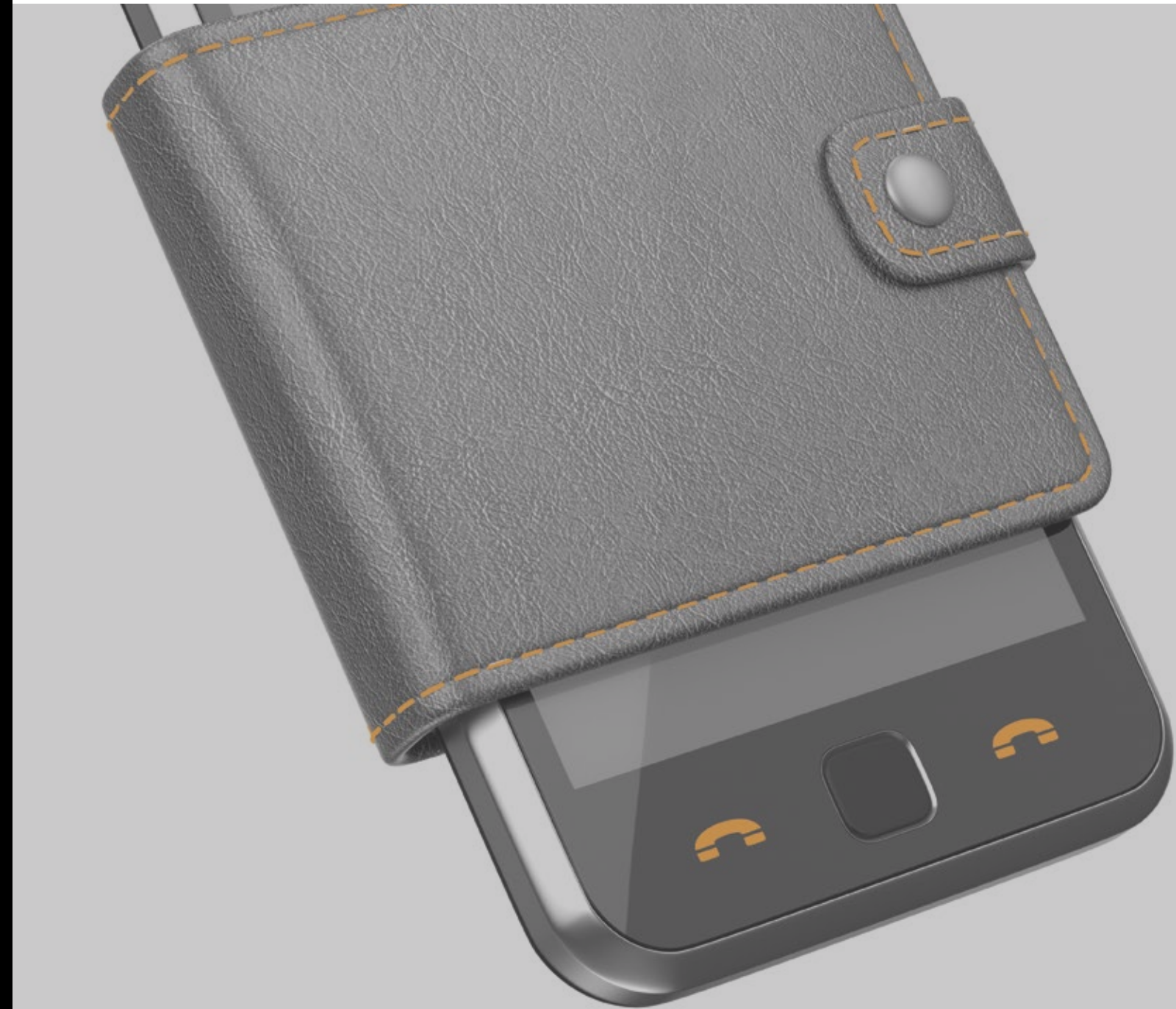


# MOBILE CARD SERVICES REPORT

The Mobile Card Services Report™, a PYMNTS and Ondot collaboration, examines how mobile card services (MCS) stand to change the payments industry's future. We surveyed 9,513 American consumers to learn how the solutions have affected day-to-day card payments, including current usage, which consumers were likely to adopt them and how the offerings enhance users' experiences.



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How consumers use MCS features to shop and manage their cards

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# INTRODUCTION

## Most adults

have mobile phones, but that doesn't mean they're just making calls — particularly when apps give them faster, easier and more secure ways to do pretty much everything.

Apps allow consumers to contact their financial institutions for basic support services, enabling them to ask about their last five transactions, spending limits and credit scores or even open a new account. Mobile banking apps give customers the on-demand access and control they seek whenever they want it.

These features give consumers more insight into their cards, including who uses them, where and how. Consumers expect an app to help them replace a stolen or lost card, activate or deactivate one in real time, or restrict usage to a particular merchant.

That's why mobile banking app providers find it so appealing to give consumers' physical cards a digital presence. More than one-third (34 percent) of surveyed consumers have ditched the call

center for mobile banking apps' card services, and another 41.3 percent are interested in using said services in the future.

Consumers' reasons for embracing mobile card services (MCS) are clear: They give them the control they crave through personal card management features, automatic texting when cards are used or declined, the ability to turn cards on or off and individualized spending restriction functions.

In fact, these are some of MCS' most popular features, with 70.2 percent of consumers choosing to receive automatic card-use texts, and 70.3 percent do so for when cards are declined. Another 60.1 percent use features that let them turn their cards on and off at will, while 47.7 percent set limits to keep them from spending too much at their favorite stores.

This is often a welcomed change from the status quo as consumers were previously forced to handle these issues over the phone. When cards were lost or stolen, or when payments were declined, they would call their providers and deal with automated systems. The whole process was, and still is, time consuming and frustrating.

Nearly one-third (31.7 percent) of cardholders report being dissatisfied with their card providers' handling of declined cards, while 18.2 percent felt

similarly about how they were notified regarding inappropriate charges. Another 15.5 percent were unhappy with customer service regarding lost or stolen cards.

But how are consumers using MCS to manage their own cards? With which types of cards are they using MCS? What are they using those cards to buy, and who else is using them? Perhaps most importantly, what makes it more difficult for them to manage their cards, and how is MCS alleviating those issues?

In the Mobile Card Services Report™, a PYMNTS and Ondot collaboration, we examined the survey responses of 9,513 American consumers. We looked at how they leverage MCS to manage their cards, why they do or do not use MCS and which MCS features most appeal to them.

Our analysis found that among the 34 percent who already use MCS features, the vast majority (90.4 percent) do so with their own personal cards. Some use them to manage a card given to a significant other (23.0 percent), a dependent child (5.3 percent), another family member or friend (3.1 percent) or a caregiver (1.4 percent). We also saw that different card users utilize MCS features at different rates, too. Those tapping MCS to manage a card they gave to a child reported valuing many features, and 78.5 percent said that receiving card-use text alerts is very or extremely important to them.

Meanwhile, 71.7 percent who used MCS to manage a card

they'd given to a significant other thought it was very or extremely important to receive an automatic text when a card was declined, making it the MCS feature they valued most. This group was also less interested in setting merchant-based spending restrictions, with just 49.7 percent saying they valued the option.

But for most consumers, MCS' benefits extend far beyond setting controls for children and significant others or receiving automatic texts. They also provide added security, speed, ease of use and other benefits.

More importantly, MCS features offer innovative ways to help merchants and card providers

build consumer relationships. They allow providers to quickly and seamlessly issue digital cards that can be used immediately. They also allow customers to manage their own cards and tailor their experiences by offering benefits based on purchasing histories or locations. MCS features facilitate faster, easier and more enjoyable transactions as well.

In the following pages, we will explore which consumer segments are most inclined to use MCS features, how they use them, which they like most, who is most likely to adopt MCS in the future and, finally, what's holding non-believers back.





how consumers use

# MCS FEATURES

to shop and manage their cards

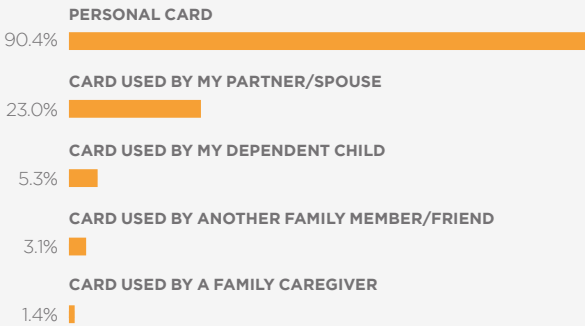
Not all consumers pay with their own credit or debit cards, and many provide them to family members or friends in addition to carrying their own. It was no surprise to find that many of these card-givers are using MCS to manage those handed out to others, whether by imposing spending limits, receiving automatic text updates or turning the cards on or off when they notice strange activity.

But who is using these MCS-linked cards, and how do different consumers use related features to manage their payments?

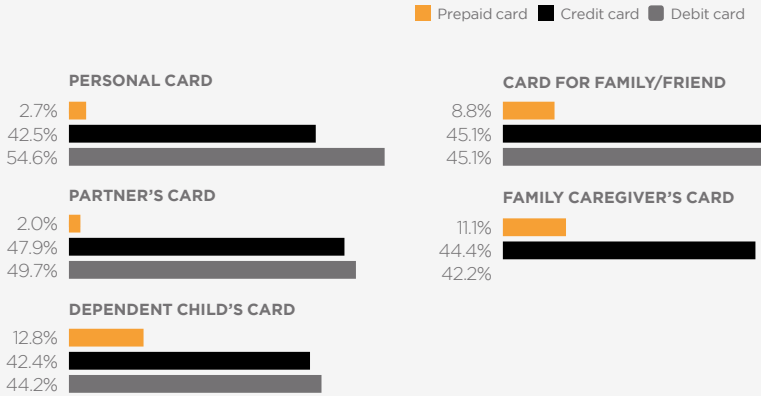
For starters, most who tap into MCS features utilize them with their own cards, not those of their spouses or dependents. This is the case with as much as 90.4 percent of consumers who report using MCS features. Just 23.0 percent use them to manage cards given to spouses, and 5.3 percent do so for those given to dependent children.

