

E-GLOBAL (SERVICIOS ELECTRONICOS GLOBALES) CASE STUDY

Alaric, an NCR business



E-Global enhances performance and flexibility of its switching and card processing services with Authentic from Alaric

The customer

Servicios Electronicos Globales—E-Global—plays a key role in Mexico’s fast-growing and rapidly changing retail banking sector. As Mexico’s largest electronic payment processor, E-Global provides switching and card processing services for a wide range of merchants in Mexico and manages 200,000 of the country’s 350,000 point of sale devices.

It also provides switching services to its joint owners, BBVA Bancomer and CITI Banamex, two of the largest acquirers in the Mexican market, who together account for 80 percent of the acquiring and issuing market in Mexico.

On a typical day, E-Global handles about 7 million transactions for its owners as well as a number of smaller banks in Mexico. When necessary it also provides stand-in authentication, and supports its primary switching business with a number of complementary services to merchants including implementing, testing, validating and integrating POS devices for its merchants and handling promotional and discount campaigns.





The challenge

Mexico is one of the two largest retail banking sectors in Latin America, and E-Global's role is heavily dependent on having the right IT solutions and systems in place. Handling high volumes of transaction switching in real time plus the end-of-day settlement of transactions leaves no room for sub-optimal technology support.

However, E-Global's systems, although providing good support, were at least ten years old. The company felt it was time to upgrade their technological capabilities.

"Our existing platforms had given us good service over the years, but they were out of date. They didn't really provide us with the flexibility we needed to support our owners, our merchants and their customers. Adding new functionality, or customizing elements of the platform, were lengthy, costly processes that meant we weren't able to be as responsive as we would have liked. It was time to look for something new."

— Felipe Villegas,
Chief Information Officer, E-Global

The solution

To find its replacement technology, E-Global worked closely with the system delivery and service provider Stratus Technologies Mexico. Together the two firms conducted an extensive review of the world's leading payment systems. Performance and flexibility were key criteria, and after close examination of the products available, E-Global selected Authentic, the Open Development payment platform from Alaric, an NCR business.

Authentic is an agile, high-performance platform for switching and, where required, authorizing payment

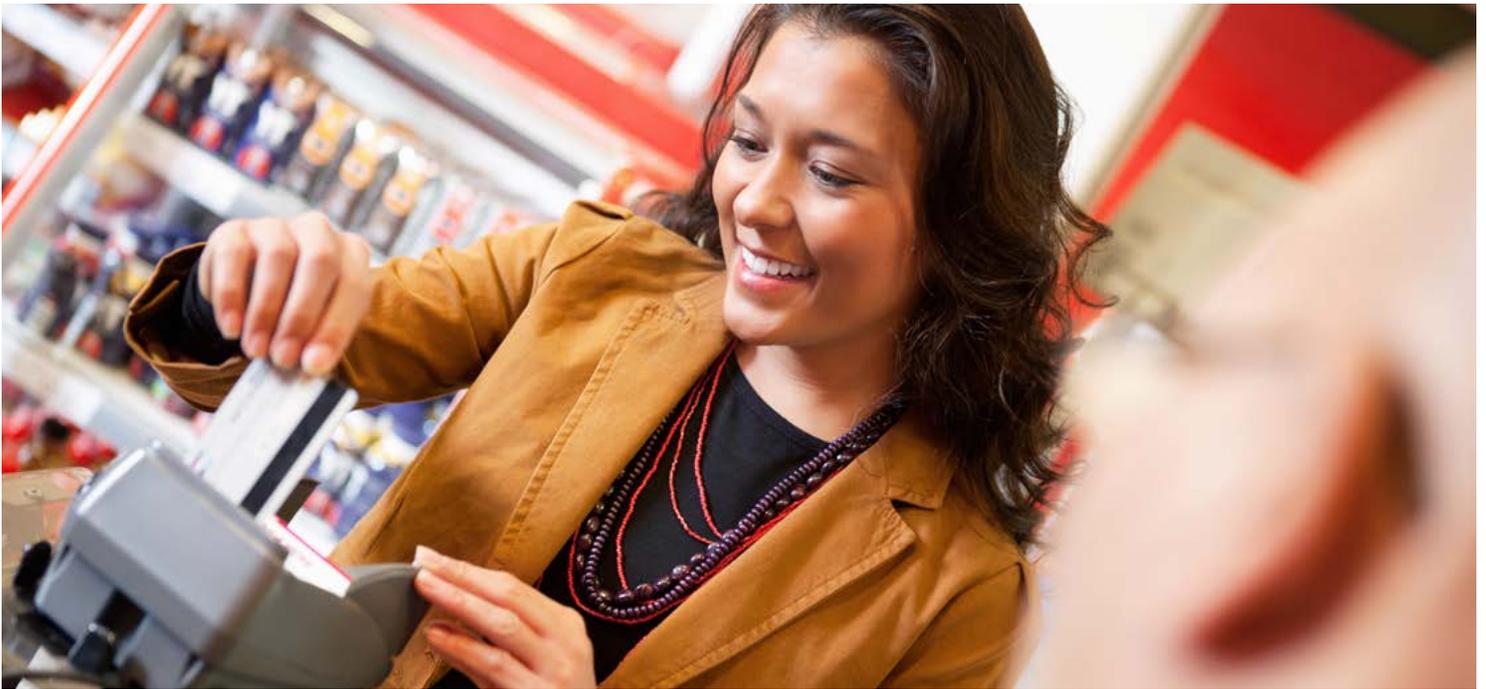
transactions. As a platform-independent switch, it can route transactions between multiple acquirers, issuers, networks and other switches, and supports a complete range of POS devices and terminals.

