Agenda

Company
Profile

26 September 2022

Our **vision**

01   **Advance and promote the latest payment acceptance technologies to enable and enrich sellers of all sizes**

02   **Accept any way, shape or form of payments**

03   **Innovate the payment technology industry**

04   **Facilitate contactless payment capabilities for merchants**

05   **Enrich payment experience for businesses of all sizes**

SPECTRA
Technologies

Hong Kong

Based company since 1993 providing payment terminals and services

100+ Staffs

Expertise in payment technologies, EMV, PCI, hardware & software, cloud, quality, support and maintenance
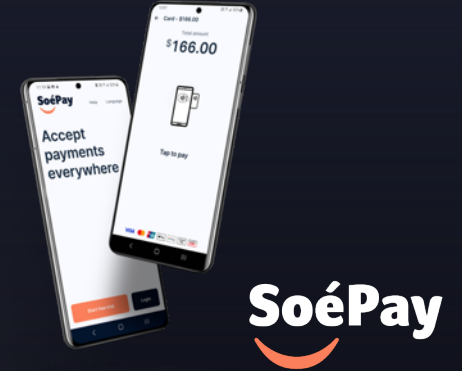
20+ Years

Experience in design, development, integration, and compliance in the payment industry

60+ Distributors

Worldwide distributors. HK-based in-house call center & support teams

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Milestones

1993

Establishment of SPECTRA Technologies in Hong Kong

2015

65+ worldwide distributors and 100+ service partners

2016

Launched SR300 contactless reader – Facilitating the adoption of Apple Pay in HK

2019

Achieved 100% cloud-based PCI-DSS complied Spectra Payment Gateway Services (SPGS) on AWS

2020-21

- Founded SoéPay – a subsidiary focusing on PayFac model
- Launched the first in HK – PCI-CPoC complied SoftPOS merchant solution
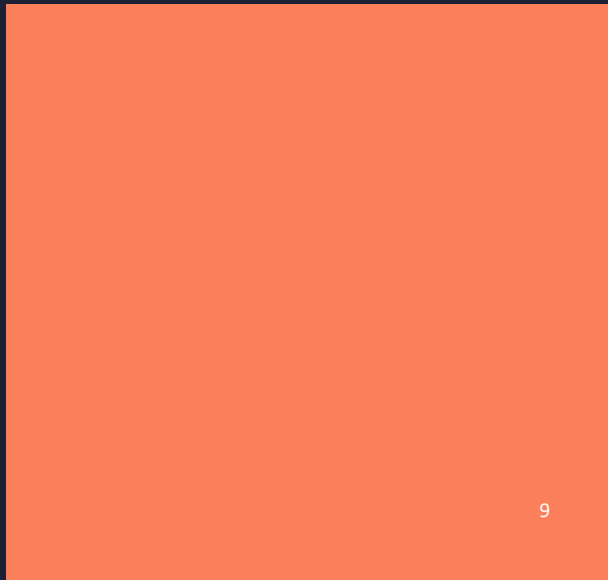
Payment Processed

Payment Partners

Challenge
& Opportunities

Omni-channel commerce

Integrated (single entry point for biz) for in-store & eCommerce payments

Mobility & Flexibility

**SaaS model - subscribe/ unsubscribe swiftly & manage remotely via the cloud**

Embedded Fin-tech

Seamless integration of financial services, payment, and product into software solution

The "New" normal for biz in post-pandemic era

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Contactless payment in post-pandemic era

- While safety was the primary factor of the adoption of contactless payments in 2020, convenience and simplicity will be the accelerator for further market penetration in 2021.

- Merchants are pivoting their payments strategy to adapt to changing business needs, meeting customer demands and keeping employees safe.