FIGURE 1:  
USE CASES FOR SHOPPING WITH MCS

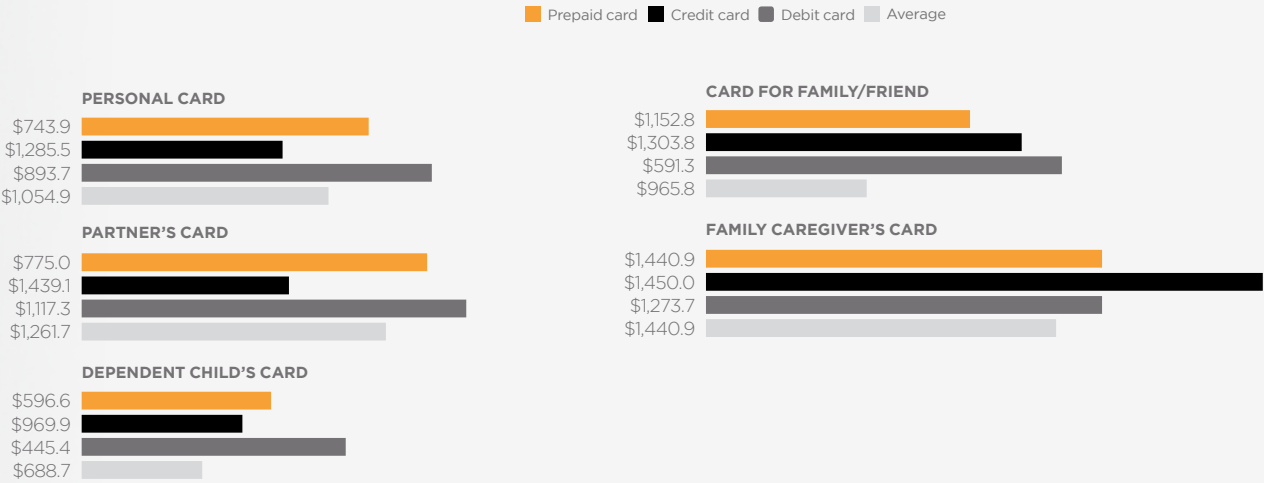
1A RATES AT WHICH CUSTOMERS UTILIZE MCS TO MANAGE PRIMARY CARDS, BY USER



1B CARD TYPES USED FOR MCS, BY USER



1C AVERAGE MONTHLY SPENDING WITH MCS-LINKED CARDS, IN DOLLARS



MCS features are almost always used to enhance consumers' control over their debit or credit cards. Prepaid and other card types represent just a small fraction of consumers' MCS-capable cards.

Between debit and credit cards, consumers tend to spend more with credit cards. We found that those who use MCS features spend more with credit cards than they do with anything else. Primary cardholders spend an average of \$1,285 per month with their credit cards and \$1,054 per month with debit, for example.

We also noticed that monthly spending totals changed depending on who used the cards. Primary debit card users spent an average of \$893 per month, while their significant others spent an average of \$1,117 per month.

But what are these card users buying, and how does it affect their MCS usage?

To find out, we asked consumers whether they used their own cards, those someone gave them

or ones originally given to someone else. We also asked primary cardholders which controls they considered to be most important. This helped us understand who used cards and what they purchased.

As expected, consumers changed their spending habits depending on whose cards they used. Among those who used their own cards, 85.6 percent purchased groceries and 72 percent bought food at restaurants. These were the two most common use cases for primary card owners.

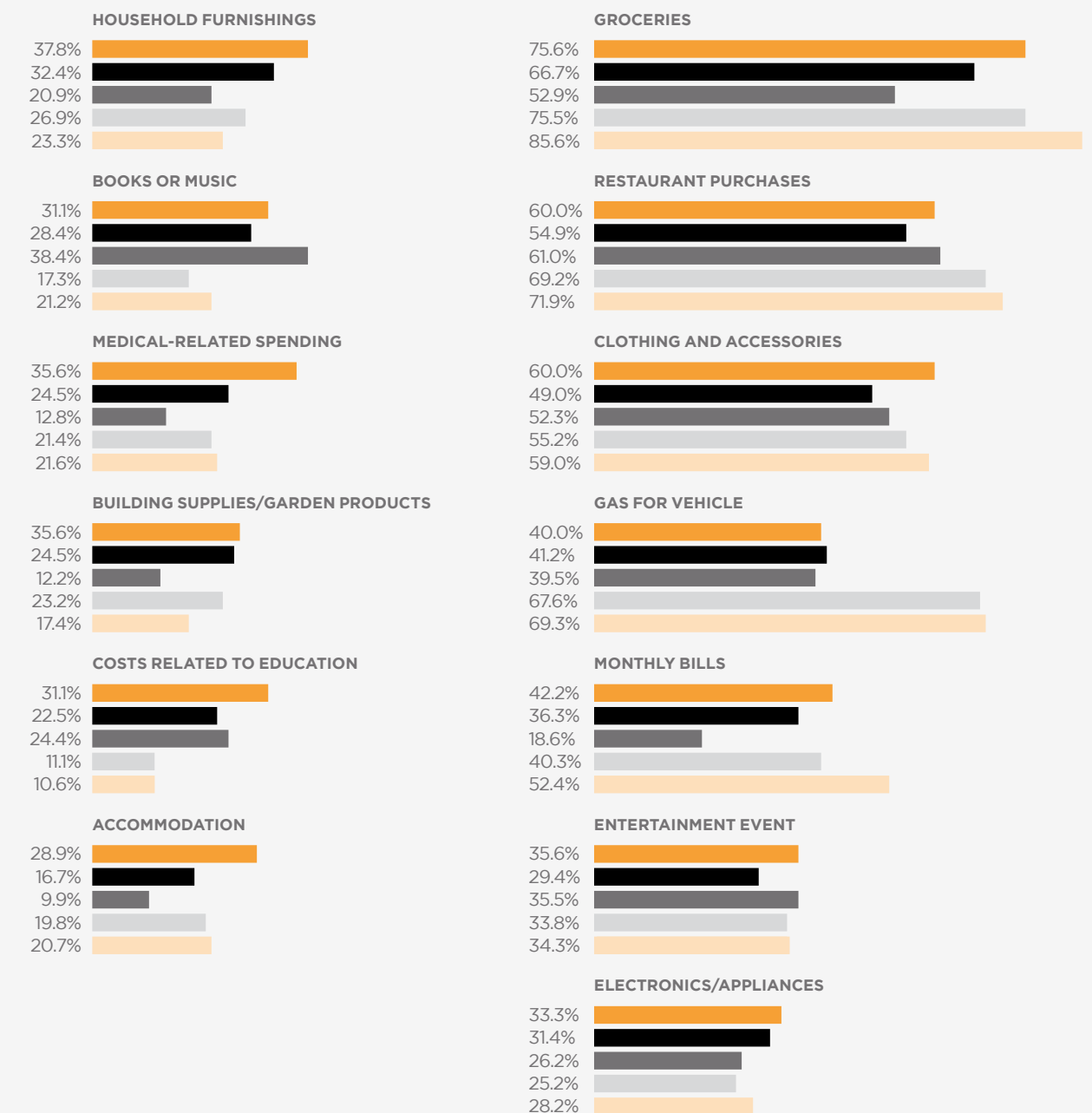
Children using their parents' cards were more likely to purchase books or music than any other group, reported by 38.4 percent. Caregivers, on the other hand, were most likely to purchase electronics and appliances (33.3 percent), household furnishings (37.8 percent), household furnishings (37.8 percent) and building and gardening products (35.6 percent), or to make purchases related to accommodations (28.9 percent) and education (31.1 percent).



## FIGURE 2: GOODS AND SERVICES CONSUMERS BUY WITH MCS-LINKED CARDS

### 2A MOST COMMON PURCHASES, BY TYPES OF GOODS AND SERVICES

Caregiver Friend Child Partner Primary

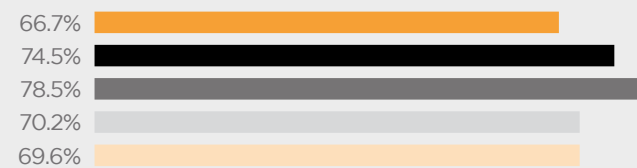




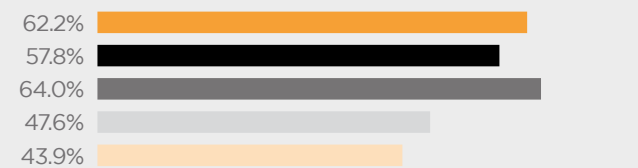
## 2B VERY OR EXTREMELY IMPORTANT MCS CONTROLS, BY MCS FEATURE

■ Caregiver ■ Friend ■ Child ■ Partner ■ Primary

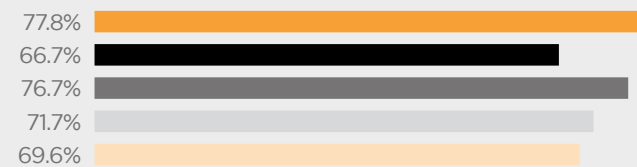
RECEIVE TEXT ALERTS WTHE CARD IS USED



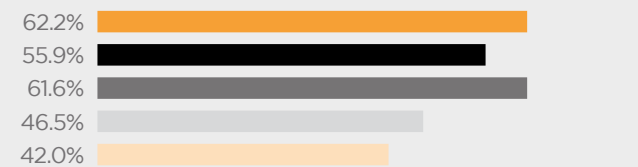
SET SPENDING LIMITS BASED ON TRANSACTION TYPE



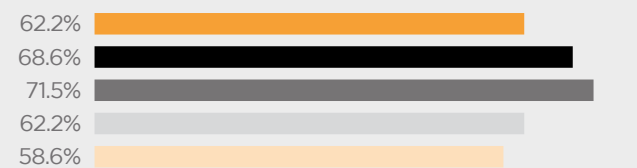
RECEIVE TEXT ALERTS WHEN A TRANSACTION IS DECLINED



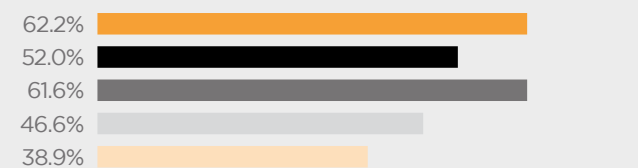
SET SPENDING LIMITS BASED ON TRANSACTION'S PROXIMITY TO LINKED MOBILE DEVICE



TURN THE CARD ON AND OFF IN REAL TIME



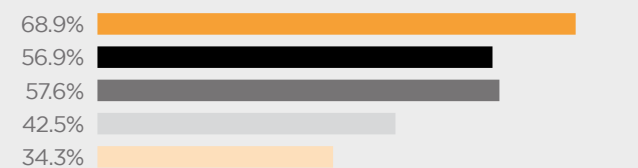
SET SPENDING LIMITS BASED ON THE TYPE OF MERCHANT



SET SPENDING LIMITS BASED ON TRANSACTION LOCATION



SET SPENDING LIMITS BASED ON THE TIME OF THE SALE



In other words, primary cardholders bought necessities such as groceries and food, and, for the most part, their spouses did the same. On the other hand, children used their parents' cards to buy more frivolous items, like CDs and movie tickets.

