



BI at Nets

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BI at Nets

- › Nets – who we are
- › Reflections – looking back
- › Looking ahead

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Nets historic development

Commercial banks in Norway establish their own giro centre and found BGS

1969

Bankkort AS is founded; A credit card company owned by commercial and savings banks

1970

BBS is founded as a result of a merger between Bankkort AS and BGS

1972

BBS acquires Ingenico AB and is introduced to the Swedish market

2005

BBS acquires LD Betalingssystemer and strengthens its position on the Danish market. Later in 2007 BBS was taken over by Nordito.

2007

BBS acquires Sagem Denmark and is introduced to the Finnish market with the acquisition of Manison OY, both strong players in the payment terminal market

2009

BBS and PBS create the joint venture company NETS, offering card processing services

NETS is introduced in Estonia with the acquisition of PKK

2009

2012

The foundation stone of PBS is laid by the Danish banks to develop electronic payment systems based on commercial co-operation

1968

PBS is established as a company, consisting of the former companies Multidata (developing wage systems), PBC (direct debit systems) and PKK (card payments). The purpose of PBS is to manage payment processing activities.

1986

PBS is split up into three separate companies: PBS, MultiData and PBS International

2003

PBS buys PBS International to create a strong player in the northern European market

2006

2007

PBS acquires Auriga and strengthens its position in Sweden

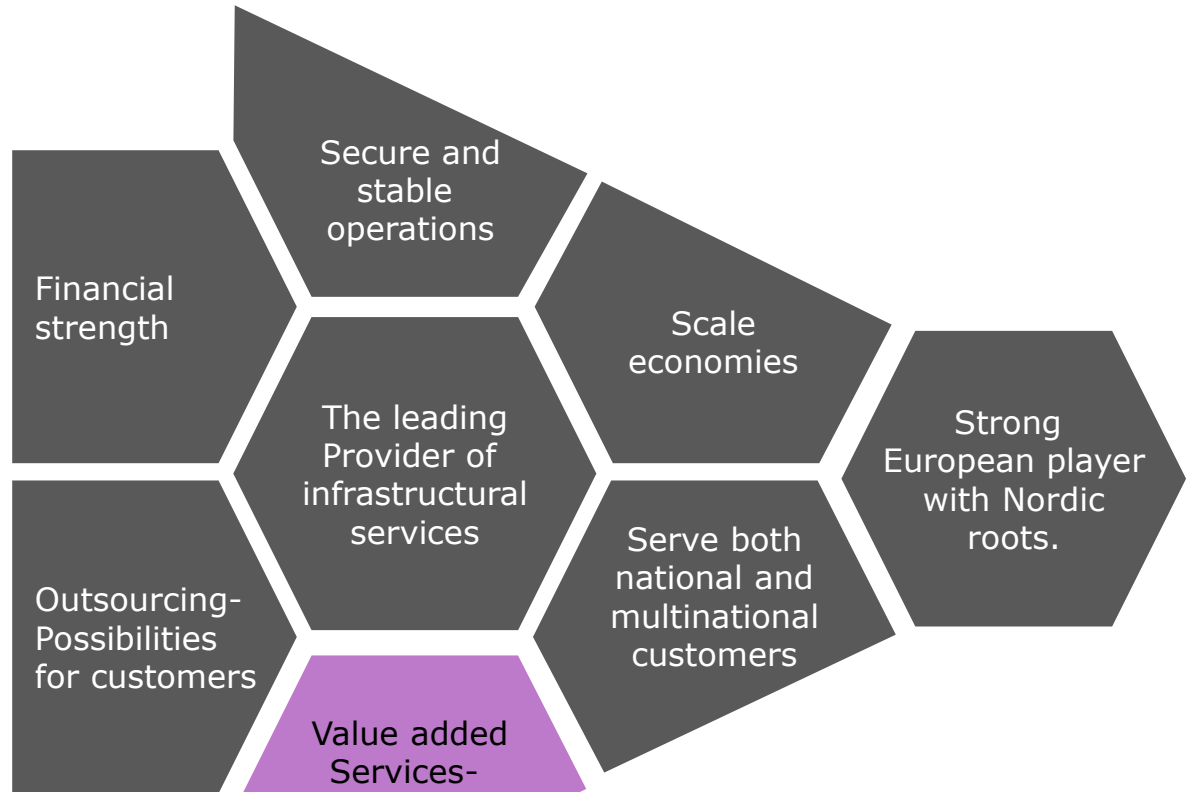
2008

Nets is created as Danish PBS Holding A/S and Norwegian Nordito AS, the parent company of BBS and Teller, join forces