85%
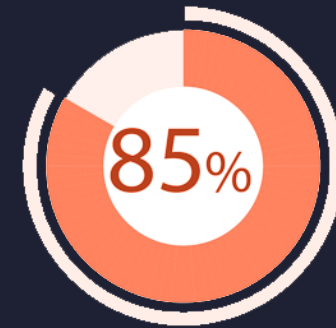
surveyed consumers expected
digital options when they shopped in-person,
according to Visa Back to Business Study 2020

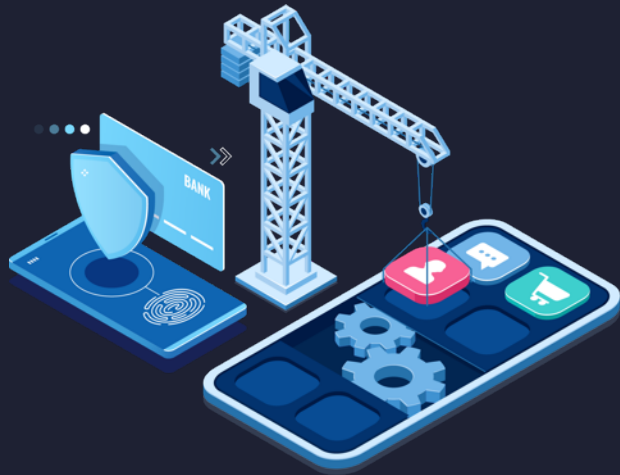# Meet
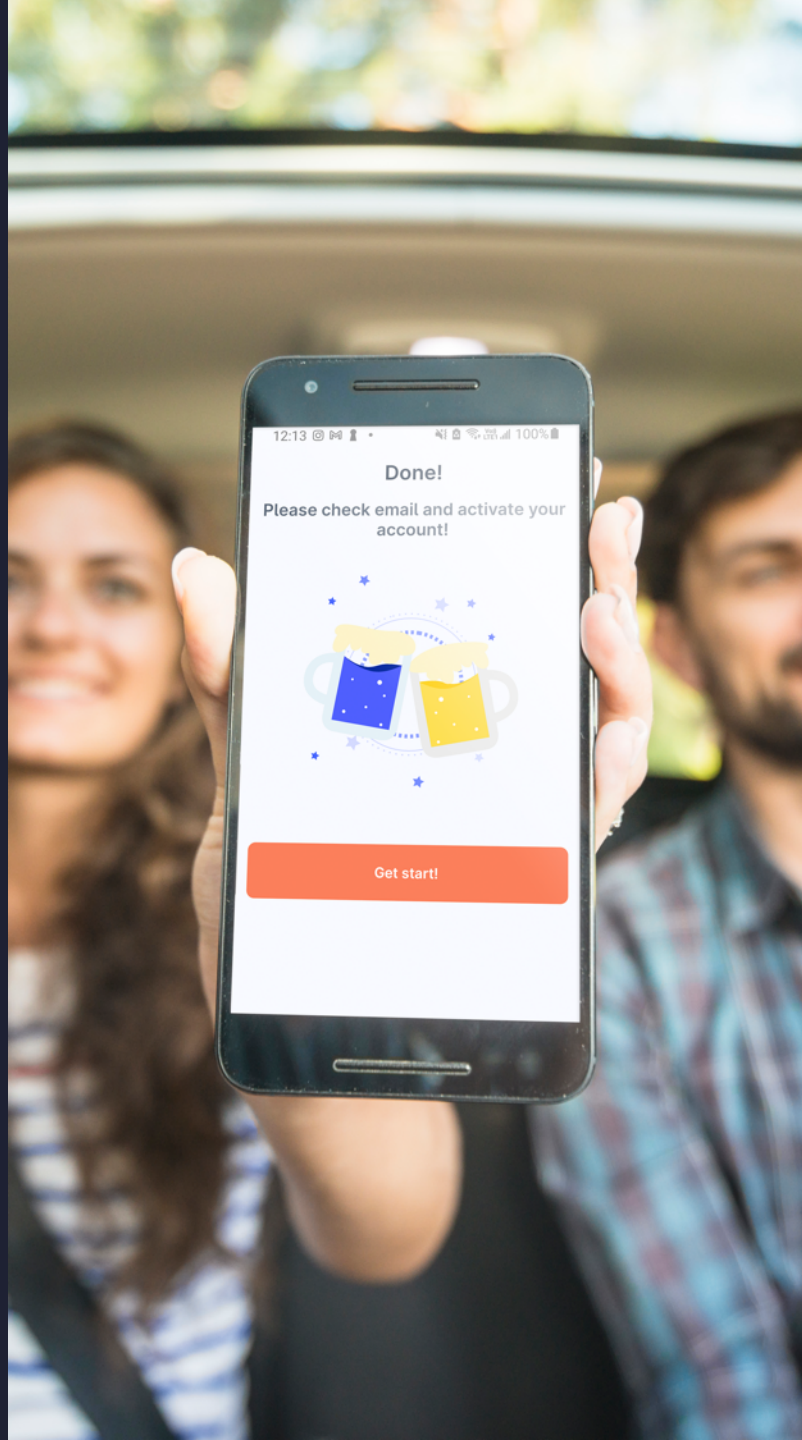
SoéPay SoftPOS