With so many cardholders allowing their family members to use their cards, the two most-valued MCS features were card-use and card-declined text alerts, respectively. Parents and

partners used these features to monitor what — and how much — their dependents were buying with their cards.

Not surprisingly, primary cardholders who allow their children to use their cards appreciate MCS features more than any other group. For most consumers, though, this is just one of many ways in which said features simplify credit and debit card management.



# CARD PAYMENTS

## and customer satisfaction

Customers expect their card service providers to offer robust support and to help them if a card is lost, stolen or damaged. More importantly, they want their cards to function properly without having to worry about declined or unauthorized transactions.

Many card users are unhappy with their providers' customer service, though this varied depending on the service in question.

Card users are generally satisfied with how their providers protect them against large mishaps and help them recover any funds that may have been lost in the process. This includes fraud protection, fraud reimbursement and card replacement support.

Card users are also mostly satisfied with providers' fraud protection and services. Approximately 54 percent say they are very satisfied with how their providers respond when cards or card information has been compromised. Fifty-three percent reported being very satisfied with reimbursement for fraudulent charges, and 51 percent said the same about their companies' replacement services.

Smaller, routine frustrations are a different story. Customers were relatively dissatisfied

with how their providers handled fraudulent charges or transactions. Just 46.0 percent and 30.9 percent of customers, respectively, report being very satisfied with these features.

The customers were more dissatisfied with inappropriate charges and declined payments support than with any other services. Nineteen percent were somewhat or very dissatisfied with their providers' support over inappropriate charges, and 32 percent felt the same about that for declined card payments.

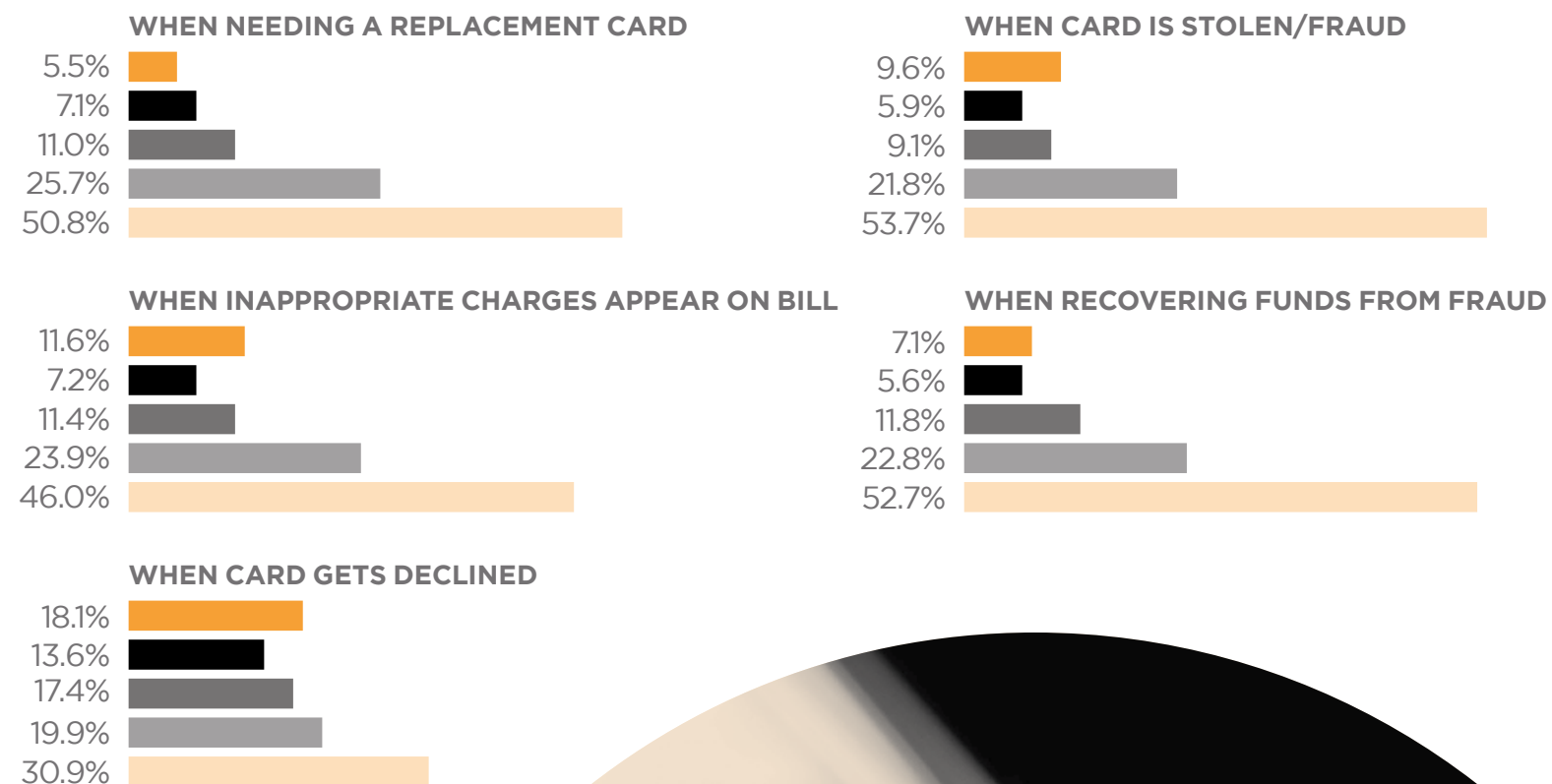
This could be because smaller frustrations over minor issues occur more frequently than large problematic events, such as a card being stolen. Annoying-but-regular payment frictions may frustrate customers more than dealing with once-in-a-blue-moon occurrences.

With that in mind, customers reported the lowest satisfaction with how their providers handled declined card payments. Those in different age groups are irritated more by different situations, though. Baby boomers generally cite inappropriate charges as the most irritating issue, while millennials are more likely to cite declined payments.

## FIGURE 3:

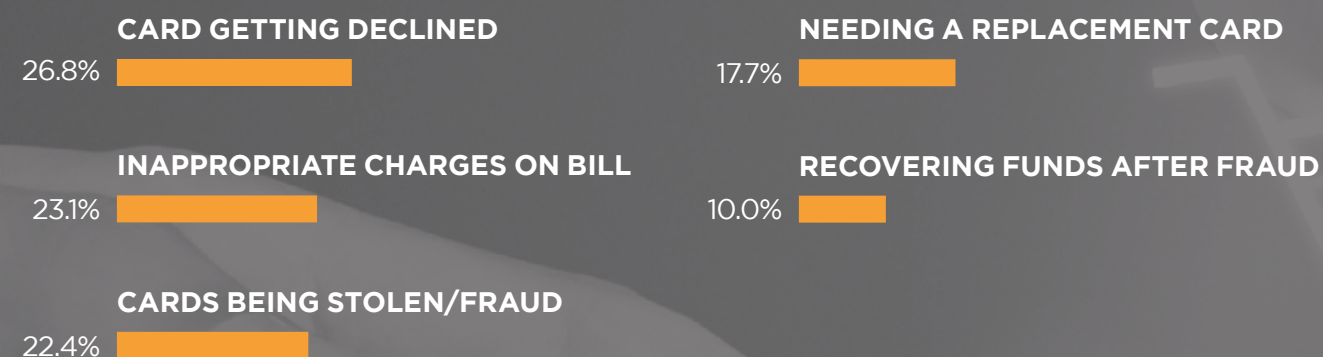
### 3 CUSTOMERS' SATISFACTION WITH CARD PROVIDERS' CUSTOMER SERVICES

Caregiver Friend Child Partner Primary

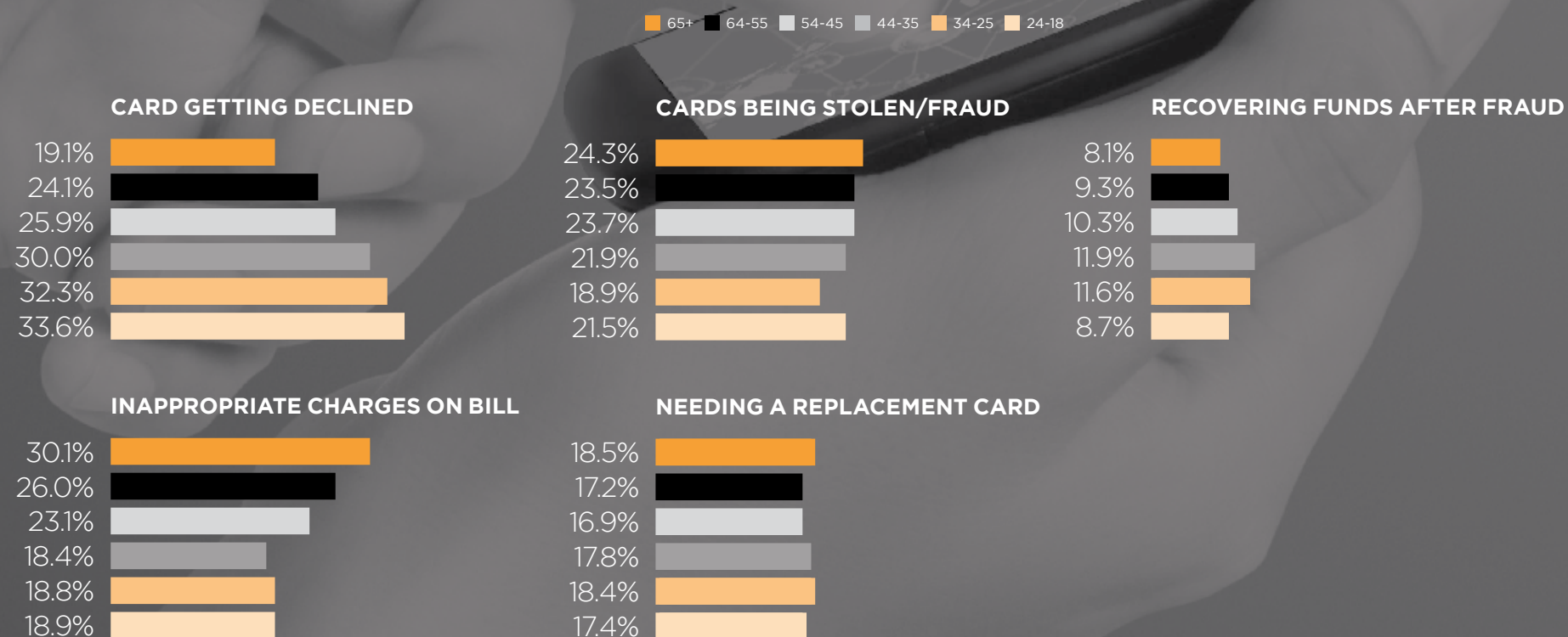


## FIGURE 4: THE MOST IRRITATING CARD ISSUES, ACCORDING TO CARD USERS

### 4A PERCENTAGE OF CUSTOMERS WHO CITED VARIOUS PROBLEMS AS THE SOURCE OF THEIR FRUSTRATIONS



### 4B PERCENTAGE OF CUSTOMERS WHO CITED VARIOUS PROBLEMS AS THE SOURCE OF THEIR FRUSTRATIONS, BY AGE



Overall, 27 percent of respondents said declined card payments annoyed them the most. Broken down by age group, approximately 34 percent of those aged 18 to 24, and 19 percent of the 65-plus group cited declined payments as their biggest frustrations. Just 19 percent of the former noted that inappropriate charges frustrated them the most, while as much as 30 percent of the latter said the same.

