openwayacademy

WAY4 Loyalty

Promo Campaign

Bank

Prepaid, debit, credit cards

Current accounts, deposits, loans

Loyalty Points

Mile Points

Cash back

Promotional campaigns

Weekend bonus	Birthday	Cashback	Special MCC	Active clients
Bonus point in weekend	Bonus point on birthday	Cashback for specific transaction conditions	Bonus point for specific MCC or MCC Groups	Free of charge annual card service if card cash flow >€20,000

Loyalty Analysis

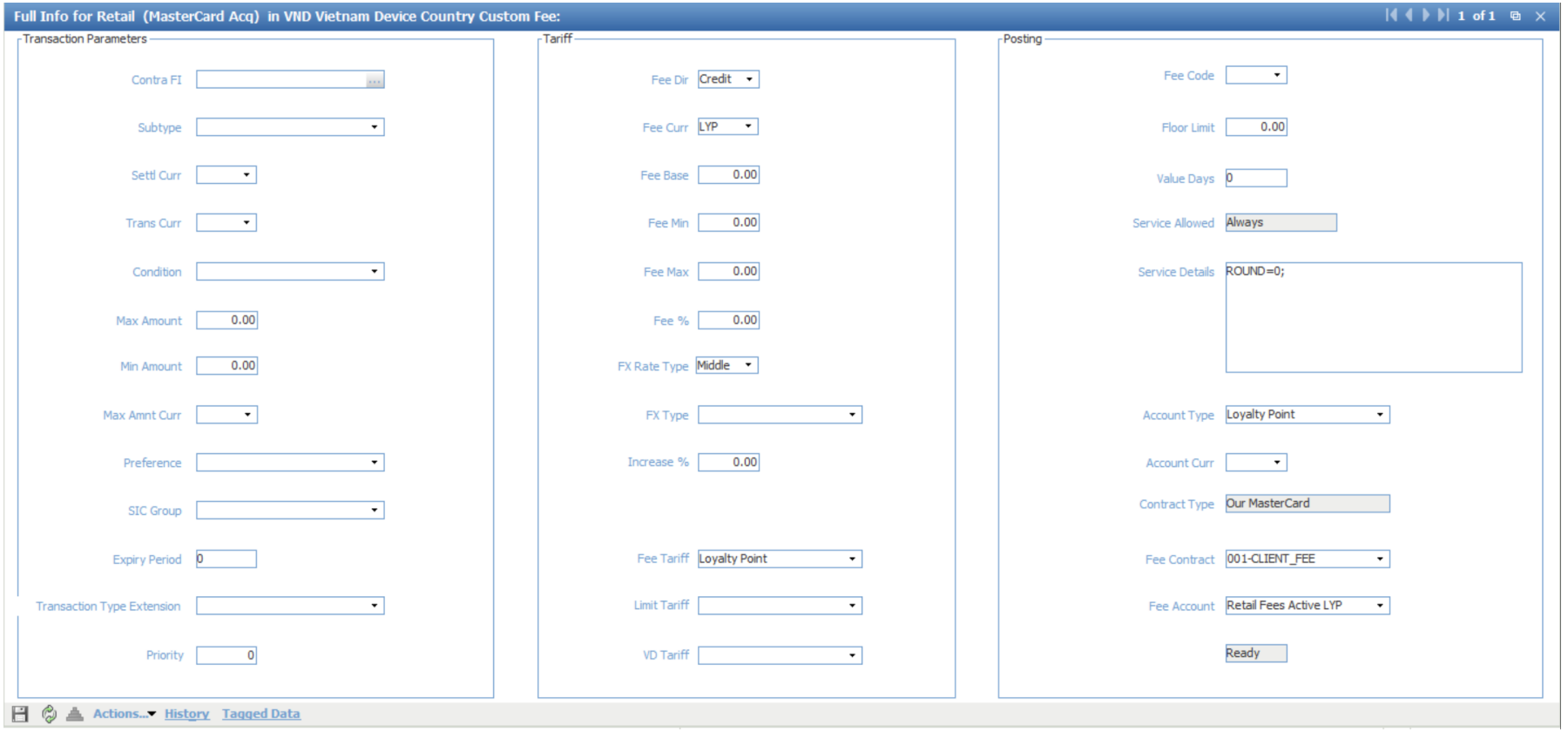
Online

- ✓ Transaction types
- ✓ Transaction amount
- ✓ Merchant type & name
- ✓ Channel
- ✓ Transaction date & time
- ✓ Current date & time
- ✓ Client info
- ✓ Product type

Offline

- ✓ Total transaction amount
- ✓ Number of transactions per period
- ✓ Average receipt
- ✓ Average amount available
- ✓ Cash flow
- ✓ Counters for cardholders
- ✓ Counters for merchants