- **"SoftPOS is a key strategic initiative of SoéPay to make payment acceptance affordable, frictionless and hassle-free to our customers,"**

"We look forward to enhancing our SoftPOS solution and accelerating the contactless adoption and digital payment development in Hong Kong,"

SoéPay SoftPOS

- **What is SoftPOS?**

- **What is CPoC (SoftPOS)**

  - **What is PCI DSS & CPoC?**

  - **Who has to comply with the PCI DSS?**

  - **How to comply with PCI DSS?**

  - **SoéPay SoftPOS (PCI-CPoC)**

- **Architecture overview**

- **Current acceptance**

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- The PCI Contactless Payments on COTS (CPoC) Solutions enable contactless payment acceptance on a merchant's device using an embedded NFC (near-field communications) interface.

The mobile payment solution SoftPOS eliminates point-of-sale and payment terminal rental, proving an affordable way for small and micro-merchant to accept payment. It can be used by Android smartphones with near field communication technology.

SoéPay SoftPOS

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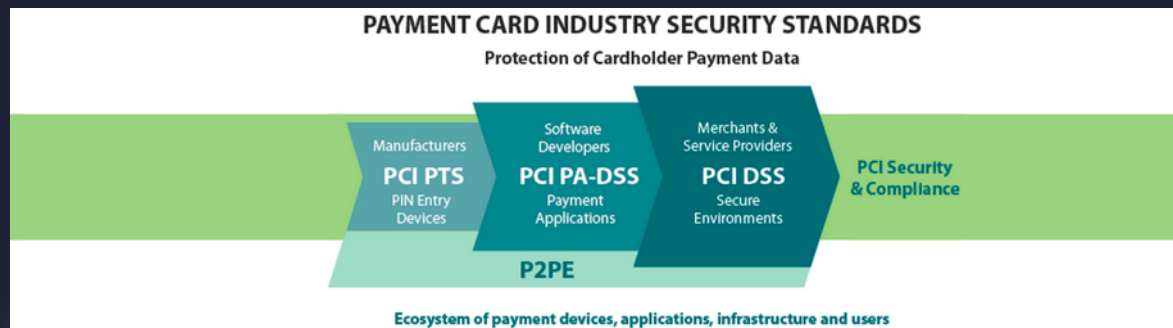## PCI (Payment Card Industry) Security Standards Council

Develop standards and supporting services to enhance global payment account data security

DSS (Data Security Standard)

Protect cardholder data and sensitive authentication data
CPoC (Contactless Payments on Commercial Off-the-Shelf (COTS))

CPoC (Contactless Payments on Commercial Off-the-Shelf (COTS))

Security and test requirements for contactless payment acceptance on a merchant COTS devices