Still, customers of all ages indicate that a large portion of card service providers are falling short of expectations. Here, too, consumers are using MCS features to more easily manage their cards by leveraging mobile apps to enhance security feature control.

Are card users interested in utilizing MCS features as alternatives to long, frustrating phone calls to service providers, though? Would having MCS security features affect their shopping behaviors? To answer these questions, we asked our participants how MCS security features' availability would impact their card usage.



# MCS

## and keeping cards on file

In 2017 alone, a host of private and public institutions — including Yahoo, the National Security Agency and Equifax — suffered enormous security breaches that exposed millions of consumers' information. Consumers are understandably nervous about giving away their card information in the wake of these events.

They have expressed interest in one MCS security feature in particular: the ability to assign unique card numbers to different merchants. Many consumers store their card information in merchants' databases, and it is easy to understand the technology's value in the modern eCommerce ecosystem.

Credit and debit cards have been two of the most popular payment methods for decades, but the recent boost in eCommerce and digital payments has drastically changed how consumers use their cards. As online shopping platforms grow more popular, more consumers are now allowing merchants to keep their card information on file.

There are obvious reasons for this. Consumers historically entered their credit or debit card information each time they made an online purchase, which took time and created friction. It's no wonder many consumers try to avoid this process by keeping their card information on file. Our survey revealed that 79 percent of modern consumers have card information on file with at least one merchant, and 44 percent reported saving details with three to five.

Some consumers allowed even more merchants to store their card information. Nineteen percent allowed five to seven merchants to do so, and another 8 percent shared them with eight to 10 merchants. Approximately 4 percent of consumers kept card data on file with 11 or more merchants.



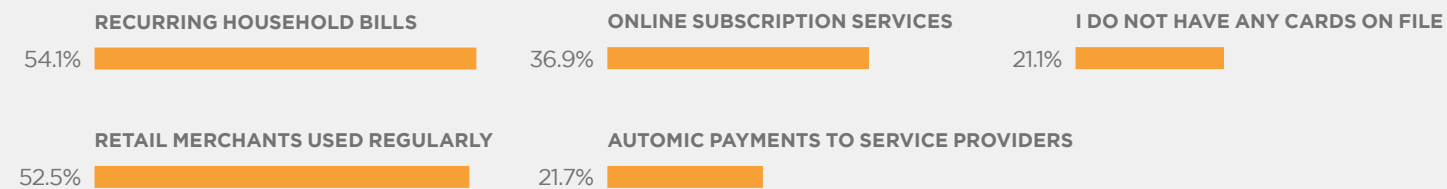


# FIGURE 5:

## WHY CONSUMERS KEEP CARDS ON FILE, AND HOW MANY THEY KEEP ON FILE AT ONCE

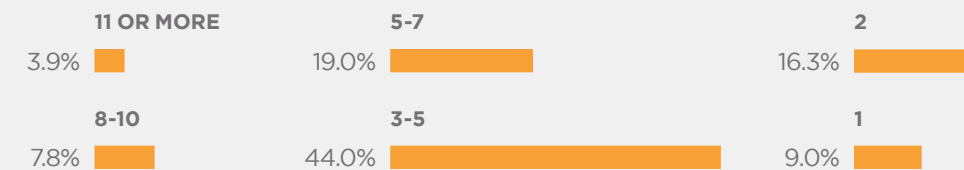
5A

### TYPES OF PAYMENTS CONSUMERS MADE WITH ON-FILE CARD INFORMATION



5B

### PERCENTAGE OF CONSUMERS WHO REPORTED KEEPING CARD INFORMATION ON FILE, BY NUMBER OF MERCHANTS



Many consumers indicated that they kept card information on file for recurring payments and to purchase from often-visited merchants. Fifty-four percent stored card information for recurring payments, while 53 percent did the same for frequently visited merchants. Forty-seven percent of respondents reported keeping card information on file for subscription services, making it the third-most popular.

Storing card information provides a much faster payment process than re-entering payment

details every month. This is certainly true for paying household bills, and similar cases may be made for subscription service payments and those made to frequently visited merchants.

Eighty percent of our survey participants indicated they kept their card information on file because it was more convenient. Another 59 percent did so because it made payments faster, and 58 percent said it made them easier. Consumers are clearly putting cards on file with convenience and speed in mind.

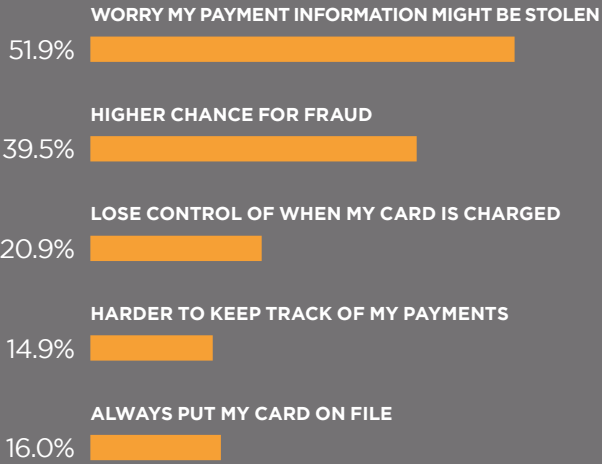


# FIGURE 6: WHY CONSUMERS ALLOW MERCHANTS TO STORE THEIR CARD INFORMATION

## 6A PORTION OF CONSUMERS WHO KEEP CARDS ON FILE WITH MERCHANTS, BY REASON



## 6B PORTION OF CONSUMERS WHO ARE HESITANT TO KEEP CARDS ON FILE WITH MERCHANTS, BY REASON

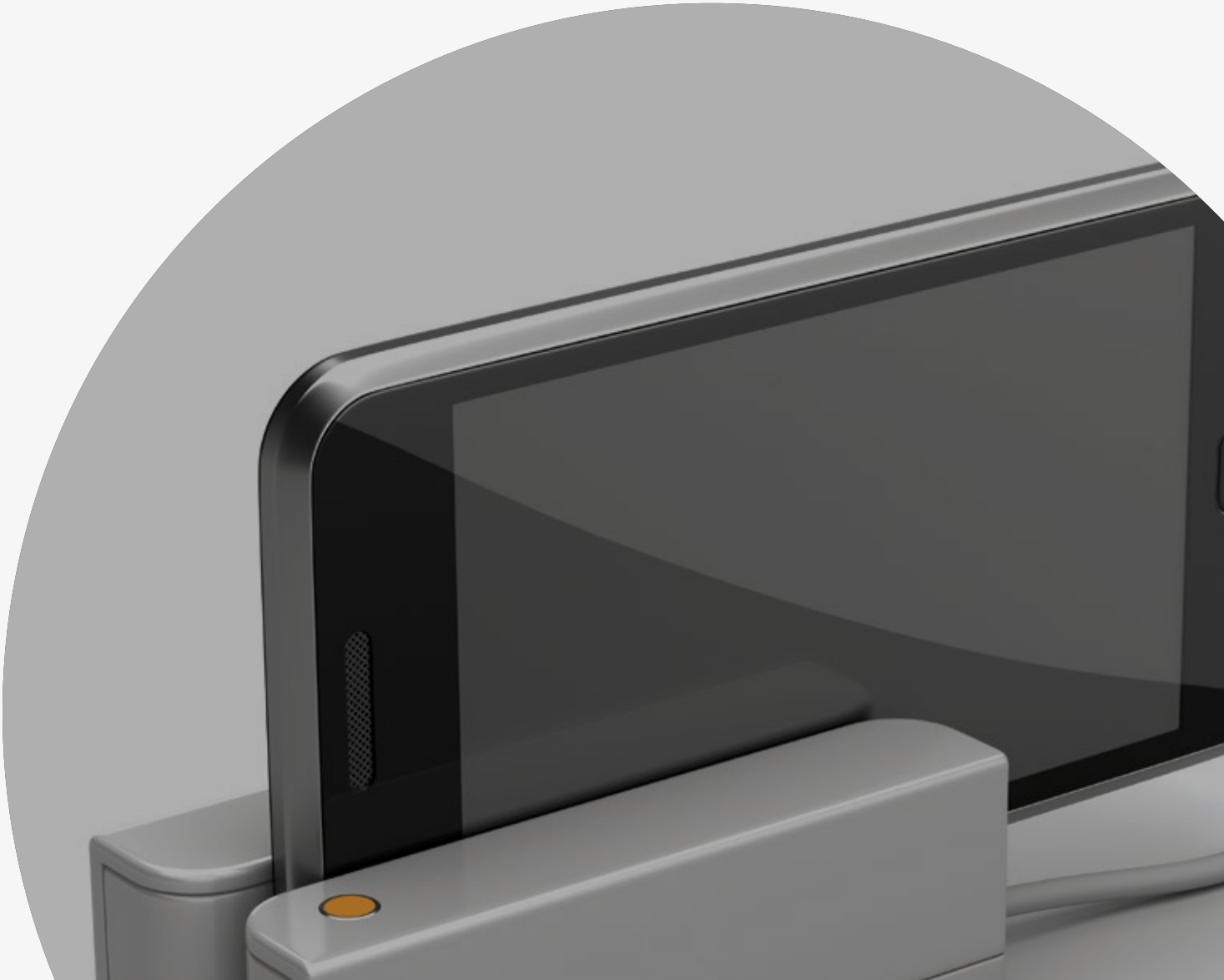


Consumers still have reservations about keeping their card information on file, and chief among those was security. Approximately 52 percent of consumers worry their stored card information will be stolen, and 40 percent are concerned that the process increases fraud risk. This shows that while consumers value quick and easy payments, they worry about merchants' database security.

The concern is understandable when considering the recent wave of breaches. This has a detrimental effect on sales because it takes more time and effort for customers to

make purchases if they are unwilling to store their card data on merchants' sites.

In this regard, MCS can benefit both consumers and merchants. They can enhance security, make it safer and easier for consumers to keep card information on file and reduce checkout frictions — which can boost conversion rates. When discussing how MCS features can affect consumers' shopping habits, though, we must consider the varying types of customers and the different shopping features they prefer.