Villegas says, "In tests and demonstrations, Alaric and Stratus showed that Authentic would easily meet—and exceed—our performance requirements for transactions per second. It is also a system that is clearly designed with flexibility in mind. Customizations are simple and straightforward—after a single training session it was clear that our business users would be able to make the changes they wanted without calling out our IT team each time."

E-Global was also impressed that Authentic is entirely built using Java, and recognized that this would have long term benefits in terms of finding and hiring its own support and development staff. Importantly, Authentic also offered E-Global the right price and performance ratio.

But the decision to go with Authentic went beyond technological capabilities. As Villegas explains, "There is no doubt that Authentic provides us with the capabilities and functionality we needed. But what really impressed us was the level of support available from Alaric and the responsiveness of their team throughout the proof of concept and pilot, and then during the implementation and testing stage.

Even during some important changes in Mexican regulations that delayed the project, Alaric was a reassuring presence. In the end we felt very comfortable working with Alaric, and confident that we had chosen a system for the long-term success of our business."



The benefits

As E-Global continues to migrate its issuers onto Authentic, it has already experienced a number of benefits from deploying Authentic and the enhanced functionality that it offers. In the face of growing volumes, E-Global has experienced higher levels of consistency in its data and has greater visibility to its validation process.

Furthermore, E-Global can establish new rules for validation much more quickly, which gives it the power and the flexibility that are central to its future growth. As Villegas says, "In terms of functionality, the advantages of Authentic are twofold: it enables us to perform the same tasks to a much higher standard, and it offers us new capabilities that we simply did not have before."

In addition the ease of configuration has enhanced E-Global's agility and responsiveness. E-Global has been able to take advantage of having a product-based solution that offers robust, tried and tested functionality, and which is easy and cost-effective to support, while benefiting from an easily-customized solution that can be adapted to meet the precise needs of its business.

"We have found Authentic to be a unique and powerful solution that easily meets our need for performance, and fits perfectly into our business. The product itself is exactly what we need. The local support has been excellent. The only question is why we didn't adopt it sooner."

— Felipe Villegas,
Chief Information Officer, E-Global

How Authentic benefits E-Global

- Better data consistency
- Improved visibility of processes
- Flexibility to create new validation rules
- Easily customizable solution
- Robust, scalable and powerful

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Key features

- **Market:**
Transaction switching in Mexico
- **Challenge:**
To ensure E-Global's switching and payment processing services remain up to date in Mexico's fast-moving and rapidly changing retail bank environment
- **Solution:**
Working closely with Alaric and its partners Stratus Technologies, E-Global selected and deployed Authentic, the Open Development payment platform from Alaric, as its transaction switching engine
- **Results:**
Improved performance, enhanced functionality, and greater flexibility and responsiveness has enabled E-Global to improve the service to its owners and clients, their merchants and their customers

NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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