PAYMENT CARD INDUSTRY SECURITY STANDARDS
Protection of Cardholder Payment Data

Manufacturers
PCI PTS
PIN Entry Devices

Software Developers
PCI PA-DSS
Payment Applications

Merchants & Service Providers
PCI DSS
Secure Environments

PCI Security & Compliance

P2PE

Ecosystem of payment devices, applications, infrastructure and users

Overview

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**If you accept or process
payment cards, PCI DSS applies to you.**

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12 steps

&

Need to spend not less than

6 months to 2 years

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Goal	PCI DSS Requirement
Build and Maintain a Secure Network and Systems	1. Install and maintain a firewall configuration to protect cardholder data 2. Do not use vendor-supplied defaults for system passwords and other security parameters
Protect Cardholder Data	3. Protect stored cardholder data 4. Encrypt transmission of cardholder data across open, public networks
Maintain a Vulnerability Management Program	5. Use and regularly update anti-virus software or programs 6. Develop and maintain secure systems and applications
Implement Strong Access Control Measures	7. Restrict access to cardholder data by business need-to-know 8. Assign a unique ID to each person with computer access 9. Restrict physical access to cardholder data
Regularly Monitor and Test Networks	10. Track and monitor all access to network resources and cardholder data 11. Regularly test security systems and processes
Maintain an Information Security Policy	12. Maintain a policy that addresses information security for employees and contractors

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Hong Kong 1st CPoC

Software-based point-of-sale

- Turns commercial android mobile into a payment terminal

- Security relies on software protection

- No hardware dependency

- Perform card-present transaction

  - mitigate risk of fraud/ chargeback

  - Lower interchange fees (MDR) ->

    from 1.5% up (compared eComm ~3%up +$x)

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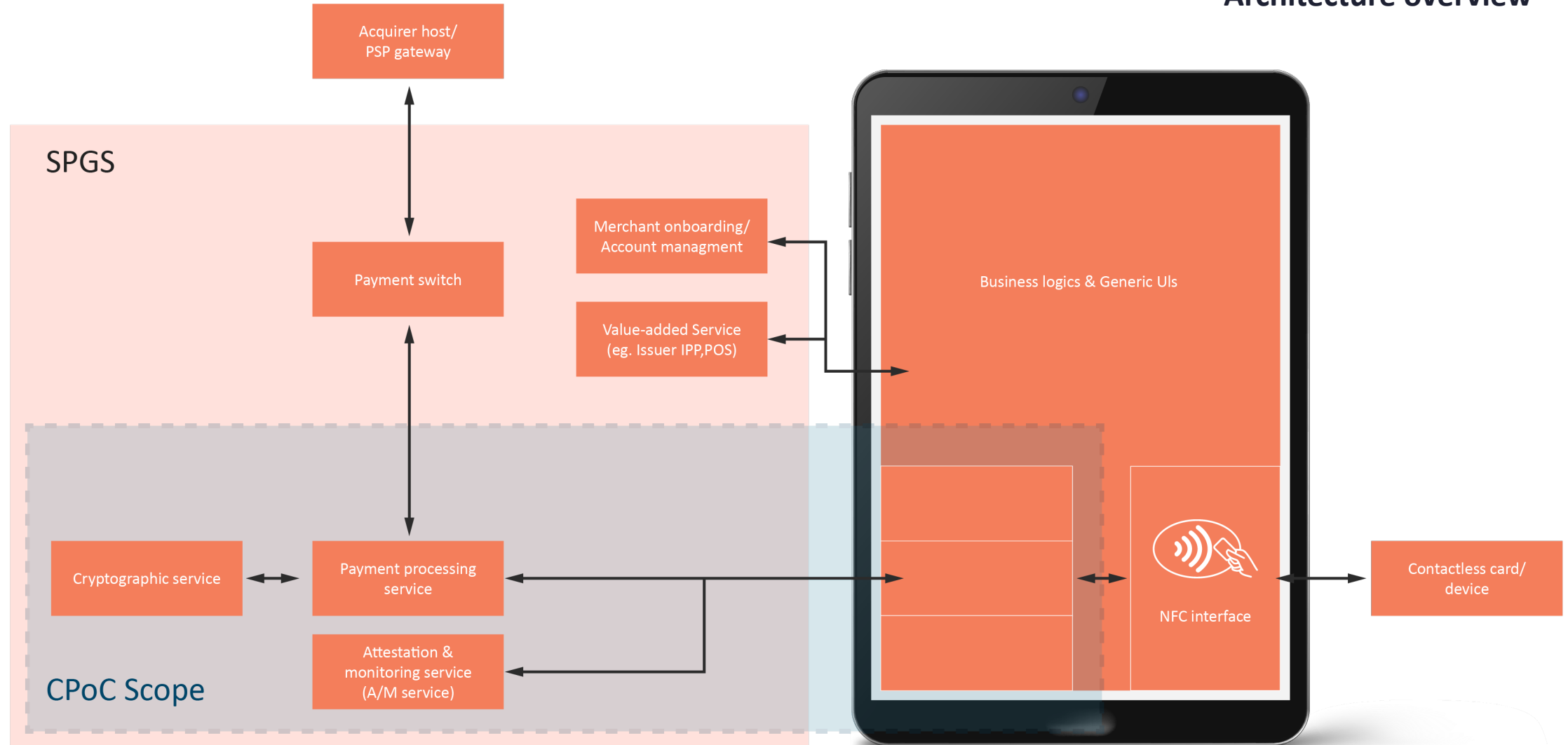
As a solution,