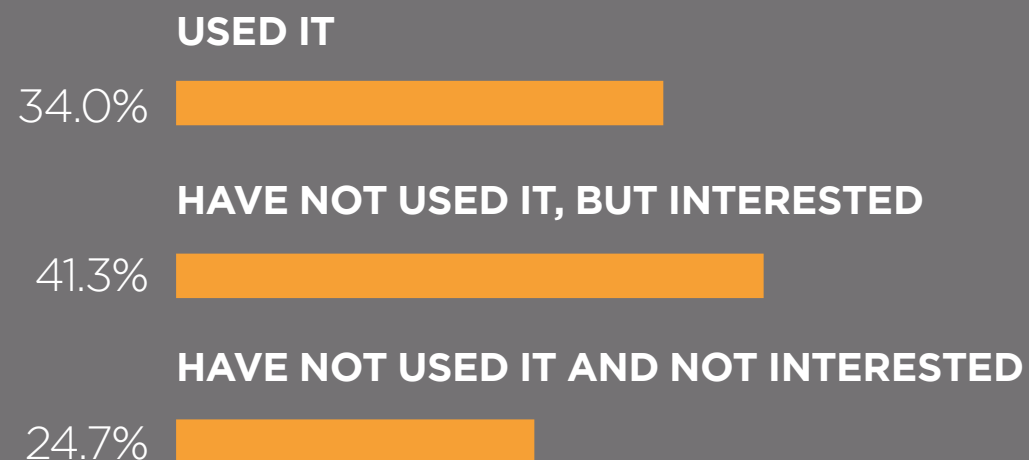




# who uses MCS?

## FIGURE 7: CUSTOMER USE OF AND INTEREST IN USING MCS

### 7A PERCENTAGE OF CUSTOMERS WHO HAD USED OR WERE INTERESTED IN USING MCS

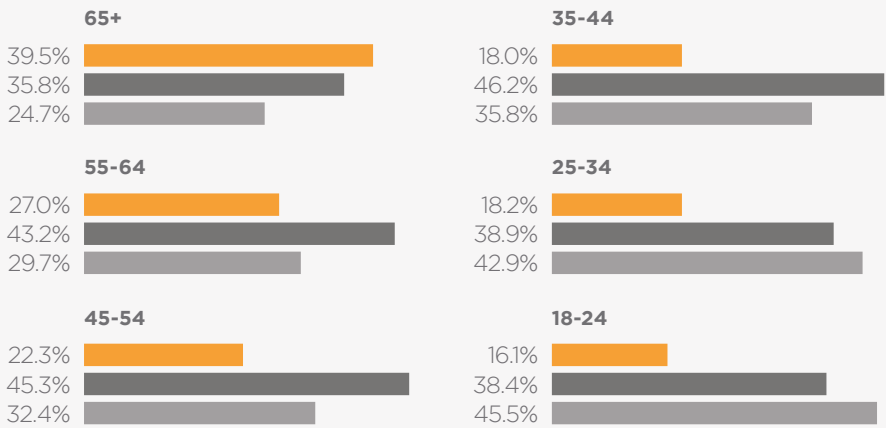


Consumers have different preferences when it comes to using MCS features. Those who had used or expressed interest in using them often had higher incomes, were generally younger and were more likely to be employed than those who were not.

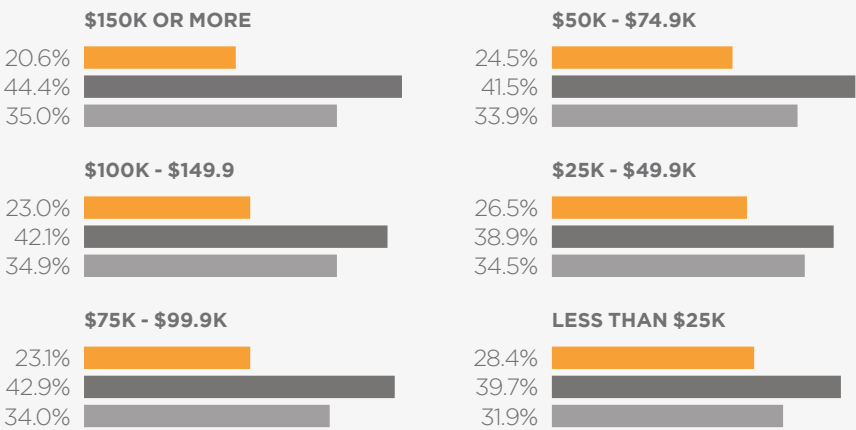
# CUSTOMER USE OF AND INTEREST IN USING MCS

■ HAVE NOT USED IT AND NOT INTERESTED ■ HAVE NOT USED IT, BUT INTERESTED ■ USED IT

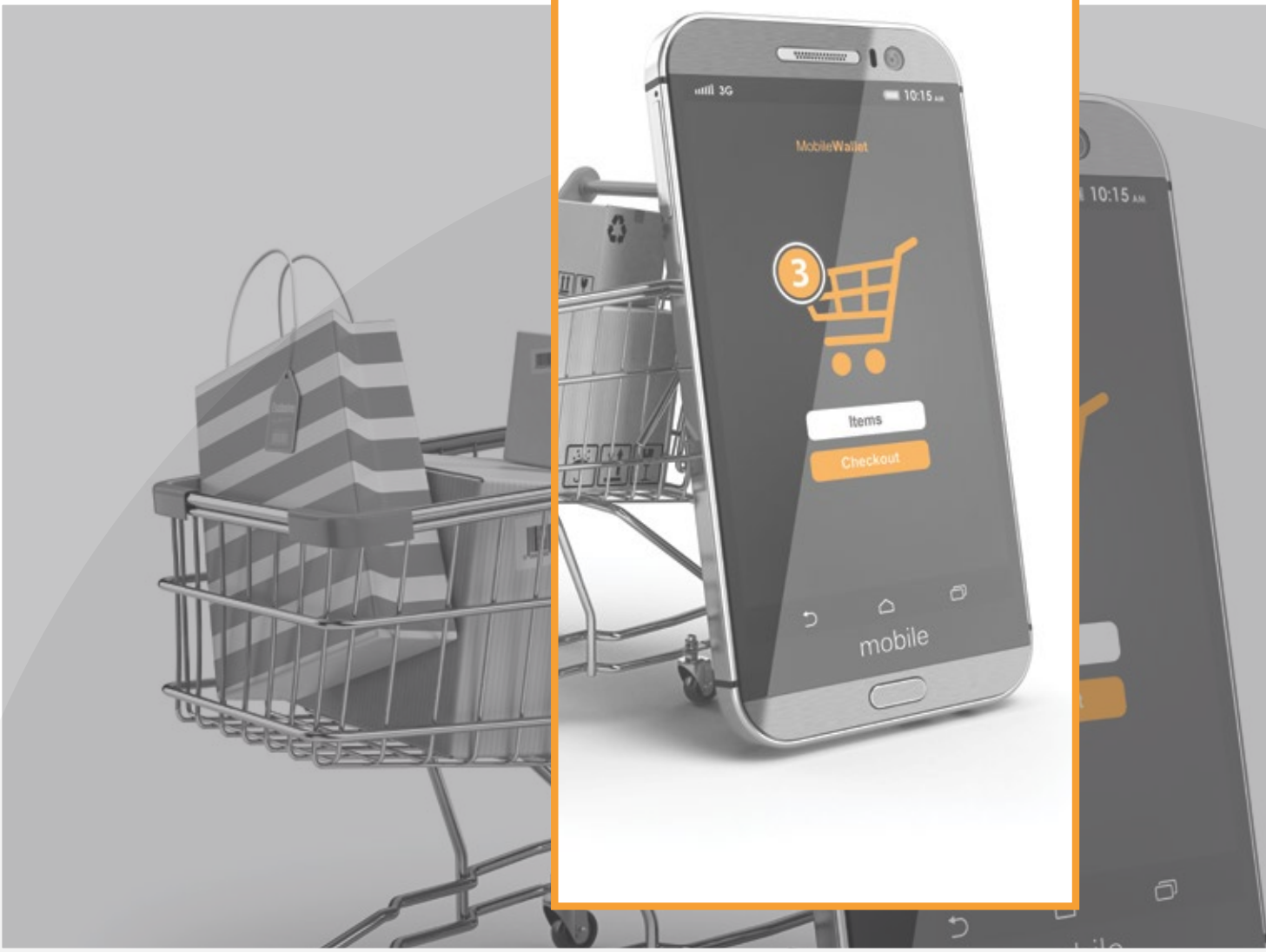
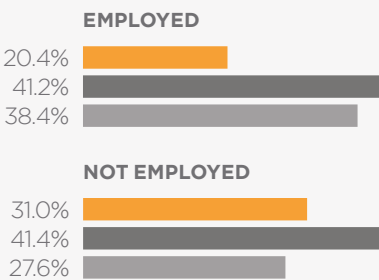
## 7B BY AGE



## 7C BY INCOME



## 7D BY EMPLOYMENT



Forty-five percent of consumers aged 18 to 24 said they had used MCS features, and another 38 percent were interested in them. For those aged 25 to 44, these figures were 43 percent and 39 percent, respectively. Just 25 percent of consumers aged 55 to 64 had used them, and only 36 percent expressed interest in them.

The difference in interest was not quite as large between consumers in the highest and lowest income brackets. Twenty-eight percent of those making \$25,000 or less per year said they were interested in MCS features, as were 21 percent of those who earned more than \$150,000.

We also noticed an interesting correlation between consumers' employment statuses and the likelihood that they had used MCS. Thirty-

eight percent of the employed group in our sample had used MCS, while only 28 percent of the unemployed had done the same.

The takeaway here is that while consumers across demographics use MCS features, those who do are more likely than their peers to be employed and have higher annual incomes. This means they likely have more spending power than those who don't use them.

That said, consumers of all groups expressed interest in MCS features or have already used them, suggesting that demand for them will grow. But what is attracting so many different consumers to MCS?

Why mobile card

# TECHNOLOGY

appeals to some but not others

We asked consumers to discuss their interest in certain MCS features, which also allowed us gauge their general interest in technology.

Consumers' responses indicated they were most interested in being able to turn their cards on and off at will, automatically receive card-use texts and set merchant-based spending limits. They were most interested in these features because they believed they would help prevent fraud.

Most (58.8 percent) of those interested in MCS said being able to turn their cards on and off as they pleased most appealed to them because it could reduce fraud risk. An additional 55.6 percent cited interest in receiving card-use texts, also with an eye toward fraud prevention.