Promo Campaign



Loyalty Tariff Configuration

Tariff Data Input By Tariff <Filtered*> — 5 of 9

	2 Tariff Domain	1 Tariff Role	Tariff Type	Name	If Limit Tariff	If Preference Type	If ...	If ...	Apply Rules
1	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point M...		BANK MCC 4900			
2	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point M...		BANK MCC 5411 8220			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC001,CC...
3	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point O...					IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC001,CC...
4	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point O...		Weekend			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC001,CC...
	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point M...		BANK MCC 5411 8220 Weekend			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC001,CC...
6	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point M...		BANK MCC 5411 8220			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC003;IF_...
7	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point O...					IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC003;IF_...
8	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point O...		Weekend			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC003;IF_...
9	Credit MasterCard Classic Produ...	Service	Loyalty Point	MC Credit Classic Product B Loyalty Point M...		BANK MCC 5411 8220 Weekend			IF_CS_TYPE=CUST_CLASS;IF_CS_VALUE=CC003;IF_...

Approve... | Fee Data

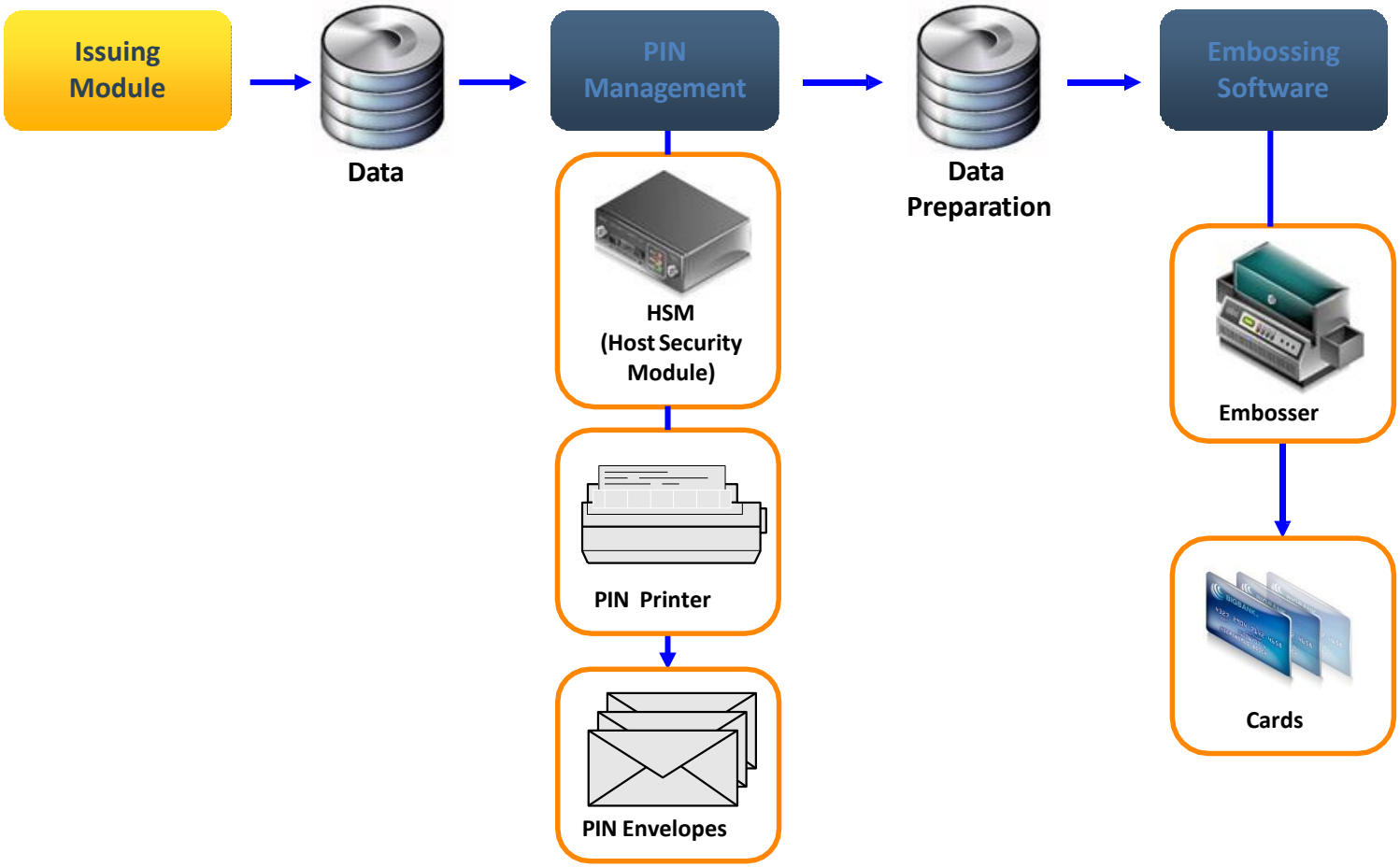
Fee Data for MC Credit Classic Product B Loyalty Point MCC 5411 8220 Weekend Scheme 1 — 1 of 1

