

Protecting sensitive data:

How tokenization enhances payment security

Tokenization keeps your payment processing secure and efficient



Enhanced security

Shields sensitive data from fraudsters, providing comprehensive protection.



Operational efficiency

Prevents disruptions in recurring payments, ensuring business continuity.

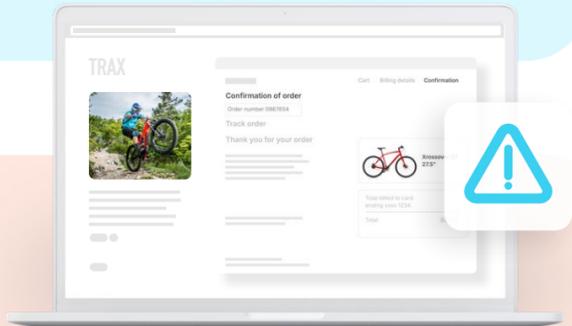


Customer trust

Reduces false declines, delivering smooth, reliable shopping experiences.

Digital fraud presents significant challenges

Understanding the potential risks and costs of online fraud is essential for you and your users.



\$10b

\$10 billion lost to fraud by U.S. consumers in 2023 (+14% from 2022).

109,000

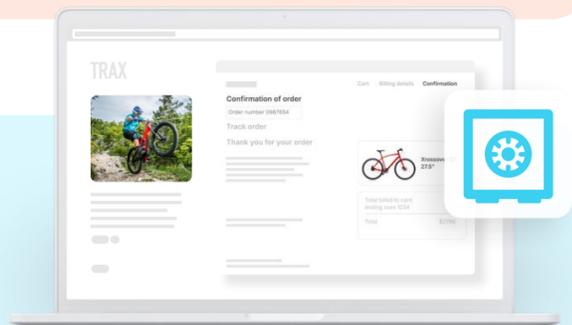
109,000 fraudulent card payment reports in 2024.

\$362b

\$362 billion in merchant losses predicted by 2028.

Understanding tokenization and its benefits for software platforms

Tokenization replaces sensitive card data with secure tokens — functioning as a protective barrier between valuable data and potential threats.



Benefits of tokenization:

PCI compliance

Simplifies regulatory requirements for software companies and their customers.

Security

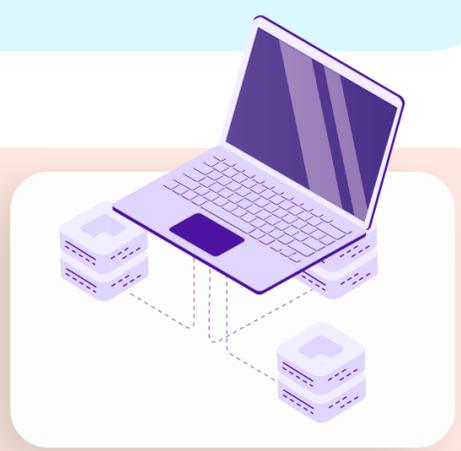
Tokens have no value to fraudsters.

Trust

Improves the customer experience through reliable, secure transactions.

Tokenization options for software companies

Choose the optimal solution to streamline compliance and enhance customer experience.



Cross channel tokenization

- Integrates payments across in-store and online channels.
- Reduces the complexity of PCI compliance.

Network tokenization

- Improves transaction approval rates.
- Lowers interchange fees, optimizing costs.

Pro tip: Why choose just one? Implement both solutions for maximum security and efficiency.

Building trust through tokenization

- Enhanced security = peace of mind for all stakeholders.
- Fewer false declines = increased customer satisfaction.

Ready to secure your payments?

Contact Worldpay for Platforms

