



The Stakeholder Association
Insights • Networking • Visibility

2009 Strategic Leadership Teams

A well-managed and focused strategic leadership team provides a neutral forum where all stakeholders can express their thoughts and concerns and contribute information beneficial to other stakeholders. In today's market we are all under stress to do more with less. SLTs help us to achieve that goal.

This year, our SLTs bring together the following stakeholders.

- **Government:**
public and private sector parties interested in secure identity management
- **Merchant:** Chair- Stan Leung, Loblaws Inc, IT Strategy & Architecture
merchants and other parties converting to EMV or considering their options
- **Mobile Commerce:** Chair – Debbie Gamble, Gamble Consulting, President
all parties trying to understand the roadmap, issues and opportunities related to mobile payment, marketing and other m-commerce options
- **PIN Management:** Chair – Jason Chomik, Capital One Canada, EMV Chip Program Manager
issuers and suppliers considering best practices and options for PIN management in an EMV based Canadian market

SLTs are a timely and cost effective tool to broaden your understanding of the other stakeholders involved in your initiatives.

Good stakeholder communication leads to more successful implementations.



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Government Strategic Leadership Team

IDENTITY MANAGEMENT

As identity management evolves, both as an issue and an imperative, ACT Canada is expanding its stakeholder services to support government needs. We have a long history of working with governments: federal and provincial, Canadian and international. We have provided information, research, consulting services, project management and networking opportunities.

ACT Canada: Connecting Stakeholders with Information

The Government Strategic Leadership team (GSLT) will be launched Q2, 2009. Participation is open to all public and private sector members of ACT Canada, as well as to invited government guests. SLTs identify and work on specific issues or opportunities. In addition, they are a forum where team members share information and best practices.

We will also launch www.e-government.ca. This website will provide information and also allow civil servants to ask specific questions. This is done anonymously to encourage as many people as possible to participate. ACT Canada members will answer these and will be acknowledged.

Both the SLT and the web site programs follow the model that was established for merchants and their needs related to secure payment. They have both proven to be highly effective and we look forward to serving government in the same fashion.

In September, we will hold our third annual Cardware conference for government. This year the focus is on secure identity management insights. New this year is the fact that the event is fully sponsored, so there is no charge to our government attendees. It is our aim to reach a broad, but targeted, group of decision makers.

Join the Team

Raising awareness of identity management issues and opportunities requires the participation of many stakeholders. As the association representing stakeholders, ACT Canada provides unbiased information and a neutral forum for our members. For more information, please contact Catherine Johnston at Catherine@actcda.com or call 1 905 426-6360 x23.

Celebrating 20 Years Of Connecting Members & Supporting Their Goals



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Merchant Strategic Leadership Team

MERCHANTS AND EMV

As EMV cards enter the Canadian market, merchants must make decisions around compliance, training and other investments. This is complex, given the diversity of merchant POS systems across Canada.

To help them get information to assist in their decision making, ACT Canada formed the Merchant Strategic Leadership team (MSLT) in 2008. The team helps identify gaps in information or support that might be hampering their progress and establishes a new channel for them to access help.

At monthly meetings, team members share information and best practices, as well as hear from guest presenters. We also reach out to other EMV stakeholders to facilitate dialogue, a critically important step to gathering information.

In the coming months, we will undertake a project to identify best practices, which will then be shared by team members.

ACT Canada has also launched www.emvcanada.com. This website provides information and allows merchants to ask questions anonymously, to encourage as many people as possible to participate. ACT Canada members provide the answers.

Both the SLT and the web site programs have both proven to be highly effective.

ACT Canada: Connecting Stakeholders with Information

Because ACT interfaces with a broad spectrum of stakeholders in the payments sector and because we too accept card payments, we know that there is no "one implementation fits all" scenario. Canadian merchants have different POS environments and customer expectations, but we all have training and other shared issues. Over the past 15 years we have worked with merchants and recently have heard from many who have asked questions and raised issues. We feel that much can be gained from collective, open, and non-aligned discussions.

Join the Team

The team is open to all merchants. To join, or get more information, please contact Catherine Johnston at Catherine@actcda.com or call 1 905 426-6360 x23.

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Mobile Strategic Leadership Team
IS THERE A ROADMAP?

We've been talking about mobile payment for the past 10 years. What will it take in the Canadian market to get beyond market trials? What can we be doing in this tough economy to push it forward?

This team will develop answers to these questions by looking at each step of the roadmap from the viewpoint of the stakeholders. The resulting paper will identify questions and answers that can mobilize payment in the Canadian market.

Many organizations have undertaken similar looks at this subject, so why do we think this one will have more success? This team includes a broad spectrum of stakeholders and in our experience this leads to solutions that are most likely to be implemented.

ACT Canada has a long history of working with payment stakeholders. We have provided information, research, consulting services, project management and networking opportunities.

ACT Canada: Connecting Stakeholders with Information

The Mobile Strategic Leadership team (MoSLT) will be launched March 23rd, 2009 at the Cardware Connections meeting. Participation is open to all public and private sector members of ACT Canada, as well as to invited guests. SLTs identify and work on specific issues or opportunities. In addition, they are a forum where team members share information and best practices.

Join the Team

Raising awareness of mobile payment issues and opportunities requires the participation of many stakeholders. As the association representing stakeholders, ACT Canada provides unbiased information and a neutral forum for our members. For more information, please contact Catherine Johnston at Catherine@actcda.com or call 1 905 426-6360 x23.

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Pin Management Strategic Leadership Team

PIN MANAGEMENT

EMV is not a level playing field in Canada. Several financial institutions are facing PIN challenges, including reset and unblock. Members of ACT Canada have come together to pursue solutions.

ACT Canada has a 20 year history of working with the financial sector. We have provided information, research, consulting services, networking opportunities and other member services. To serve our members' needs, we have launched a PIN Management Strategic Leadership team (PMSLT). Participation is open to all members of ACT Canada. This SLT will identify issues, possible solutions and strategies.

In addition, this is a forum where team members can share information and best practices.

ACT Canada: Connecting Stakeholders with Information

Because ACT interfaces with a broad spectrum of stakeholders in the payment sector, we are able to offer neutral information and facilitate dialogues. Within the PMSLT, we are employing various tools to gather information, including the use of surveys, where answers are anonymized prior to distribution to the team.

Join the Team

Pursuing best of breed solutions and practices requires the participation of many stakeholders. As the association representing stakeholders, ACT Canada provides unbiased information and a neutral forum for our members. For more information, please contact Catherine Johnston at Catherine@actcda.com or call 1 905 426-6360 x23.

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