1 Start Date	FX Rate Type	Currency	Fee Min	Fee Max	Fee Base	Fee Rate Pcnt	Incr Pcnt	Apply Mode	Is Ready
1/2/2000	Middle		0.00	0.00	0.00	4.000	0.000	From Tariff	Ready

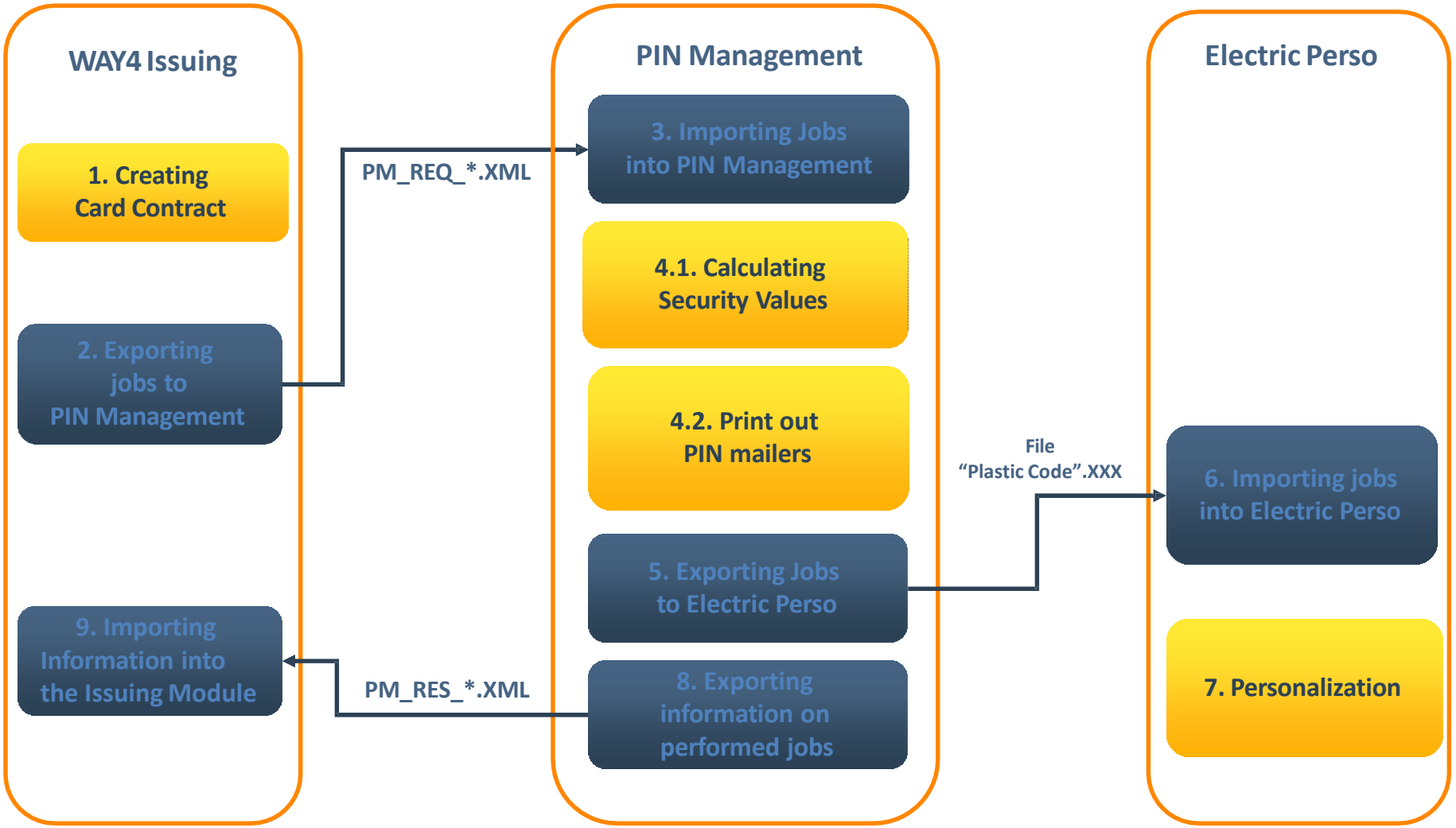
WAY4 Issuing

Card Produce

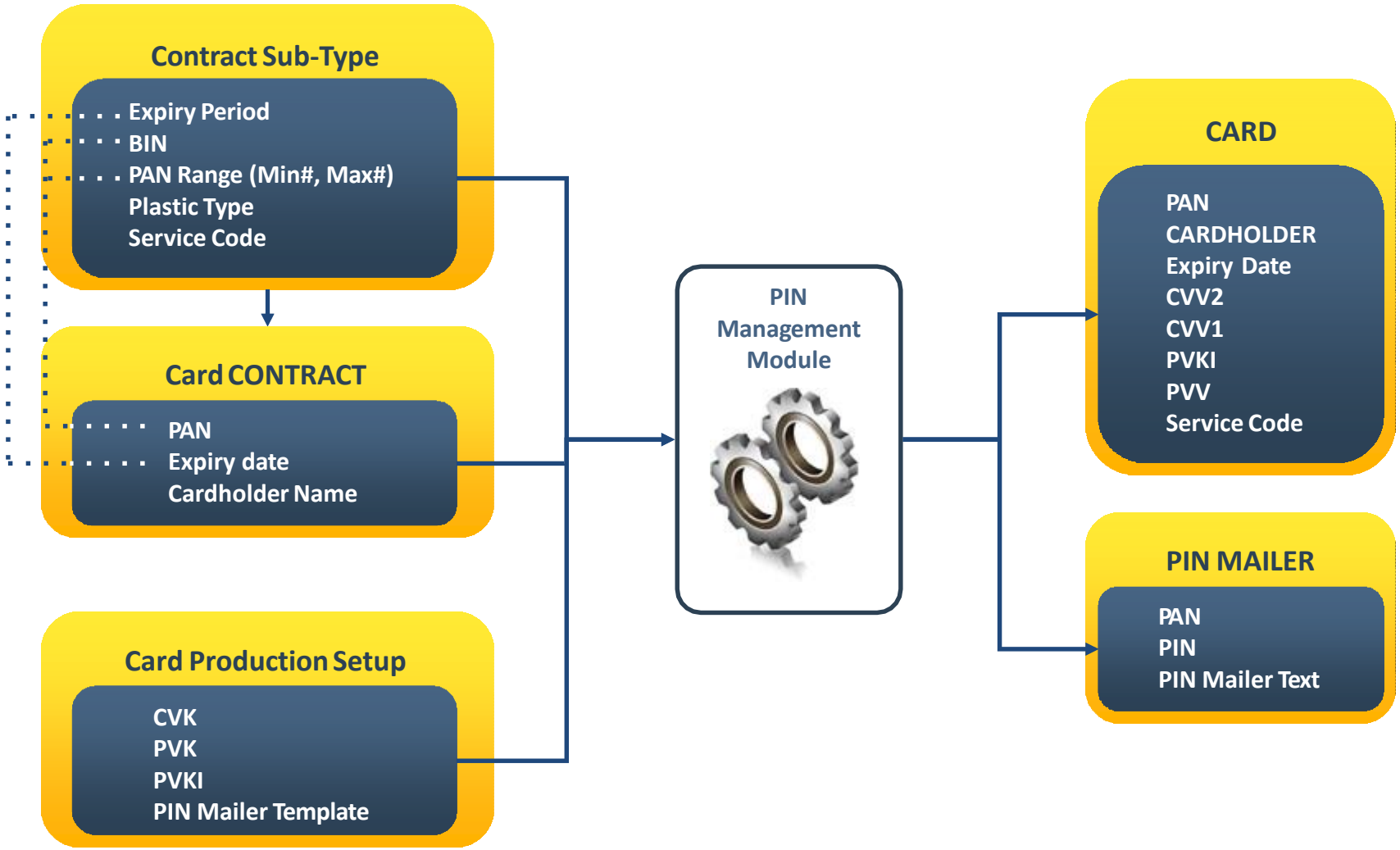
Card Production



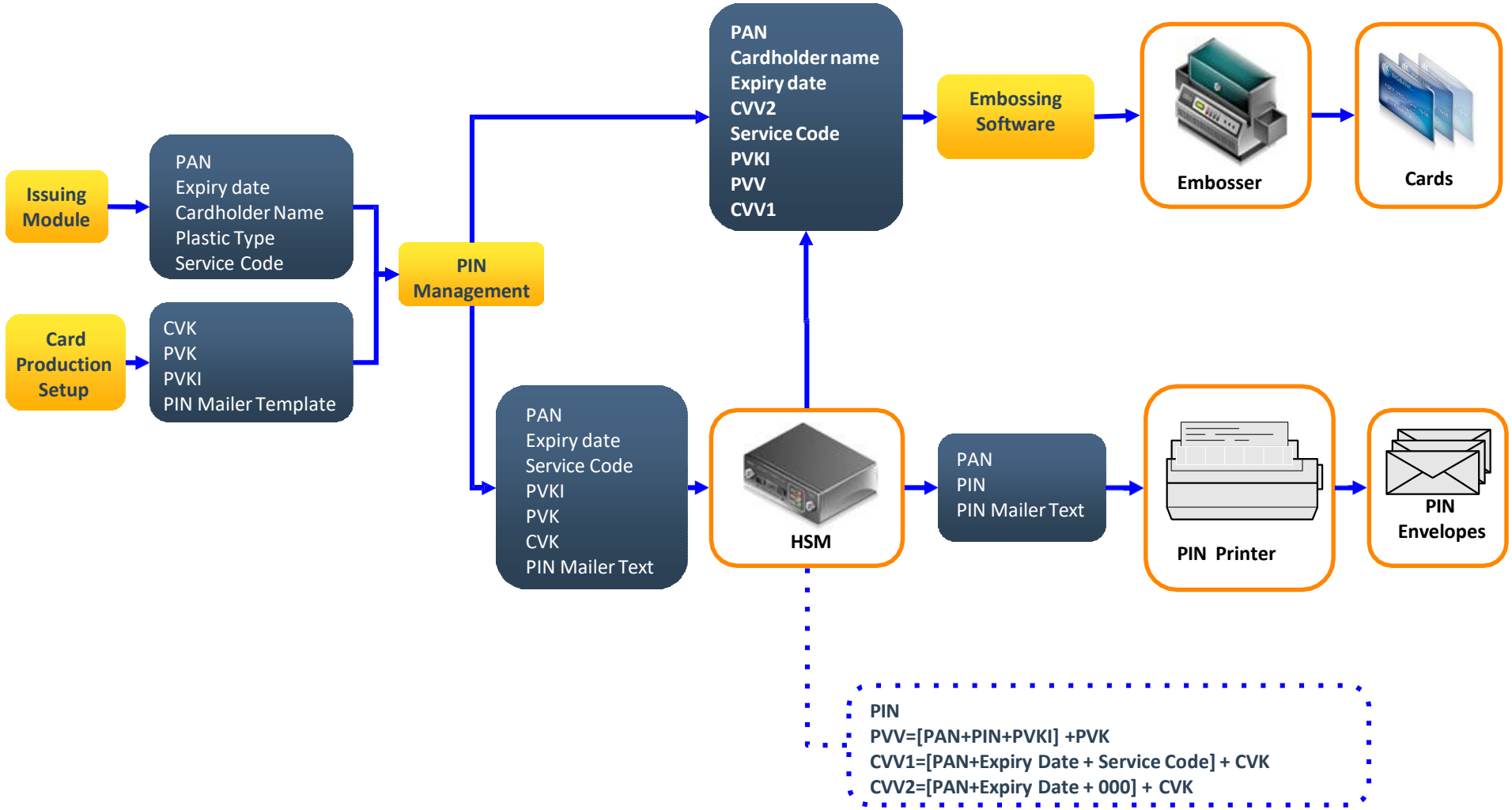
WAY4™ Card Issuing Steps



Card Production Parameters



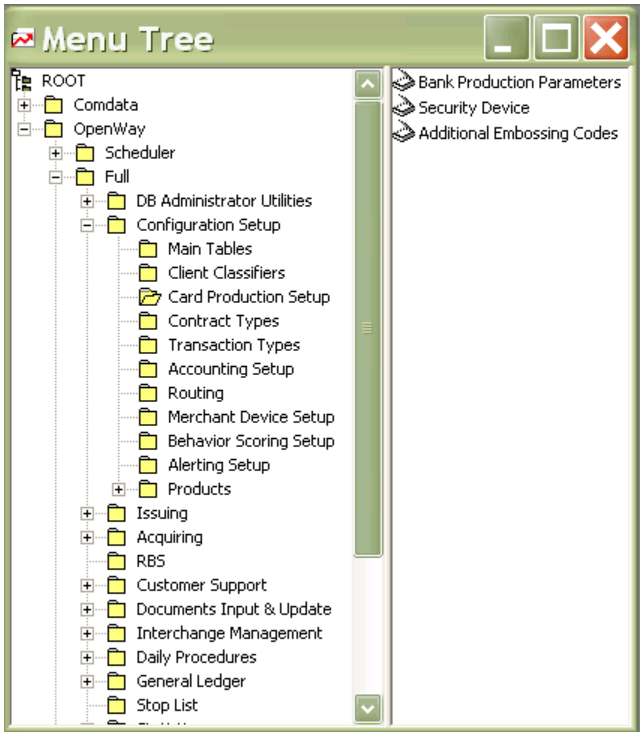
WAY4 Issuing Processing



WAY4 Card Issuing Steps

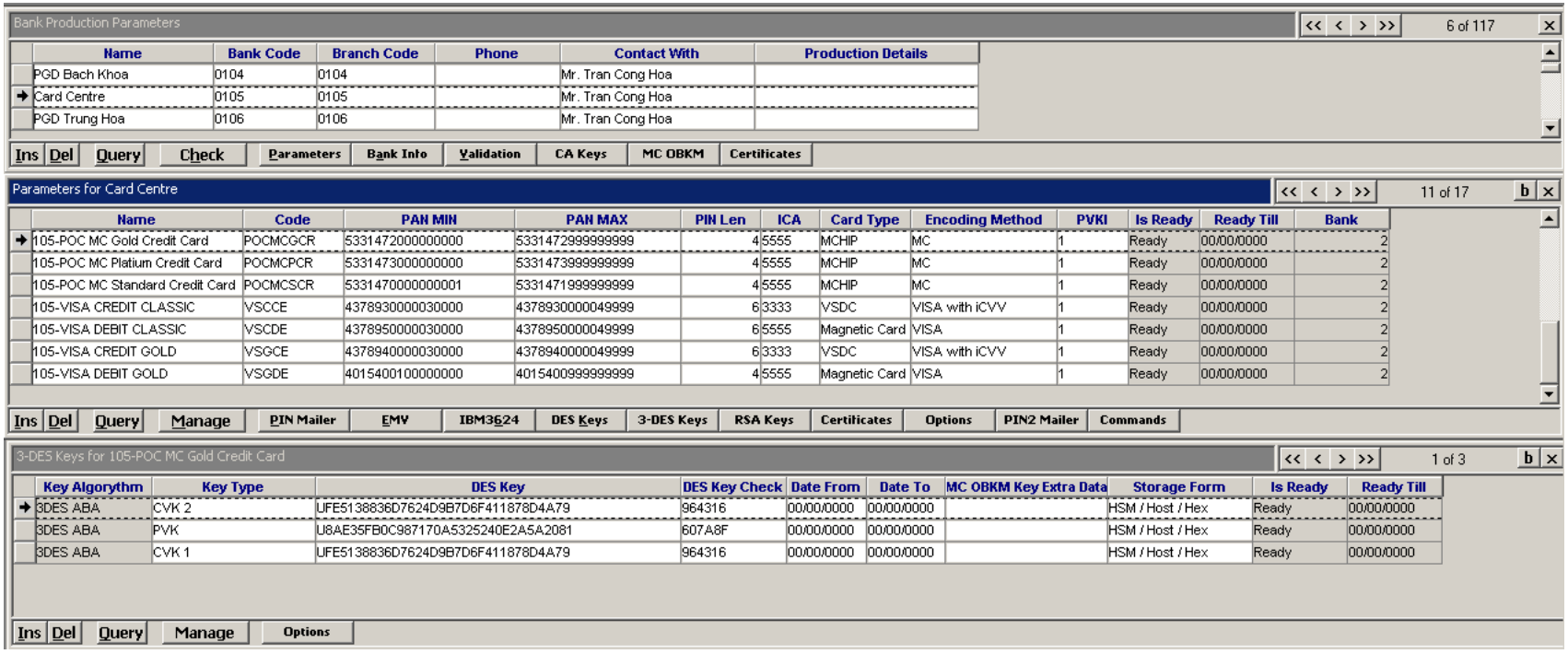