**TABLE 1:**

PERCENTAGE OF CONSUMERS WHO CITED SELECT REASONS FOR THEIR INTEREST IN MCS

|  | MAKES IT EASIER AND MORE CONVENIENT | REDUCES FRAUD | BETTER ABLE TO MANAGE MY MONEY | PREVENTS CARD FROM BEING USED FOR SOMETHING IT SHOULD NOT |
|--|-------------------------------------|---------------|--------------------------------|---|
| SPENDING LIMITS BASED ON MERCHANT TYPE                                       | 18.7%                               | 32.2%         | 48.3%                          | 31.6%   |
| SPENDING LIMITS BASED ON TRANSACTION'S LOCATION                              | 17.8%                               | 38.8%         | 42.2%                          | 33.0%   |
| SPENDING LIMITS BASED ON THE TRANSACTION TYPE                                | 18.5%                               | 39.7%         | 42.2%                          | 31.6%   |
| SPENDING LIMITS BASED ON THE TIME OF THE SALE                                | 17.8%                               | 40.6%         | 38.1%                          | 31.7%   |
| SPENDING LIMITS BASED ON THE TRANSACTION'S PROXIMITY TO LINKED MOBILE DEVICE | 19.0%                               | 42.9%         | 35.6%                          | 31.8%   |
| RECEIVING TEXT ALERTS WHEN A TRANSACTION IS DECLINED                         | 24.1%                               | 47.2%         | 28.9%                          | 34.0%   |
| RECEIVING TEXT ALERTS WHEN THE CARD IS USED                                  | 21.7%                               | 55.6%         | 26.9%                          | 37.3%   |
| TURN THE CARD ON/OFF IN REAL TIME  | 26.0%                               | 58.8%         | 19.7%                          | 44.4%   |



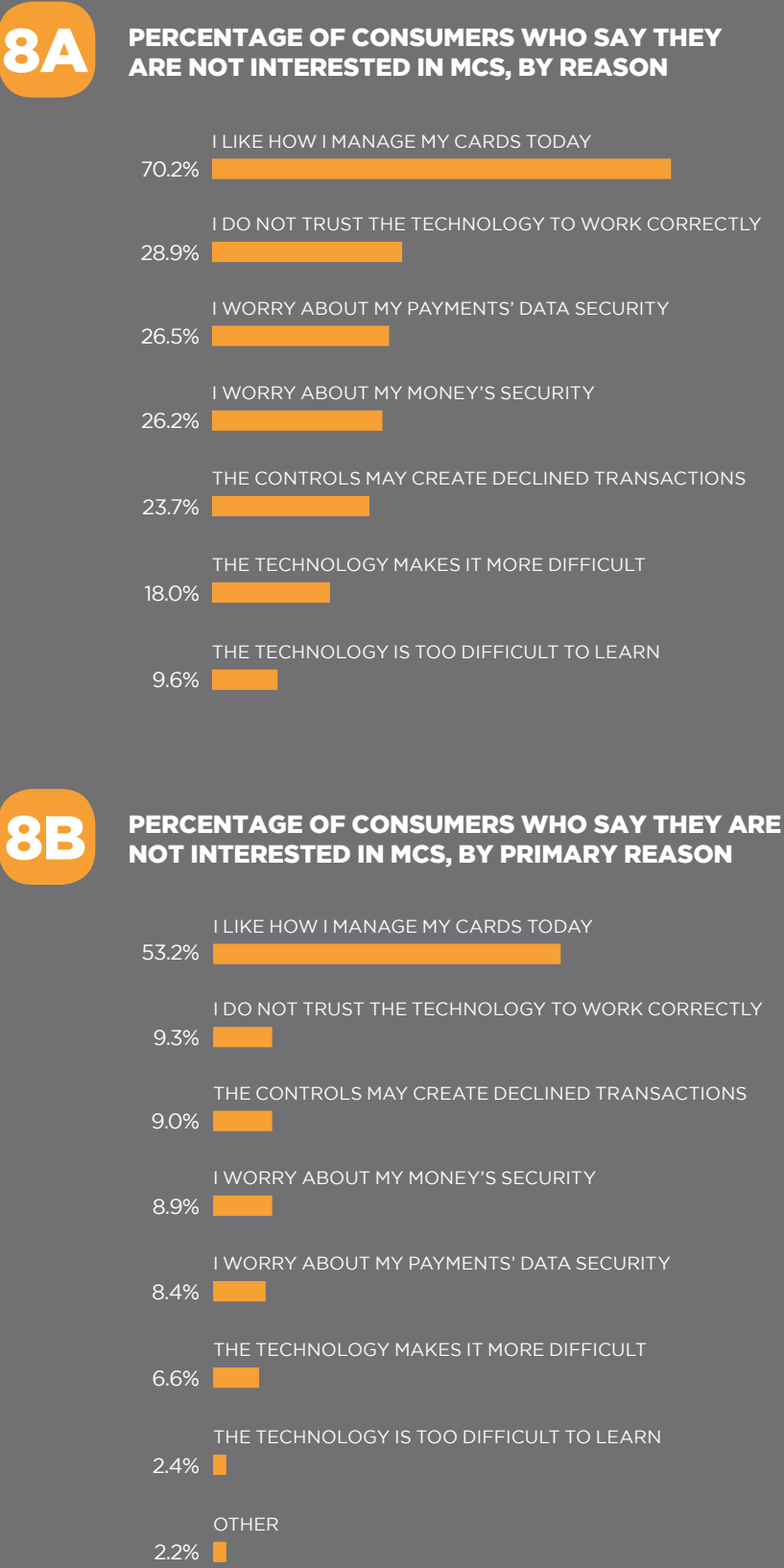
These findings show that consumers are mostly interested in MCS’ security and fraud prevention capabilities, while their secondary interest is in using the features to control their spending.

We did notice one peculiar contradiction in consumers’ priorities, though. While most interested consumers said they were drawn to MCS’ fraud prevention capabilities, surprisingly, data security issues were the cause of the third- and fourth-most common reasons consumers indicated they weren’t interested. This data suggests that some consumers who resist MCS don’t fully understand how it works.

Furthermore, 8.9 percent of participants were not interested in MCS because of money security worries, and 8.4 percent were concerned about payment data security. The third-most appealing MCS feature was the ability to set spending limits based on merchant type. The 48.3 percent of consumers interested in this feature said they felt it would help them better manage their spending habits.



**FIGURE 8:**  
REASONS CONSUMERS SAY THEY ARE NOT INTERESTED IN MCS



## THE STICKINESS OF INERTIA

The most common reason consumers gave for lack of interest in mobile card services is that they like what they already use.

That sentiment was consistent across the board:

**69%**

of those  
aged 35  
to 44

**69.1%**

of those  
aged 24  
to 34

**68.2%**

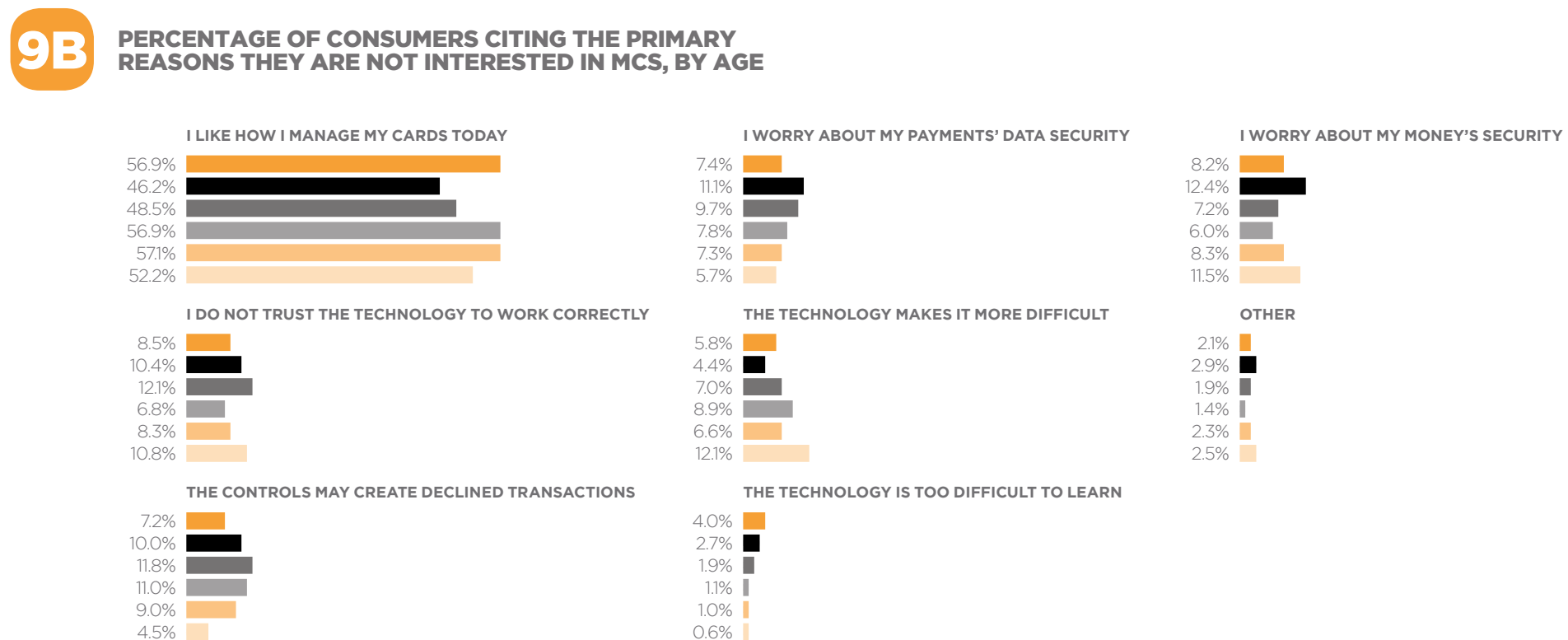
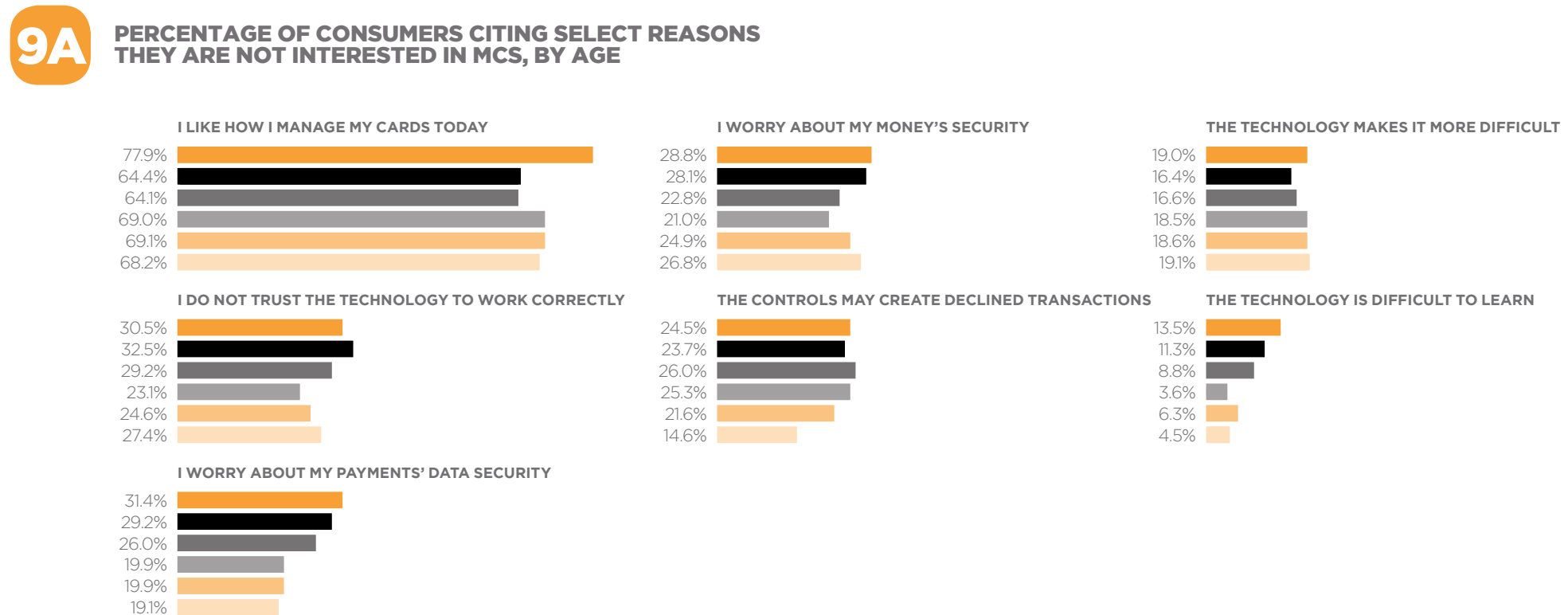
of those  
aged 18  
to 24

