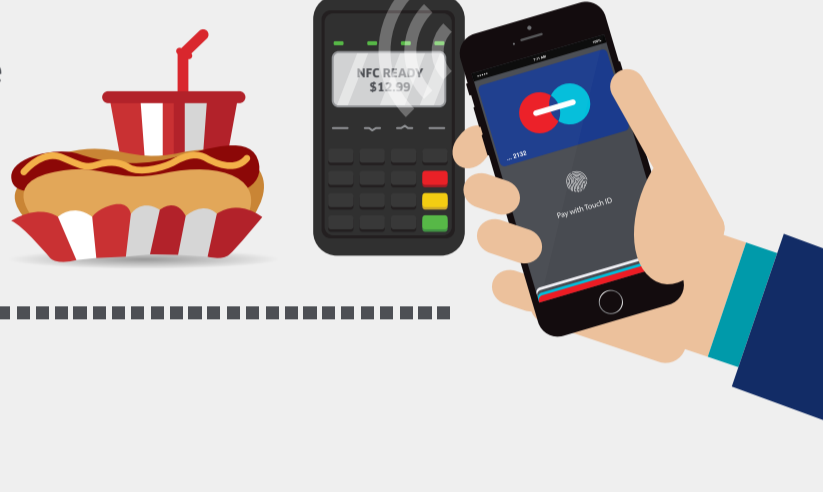


By accepting EMV chip cards, stadium and venue operators help make all credit card transactions more secure and protect their business from any chargebacks due to credit card fraud.

2

Mobile Wallet Adoption is on the Rise

Fans visiting venues and stadiums are often looking for quick ways to pay for their food and beverages so they can get back to their seats faster. Mobile wallets such as Apple Pay[®] and Android Pay[®] are a fast, secure and convenient way for consumers to pay at venues. With mobile wallets gaining traction in the U.S., more consumers want to pay using this method, and merchants need to be prepared.



APPLE PAY ADOPTION

has grown from

16.6%

in October 2015

TO

23.8%

in June 2016.³



Accepting mobile wallets helps concession stands keep customer lines shorter and improve efficiency. With quick checkouts, they're able to serve more fans and increase revenue opportunities.

3

Enhance Fan Experience with In-Seat Ordering



Wireless smart terminals and mobile point of sale (mPOS) devices allow merchants to bring payment to the consumer at the point of service. Using these solutions, concession operators can provide better service by bringing food directly to the customer's seat and accepting electronic payments right on the spot. Guests can quickly and securely purchase their choice of food, beverages or even merchandise without missing a moment of the event.

64%

of fans say they would "probably use" or "definitely use" in-seat ordering if it became available at their stadium.⁴

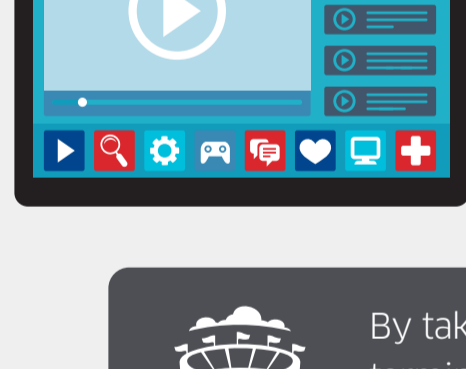
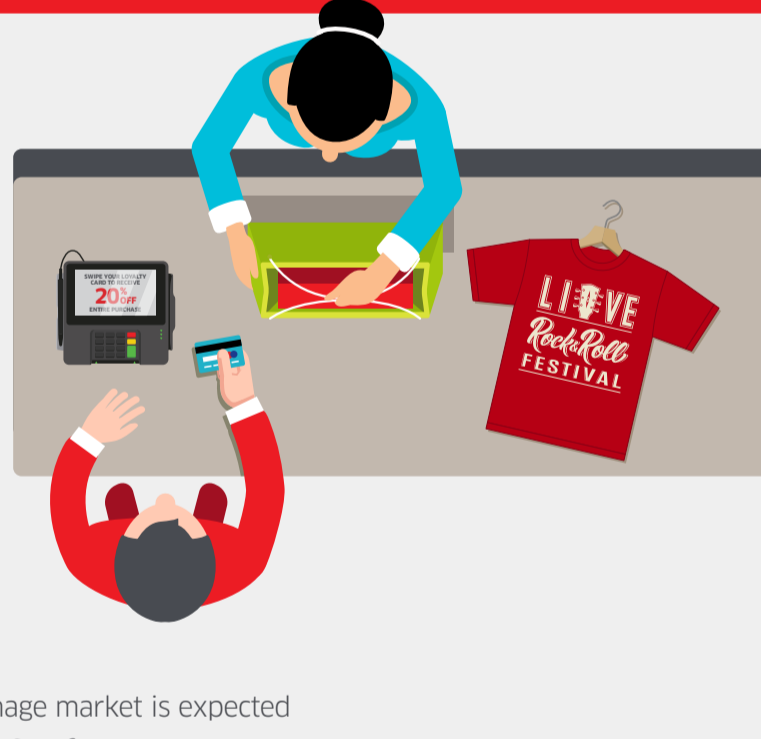