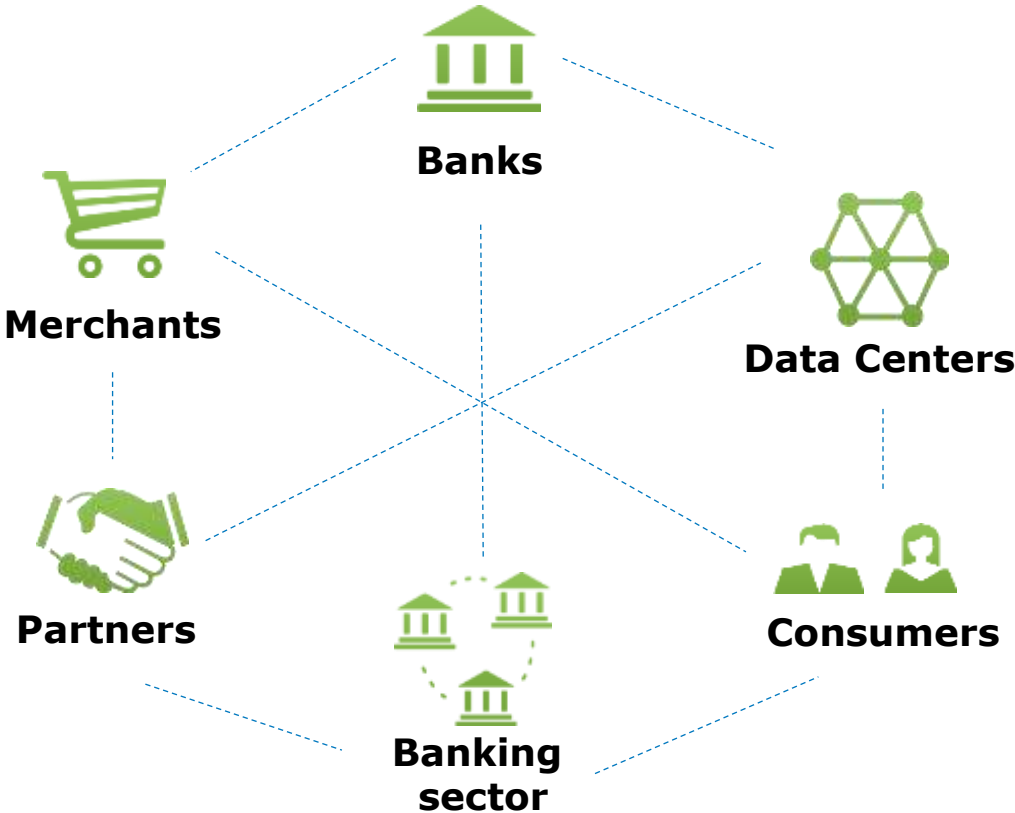
On 14 August 2012, Nets announced the acquisition of Finland's leading provider of payment solutions, Luottokunta

BI at Nets

The Nets rationale



Our network



Our business

Payments & Information Services – automated payments, invoicing & information

Merchant Solutions – payment products for businesses



Teller – merchants accepting cards

Cards – secure transactions

eSecurity – your digital fingerprint

Our customers

BANKING SECTOR



- > Debit card schemes
- > Direct debit/credit
- > Electronic ID schemes
- > Clearing services

INDIVIDUAL BANKS



- > Acquirer services
- > Issuer services
- > Electronic archive
- > BPO services
- > Internet banks & portals

MERCHANTS, BUSINESSES & PUBLIC SECTOR



- > POS and PSP services
- > Financial acquiring
- > e-commerce
- > Invoice management
- > Document management
- > eSecurity services

Nets' operating model is designed to drive both scale and scope of economies

Nets' business in numbers




**MORE THAN 230,000
TERMINALS ARE SOLD/
LEASED FROM NETS**



**MORE THAN
300,000
MERCHANTS
SERVICED**



**PAYMENT SERVICES
FOR MOST
HOUSEHOLDS
IN NO AND DK**



**30% OF THE
NORDIC MARKET
SHARE FOR CARD
PROCESSING**



**17 MILLION
CARDS ON
NETS' PLATFORMS**



**MORE THAN
6 MILLION
eIDs' ISSUED**

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Reflections – BI

- › Nets' internal & customer driven
- › Business models, culture, maturity
- › Market information & analysis team

Information sources

- › Payments - eFaktura B2C, B2B, Avtalegiro, Brevgiro, Direct debit
- › Card issuing – fraud, issuer countries, Bankaxept, Dankort, BankAxxess
- › Acquiring – merchants, risk
- › eSecurity - BankID , NemID
- › Terminals – POS, net shop
- › Interbank clearing – omsetning
- › Card transaction acquiring – authorisations, transactions, reversals

- › External info – postal codes, geography, industry type, turnover, no. of employees

Our deliveries – to date

- › Statistics or analysis to Nets' customers
- › SSB & Norges bank
- › Reporting to card companies
- › Reconciliation
- › Data delivery to customer's CRM and sales systems
- › Product portefolio analysis
- › Merchant profitability analysis
- › One-time analysis – by time, geography, branch, benchmarking
- › BSK & BankID Norge
- › Police, Tax authorities, Økokrim

Lessons learned

- Data volumes
- Reconciliation of numbers
- Design for operations
- Data governance
 - Plan for security standards – PCI DSS
- Architecture principles
 - Keep it simple
 - Standardise
- Legal
 - Datatilsynet, Konkurransetilsynet, Finanstilsynet
 - Customer's & partner's data



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Trends influencing our business



Society

- › Mobility
- › Personalizing
- › Availability
- › Instant living
- › Globalization
- › Security threats
- › Cash-less

Our branch

- › Digitalization / real-time
- › Channel independency
- › Regulations
- › International standards
- › Scale / consolidation
- › Internationalization
- › Offshoring

Looking ahead – internal

- › Reconciliation – increase customer trust
- › Nets' Customer 360° - improve service levels
- › Nets' One IT landscape
- › Common data models & data definitions
- › Data quality – from source to BI
- › Data strategy – storage to delivery

Looking ahead – external

- › Common BI solution platform for our customers
- › Common MDM platform for customer data
- › Common platform for open data sources, social media sources
- › Common fraud / risk platform
- › Mobile BI platform

Implications on CIO Roles

- › Driving business value with BI
- › Aligning BI deliverables in most strategic corporate, IT landscape and Customer's projects
- › Establishment of a clear governance across the organisation to assure high quality management and customer information

Thank you