Card Production Parameters

- Bank Production Parameters
- Security Device parameters
- Additional Embossing codes



Card Production Parameters

OpenWay\Full\Configuration Setup\Card Production Setup\Bank Production Parameters



Bank Production Parameters — 6 of 117

Name	Bank Code	Branch Code	Phone	Contact With	Production Details
PGD Bach Khoa	0104	0104		Mr. Tran Cong Hoa	
Card Centre	0105	0105		Mr. Tran Cong Hoa	
PGD Trung Hoa	0106	0106		Mr. Tran Cong Hoa	

Ins | Del | Query | Check | Parameters | Bank Info | Validation | CA Keys | MC OBKM | Certificates

Parameters for Card Centre — 11 of 17

Name	Code	PAN MIN	PAN MAX	PIN Len	ICA	Card Type	Encoding Method	PVKI	Is Ready	Ready Till	Bank
105-POC MC Gold Credit Card	POCMCGCR	5331472000000000	5331472999999999	4	5555	MCHIP	MC	1	Ready	00/00/0000	2
105-POC MC Platium Credit Card	POCMCPCR	5331473000000000	5331473999999999	4	5555	MCHIP	MC	1	Ready	00/00/0000	2
105-POC MC Standard Credit Card	POCMCSCR	5331470000000001	5331471999999999	4	5555	MCHIP	MC	1	Ready	00/00/0000	2
105-VISA CREDIT CLASSIC	VSCCE	4378930000030000	4378930000049999	6	3333	VSDC	VISA with iCVV	1	Ready	00/00/0000	2
105-VISA DEBIT CLASSIC	VSCDE	4378950000030000	4378950000049999	6	5555	Magnetic Card	VISA	1	Ready	00/00/0000	2
105-VISA CREDIT GOLD	VSGCE	4378940000030000	4378940000049999	6	3333	VSDC	VISA with iCVV	1	Ready	00/00/0000	2
105-VISA DEBIT GOLD	VSGDE	4015400100000000	4015400999999999	4	5555	Magnetic Card	VISA	1	Ready	00/00/0000	2

Ins | Del | Query | Manage | PIN Mailer | EMV | IBM3624 | DES Keys | 3-DES Keys | RSA Keys | Certificates | Options | PIN2 Mailer | Commands