not just the "app"

- COTS device (commercial mobile device)

- CPoC application

- Attestation, monitoring, payment processing

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Current Acceptance

Contactless card/ device

Coming soon

QR wallet/ beyond the CPoC scope

Coming soon   PayMe

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Cloud based payment processing

SPECTRA Payment Gateway Services

Flexible

API integration driven – easy to integrate with multiple banks/ vendors

Security

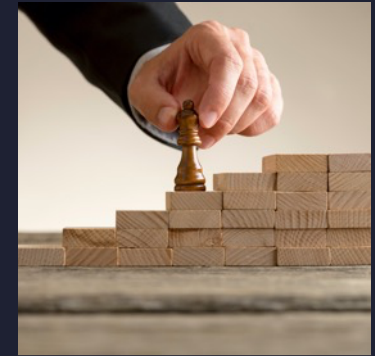Protection & security compliance for financial/ account data

Availability

Ready for service 24/7/365

Scalability

JIT scaling when sudden data spike

Commercial

Fast time to market – let business focus on their business logic

MARS Merchant Portal

Data retrieval for

- **Real time transaction data**

- **Aggregated reports for all payment channels**

- **Daily operational management**

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SoéPay SoftPOS on Transport

Traditional POS terminals are usually composed of an electronic cash register (ECR) and payment terminals for different card schemes, which could be bulky for deployment in smaller-sized shops or event booths.

SoéPay empowers merchants' Android smartphones and tablets to become secured payment terminals with high mobility; the reasonable and affordable pricing also enhances flexibility for micro-merchants to accept digital payments at events, markets and other on-the-go scenarios.

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A financial services giant is excited to partner with SPECTRA SoéPay to enable off-the-shelf 'Tap to Phone' mobile devices to accept contactless payments without additional hardware in Hong Kong.

More than 7 out of 10 face-to-face of its transactions are contactless. This new low-cost and simple solution will help micro, small and medium-sized businesses stay competitive on their digital transformation journeys.

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A financial services giant **rolls out payment via SoftPOS on taxi**

The battle for Hong Kong's e-payment market is heating up in the taxi trade with financial services giant jumping on the bandwagon in a bid to break into the industry.

It allows passengers to pay their fares using their contactless cards.

Starting from January 2022, about 100 drivers have signed up for the contactless payment on Android devices scheme.