Consumers aged 45 to 54 and 55 to 64 cited a lack of trust in the technology, specifically that they did not trust it to work correctly.

These data points reflect an ageless truism: Human beings are creatures of habit. Consumers of all ages prefer to stick with what they know, even when offered newer and better alternatives. Switching to something new, even if better, creates friction.

## FIGURE 9:

### REASONS CONSUMERS SAY THEY ARE NOT INTERESTED IN MCS, BY AGE



## EXPANDING THE MCS SPAN OF CONTROL

# 86.3%

of consumers with an interest in MCS want the service for their personal, primary cards. Only 29 percent expressed an interest in using MCS for a partner's card.

There did appear to be interest in using MCS for tracking spend on dependant cards.

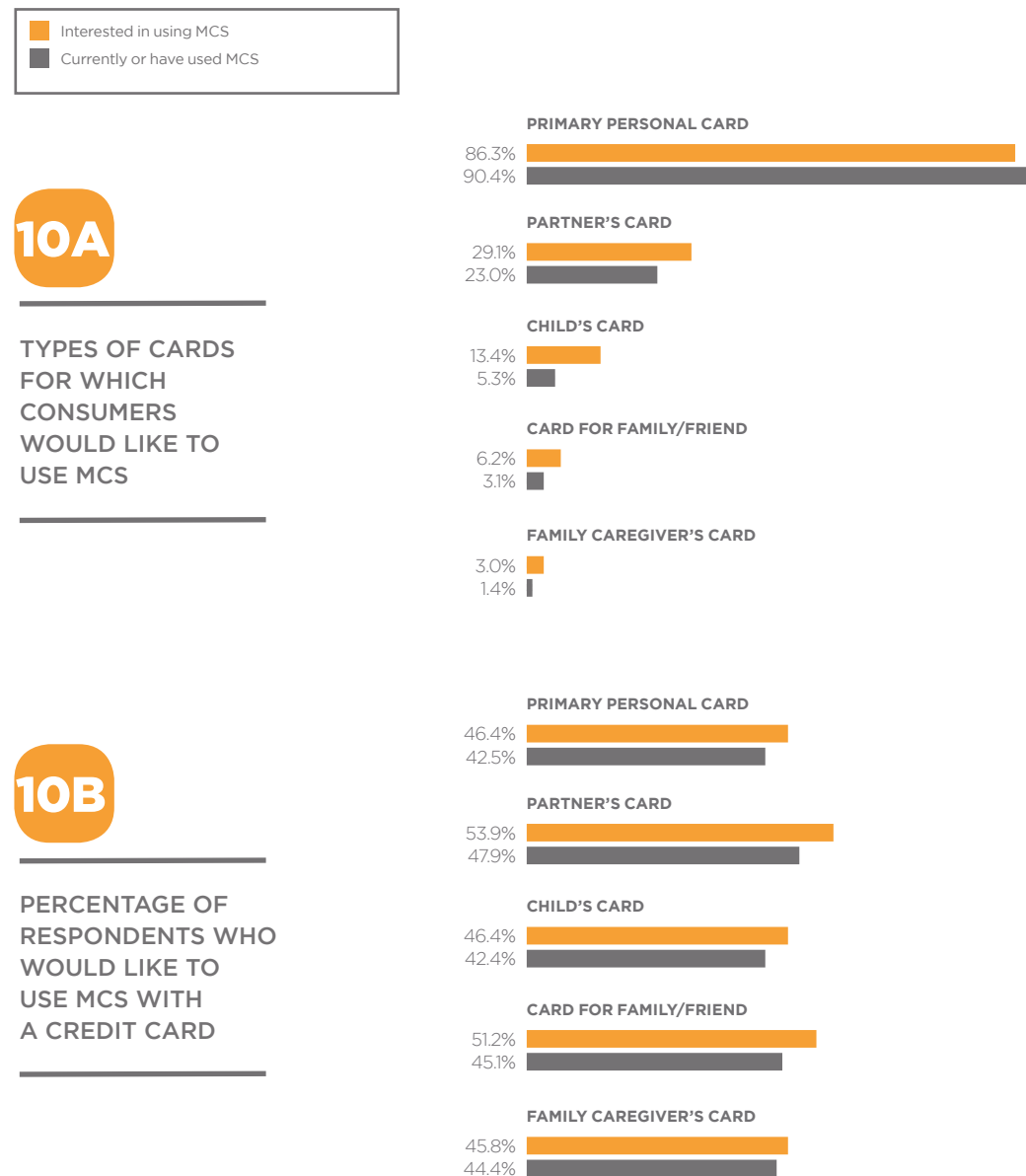
# 13.4%

of the consumers we studied valued the ability to have tighter control over how those cards are or could be used.

# the future of MCS



**FIGURE 10:**  
HOW CONSUMERS WHO ARE INTERESTED IN MCS  
WOULD LIKE TO USE THEM IN THE FUTURE



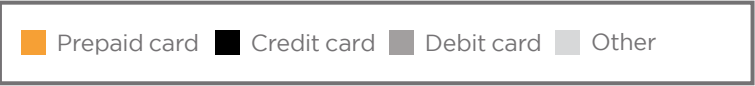
Consumers who had not used MCS technology appeared to be more interested in using it for credit cards than those who already had. While 42.5 percent of primary cardholders who used MCS features did so for their credit cards, 46.4 percent of those who had never used them but indicated interest said they would want to do the same.

Meanwhile, 53.9 percent of respondents who hadn't used MCS but indicated interest would want to use them for their partners' cards. This figure was slightly lower for consumers who already used MCS for their partner's card, at 47.9 percent.

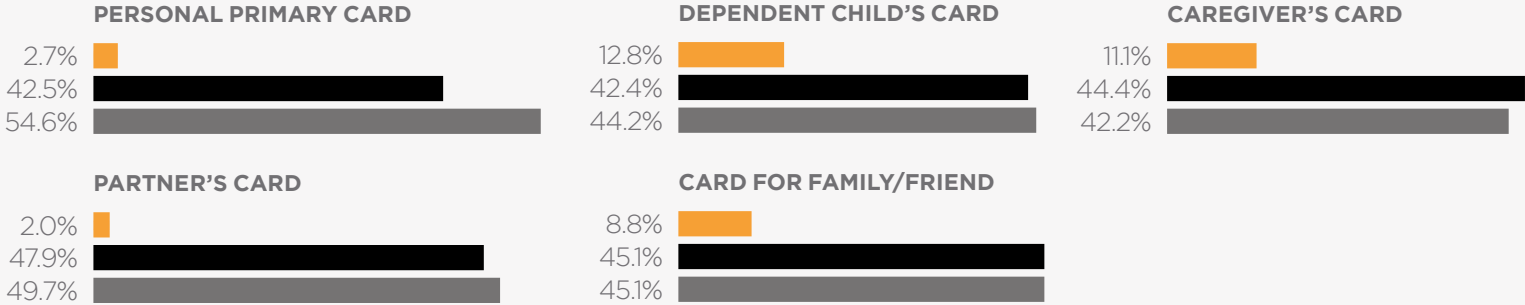




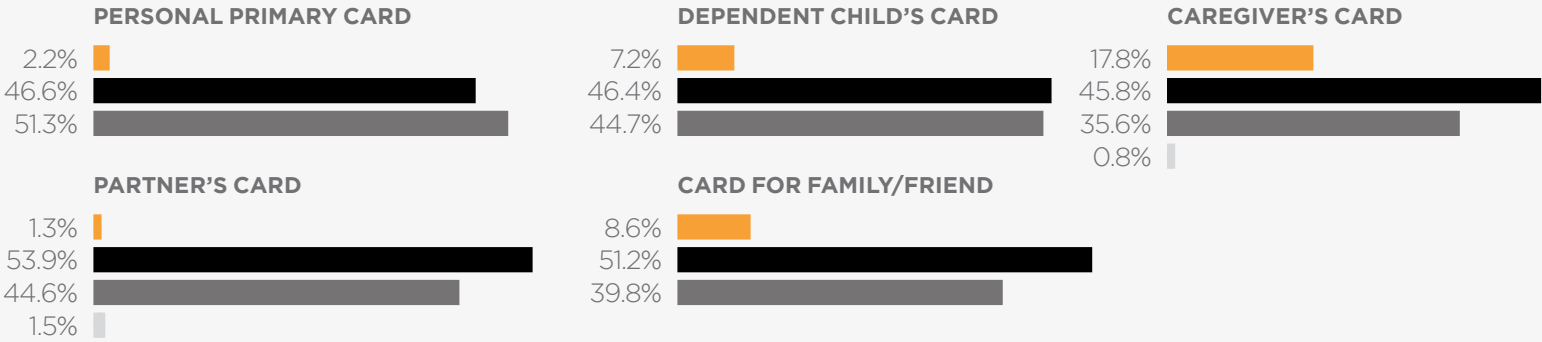
**FIGURE 11:**  
HOW CONSUMERS HAVE USED, OR ARE  
INTERESTED IN USING, MCS FOR CREDIT  
AND DEBIT CARDS



**11A** PORTION OF CONSUMERS WHO HAVE USED MCS, AND  
THE TYPE OF CARD WITH WHICH THEY USED THEM



**11B** PORTION OF CONSUMERS WHO ARE INTERESTED IN USING MCS AND  
THE TYPE OF CARD WITH WHICH THEY WANT TO USE THEM



MCS providers could win consumers by demonstrating how the services can help manage spending and security for card-carrying dependents — especially children and significant others — in addition to their own cards. They must also highlight how MCS can improve credit card experiences in particular.