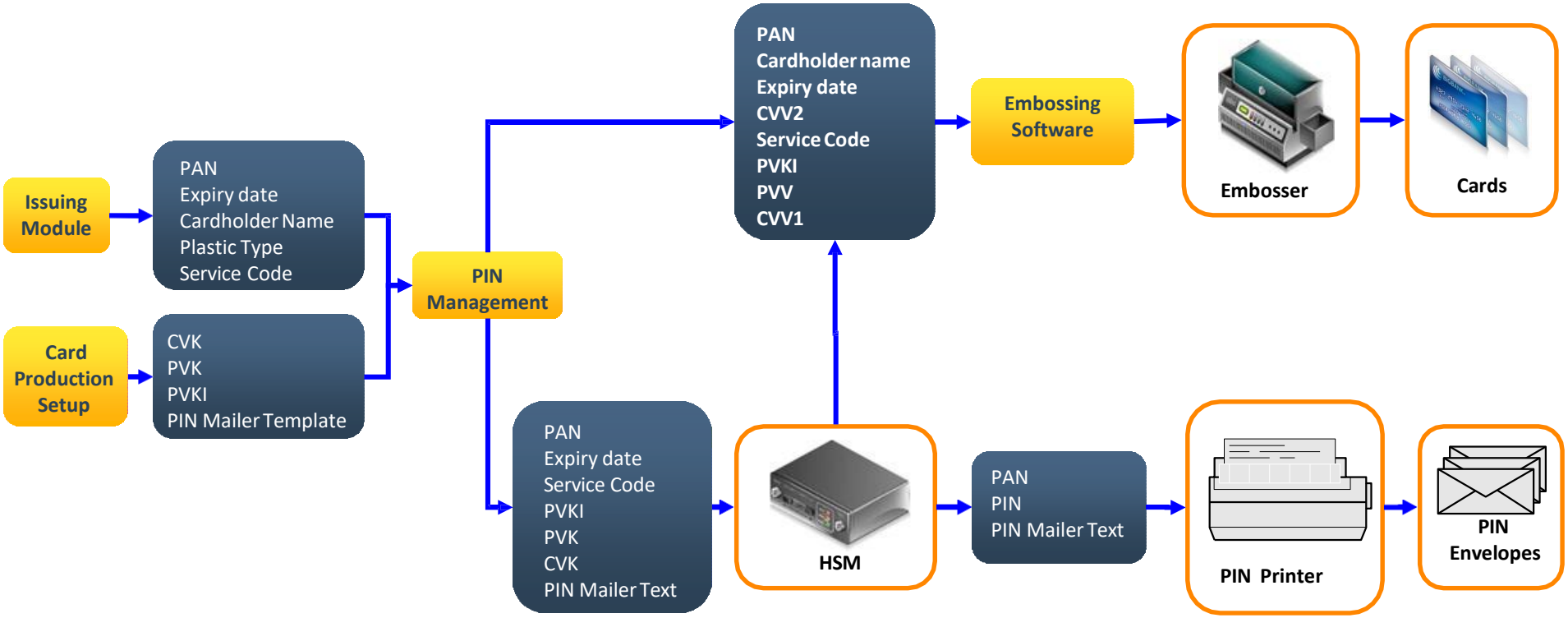
3-DES Keys for 105-POC MC Gold Credit Card — 1 of 3

Key Algorythm	Key Type	DES Key	DES Key Check	Date From	Date To	MC OBKM Key Extra Data	Storage Form	Is Ready	Ready Till
3DES ABA	CVK 2	UFE5138836D7624D9B7D6F411878D4A79	964316	00/00/0000	00/00/0000		HSM / Host / Hex	Ready	00/00/0000
3DES ABA	PVK	U8AE35FB0C987170A5325240E2A5A2081	607A8F	00/00/0000	00/00/0000		HSM / Host / Hex	Ready	00/00/0000
3DES ABA	CVK 1	UFE5138836D7624D9B7D6F411878D4A79	964316	00/00/0000	00/00/0000		HSM / Host / Hex	Ready	00/00/0000