By creating new fan experiences that boost sales while keeping guests in their seats and enjoying the action, stadium and venue operators can create repeat business.

4

Increase Revenue Opportunities with Advertising & Promotion

Many of today's advanced smart terminals are equipped with color screens and displays that can present relevant content to shoppers at the point of sale. Stadium and venue operators can increase revenue opportunities by using these displays for advertising, promotion and upselling. Operators can also sell this advertising space to outside sponsors.



The digital signage market is expected to grow at a CAGR of

8.94%

by 2020.⁵



By taking advantage of large color displays on payment terminals, stadium and venue operators can expand their advertising and promotional strategies to create new customer touchpoints.

5

Provide Convenience to Customers with Unattended Payment Solutions



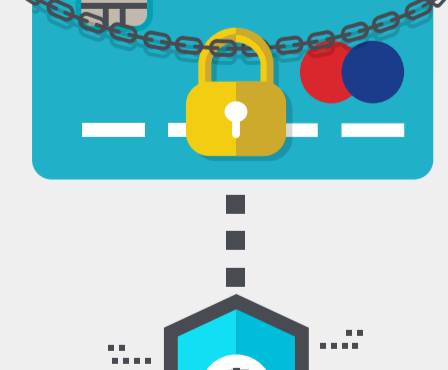
Nobody likes to stand in line to pay for a can of soda or pre-packaged food, especially during an exciting event. Stadium and venue operators can eliminate long lines by providing guests with the convenience of buying their favorite beverages and snacks from an unattended payment solution. These kiosks can also be used to sell merchandise and even purchase ticket upgrades while securely processing payments.



By employing unattended payment solutions, stadium and venue operators create convenience for customers and an additional touch point to engage them and provide great customer service.

6

Protect Your Customers' Data with Payment Security



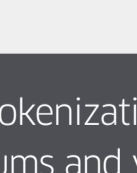
Data breaches are becoming more common globally, and there are huge costs associated with them. Stadiums and venues are vulnerable targets for cyberattacks because they cater to a high volume of customers on a regular basis. To protect sensitive cardholder data, stadium and venue operators can add point-to-point encryption (P2PE) and tokenization as additional layers of security in their payment environment. They can also implement a semi-integrated architecture to reduce compliance exposure and keep card data safe.



According to a 2015 report, the average total cost of a breach is

\$3.8 million

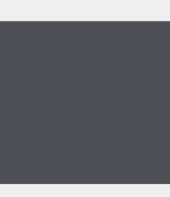
an increase of 23% since 2013.⁶



In 2016,

1,093

data breaches took place in the U.S.⁶



By implementing P2PE, tokenization and semi-integrated payment solutions, stadiums and venues can protect themselves and their guests from data breaches and maintain their brand's reputation.

Source Links

- <http://www.creditcards.com/credit-card-news/emv-chip-cards-arrive-poll.php>
- <http://newsroom.mastercard.com/press-releases/mastercard-chip-momentum-reducing-fraud-one-year-in/>
- <http://www.pymnts.com/apple-pay-adoption/>
- <https://go.oracle.com/LP=31134?eloCampaignId=53341>
- <http://www.rnmarketresearch.com/global-digital-signage-dynamic-signage-electronic-signage-narrowcasting-market-by-components-applications-displays-geography-2011-2016-market-report.html>
- http://www.idtheftcenter.org/images/breach/2016/DataBreachReport_2016.pdf