Taxi drivers can install SoéPay SoftPOS on the Android-based, NFC-supported mobile devices, while passengers only need to place the contactless credit cards, QR codes or digital wallets to tap on the device to complete payments.
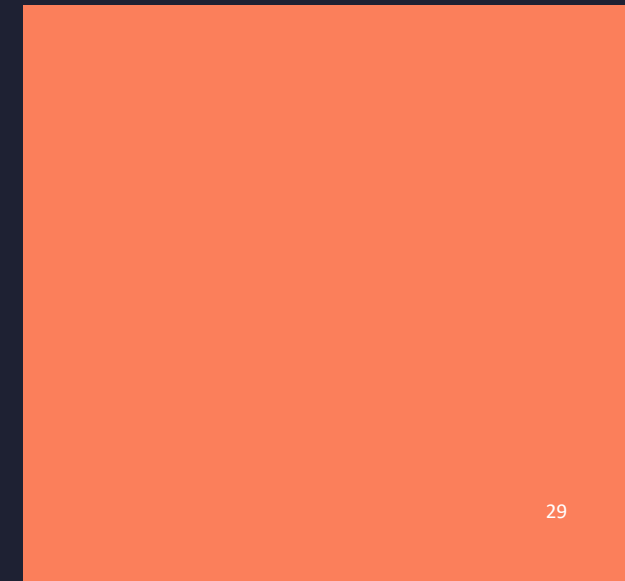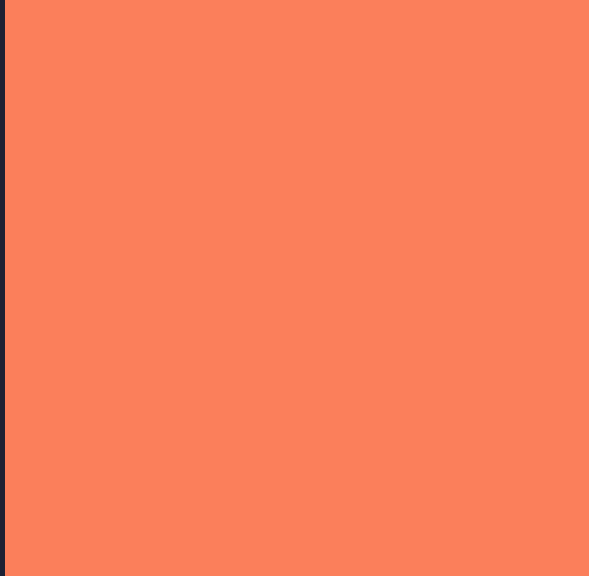
SPECTRA SoéPay SoftPOS solution allows merchants/taxi drivers to transform their NFC-capable smartphones, also known as Commercial-Off-The-Shelf (COTS) devices, into contactless payment terminals.

We aim to provide a digitalized, contactless, smooth and secure payment options for both merchants and consumers, and to meet the hygiene expectations from the public by providing this contactless payment option. The ultimate goal is all 18,163 taxis will install SoéPay SoftPOS and the industry could go all go contactless.

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The security, key management, login model, device and merchant provisioning, backend, other acquiring hosts, and other cryptographic operations will be handled by The Spectra Payment Gateway Services, which is deployed in AWS cloud to comply with the PCI-DSS.

The Spectra SoéPay SoftPOS app will encrypt account data during a transaction through a secure channel to the backend processing environment and compliant with EMV L3 certification.

At the same time, attestation and monitoring service for processing the health-check data and enforce pre-established security policies will also be performed by the gateway to ensure device reliability and system stability.

SoéPay aims to promote contactless payment in different industries. The Spectra SoéPay SoftPOS android app is now available to download on Google Play store. Merchants can register for free to try user-friendly point-of-sale system. At the same time, accessing our cloud-based portal for real-time payment history and statistics.