We asked respondents interested in signing up for MCS how they anticipated using them. What would they purchase with MCS, and which control features

were most important to them?

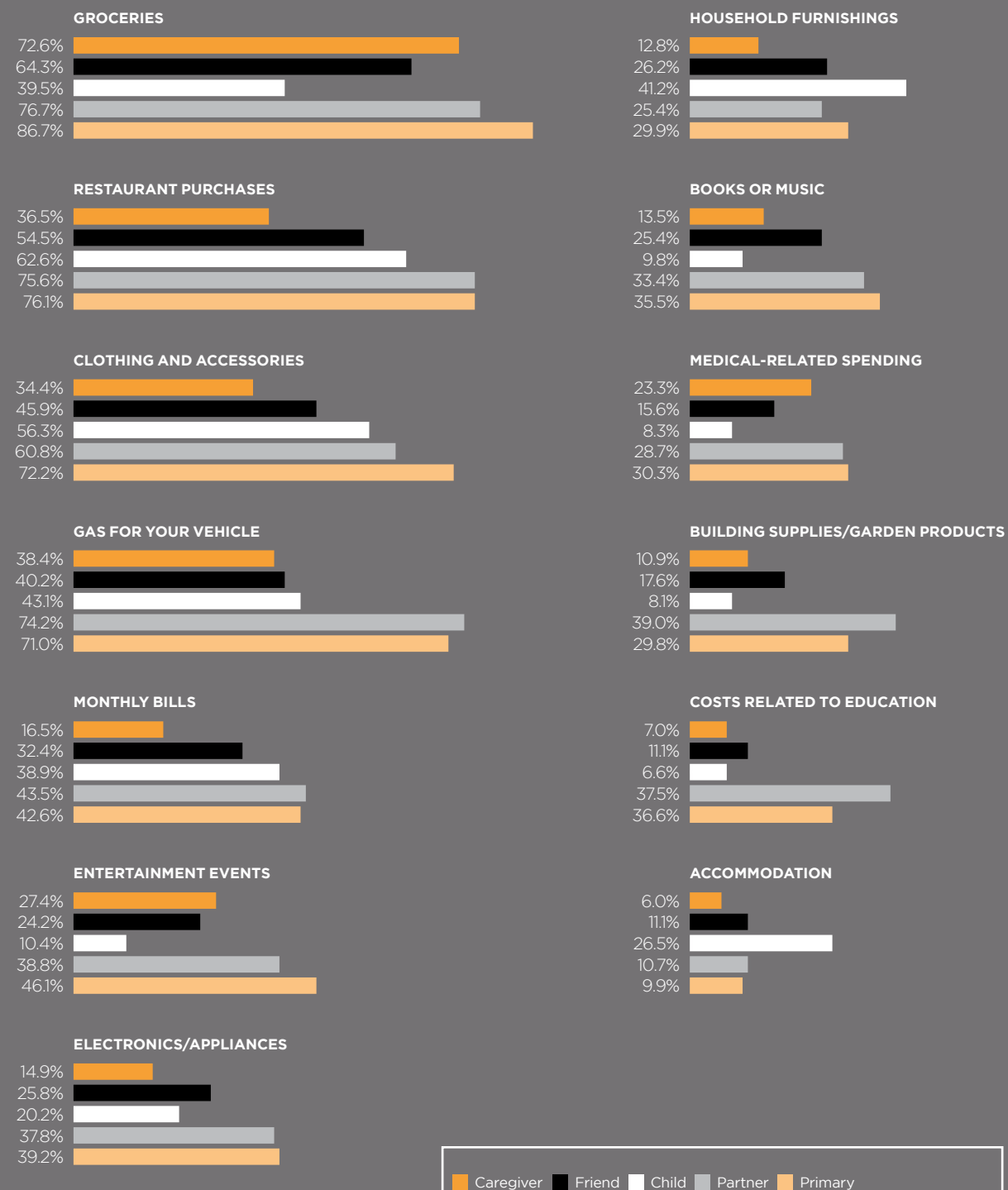
Most consumers responded with realistic expectations. For example, 86.7 of percent primary card users said they'd use MCS features to help purchase groceries, a use case also cited by 76.7 percent of those who wanted to use MCS features for a card they gave to a partner. This indicated that people who hadn't used MCS shared the same priorities as those who had.



## FIGURE 12: GOODS AND SERVICES CONSUMERS WOULD LIKE TO BUY WITH MCS-LINKED CARDS

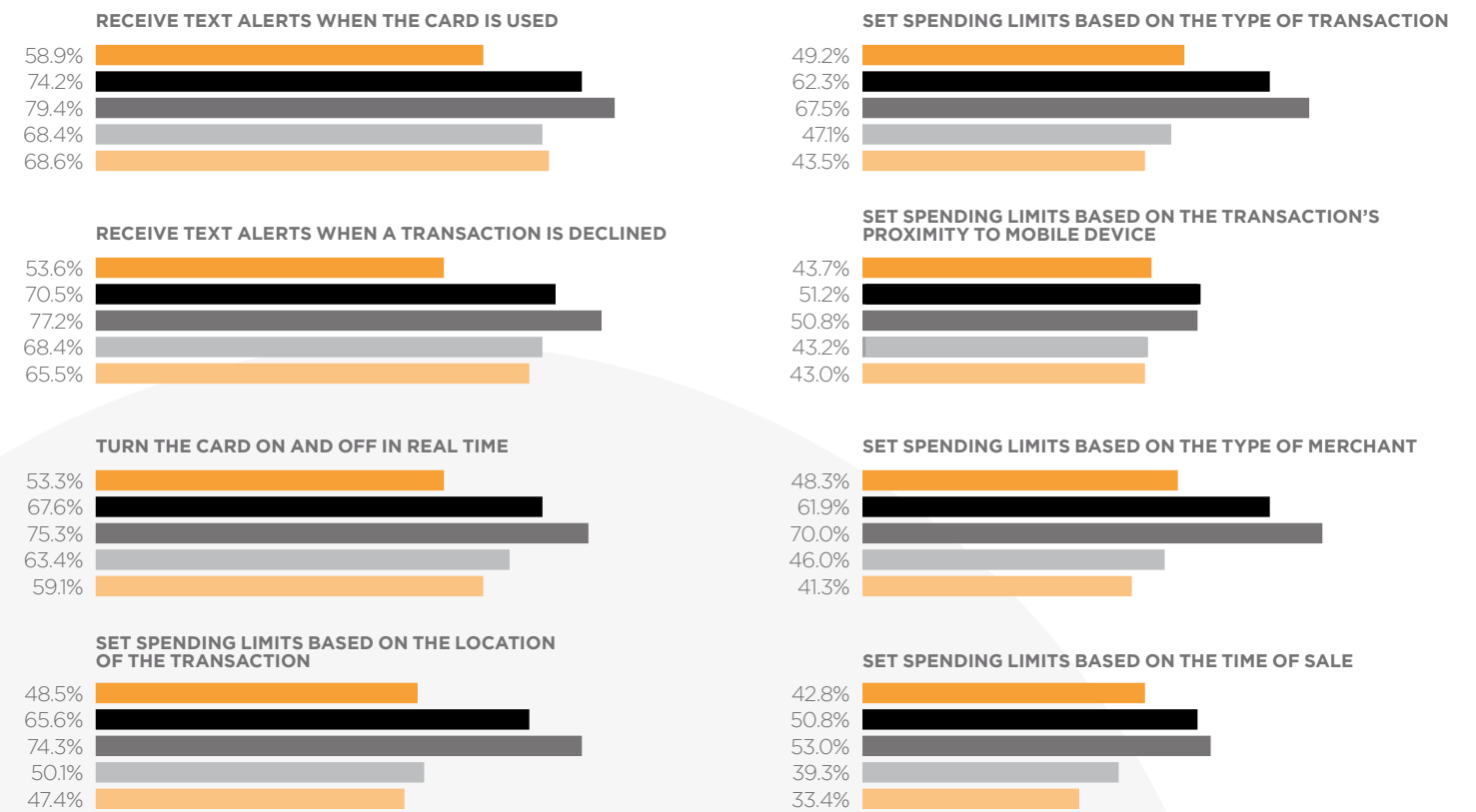
12A

**MOST COMMON GOODS OR SERVICES CONSUMERS  
WOULD LIKE TO BUY USING MCS**



12B

**MOST COMMON FEATURES CONSUMERS WOULD  
VALUE IN MCS-LINKED CARDS**



These two groups also expressed interest in the same features. Most respondents wanted to receive card-use text alerts, especially when the cards in question were used by children or partners. In these two use cases, 79.4 percent and 74.2, respectively, indicated interest in using an MCS text-alert feature.

It appears, therefore, that most consumers have a clear and accurate idea of how MCS technology can improve their financial habits. They want to use it to curb their own spending and monitor their dependents' spending, too.

# CONCLUSION

Whether they're setting spending limits for themselves or making sure their dependents don't overspend, consumers are using MCS for many reasons. The technology can protect them from fraud by sending text notifications when a card is used or declined, curb the danger of storing card information by assigning unique card numbers to different merchants and allow consumers to turn their cards on and off at will.

MCS offerings can relieve consumers' frustrations, but some are reluctant to use them despite being dissatisfied with their current customer service providers.

To overcome this, MCS providers must focus on educating consumers about what the features have to offer. Consumer outreach efforts must emphasize how MCS can give primary card users the power to monitor their dependents' spending, curb their own and combat fraud.

There is undeniable potential for growth in the MCS market, and education is the key to harnessing it.





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Ondot Systems is the creator of Mobile Card Services, a white-label solution that gives consumers control over payment cards. Headquartered in Silicon Valley, Ondot brings together an experienced management team from mobile, security, and payment card industries who share a vision of transforming how consumers interact with their financial institutions.

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