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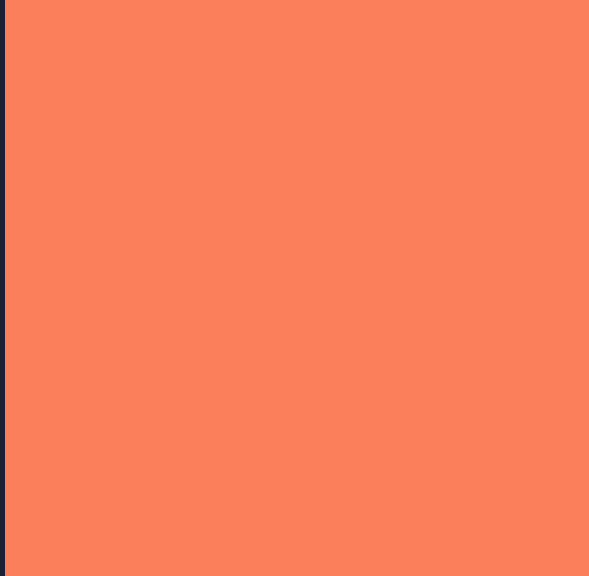
Merchant onboarding

Apply account

Merchant applies for account via in-app or web (digital data capture) for KYC process.
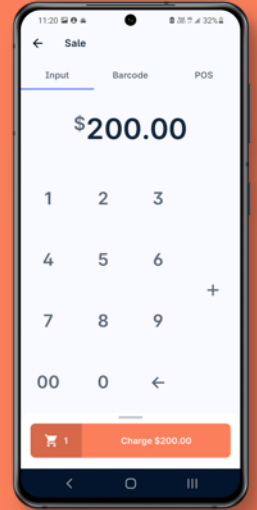
▼

SoftPOS activation

Email/ SMS notification upon account (MID/TID) ready.
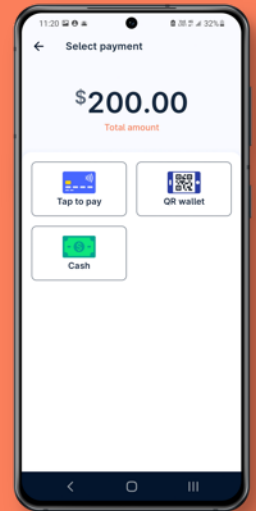Merchant then run the device activation in-app.

▼

Accept payment

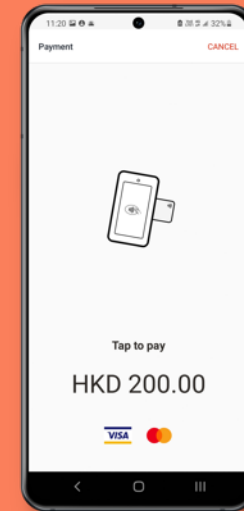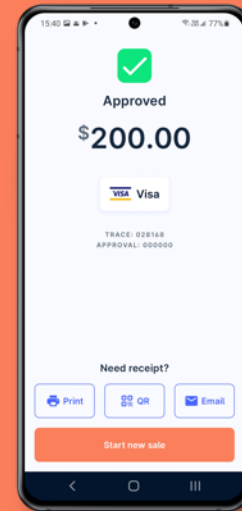Ready to accept their transaction in no time!

Payment Processing

Enter amount

Transaction result

Tap to pay

Select payment

Current Acceptance

Contactless card/ device

VISA · Mastercard · UnionPay 银联 · AMERICAN EXPRESS

Apple Pay · G Pay · SAMSUNG Pay

Coming soon   DISCOVER   JCB

QR wallet/ beyond the CPoC scope

支付宝 · 支付宝 HK · WeChat Pay · 云闪付 UnionPay · FPS · BoC Pay

Coming soon   PayMe

Contactless & mobile payment is already

the predominant way of paying (post-pandemic)

SoftPOS enable the new model of Payment Acceptance-as-a-Service (PAaaS)

Live Demo

SoéPay

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Q&A

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Thank you!

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