Ins | Del | Query | Manage | Options

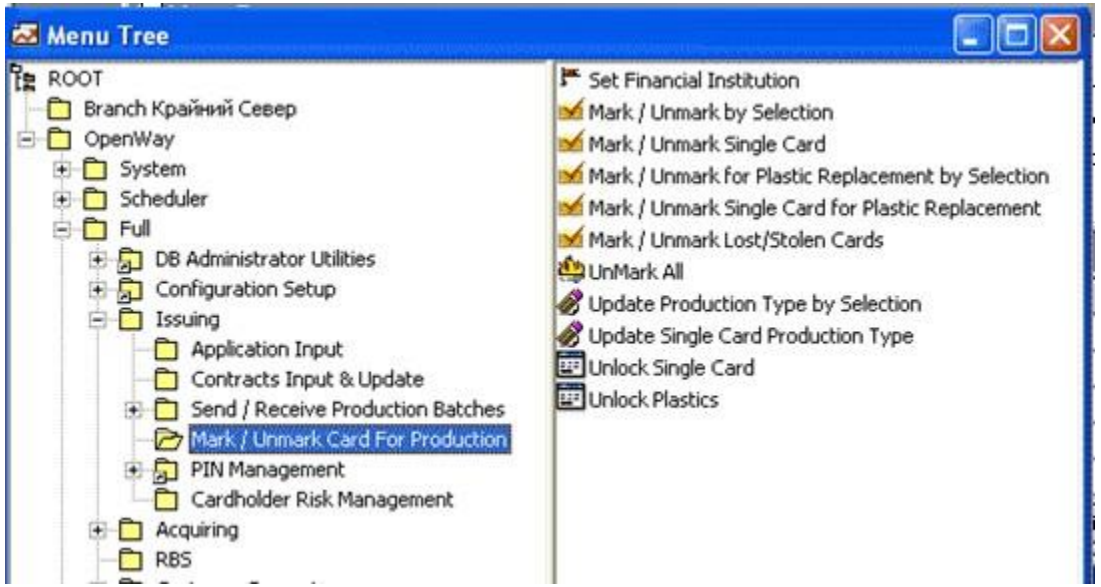
Card Production Process

- Marking cards to Issuing
- Export cards to PIN Management
- Receiving cards from PIN Management



Marking cards to issuing

- Mark/Unmark by Selection
- Mark/Unmark Single Card
- Mark/Unmark for Plastic Replacement by Selection
- Mark/Unmark Single Card for Plastic Replacement
- Mark/Unmark Lost/Stolen Cards
- UnMark All

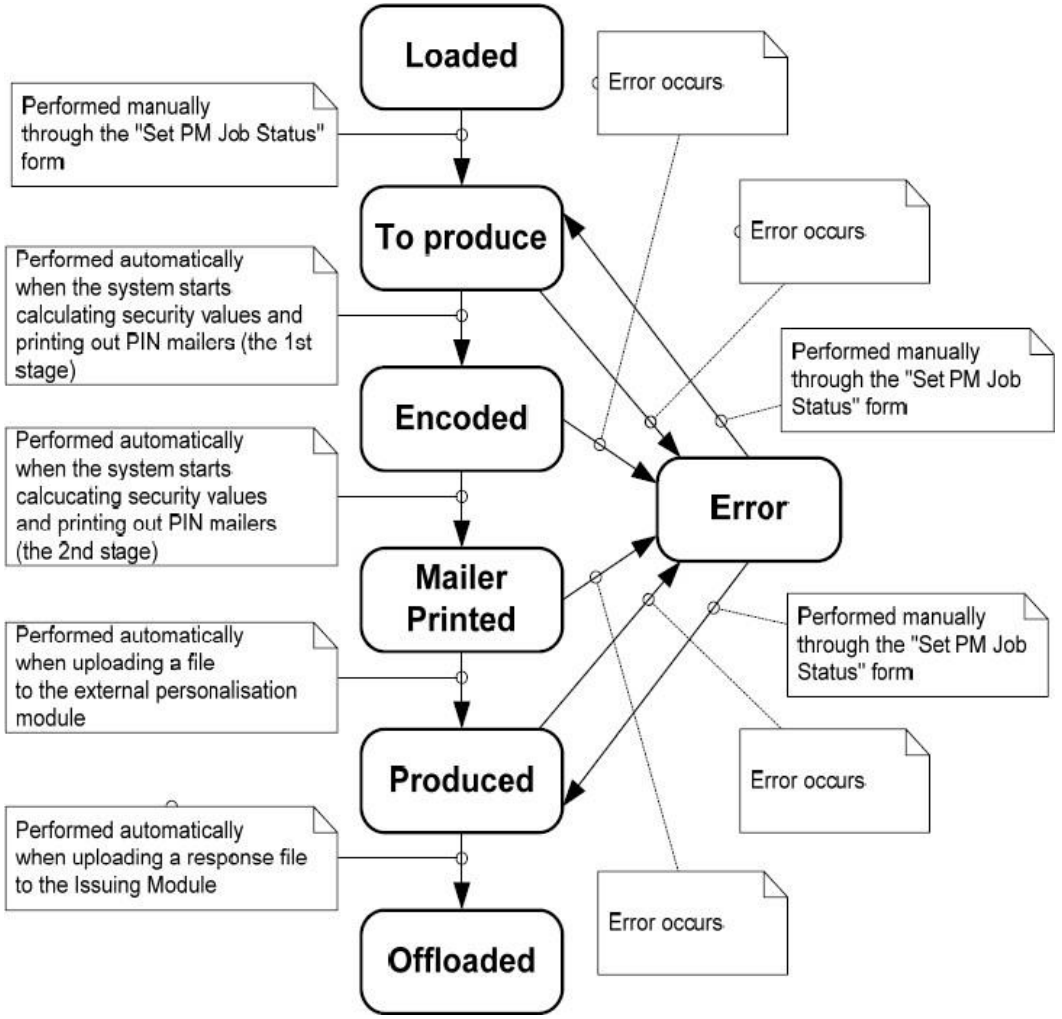


7 Issuing Steps in WAY4

- PIN Management File Export
- PIN Management Response File Import
- PIN Management Jobs
- Produce Cards & PINs
- PM Embossing Files Export (*External Personalization File Export-EMVChip*)
- PIN Management Response File Export
- PIN Management Response File Import

Job Status

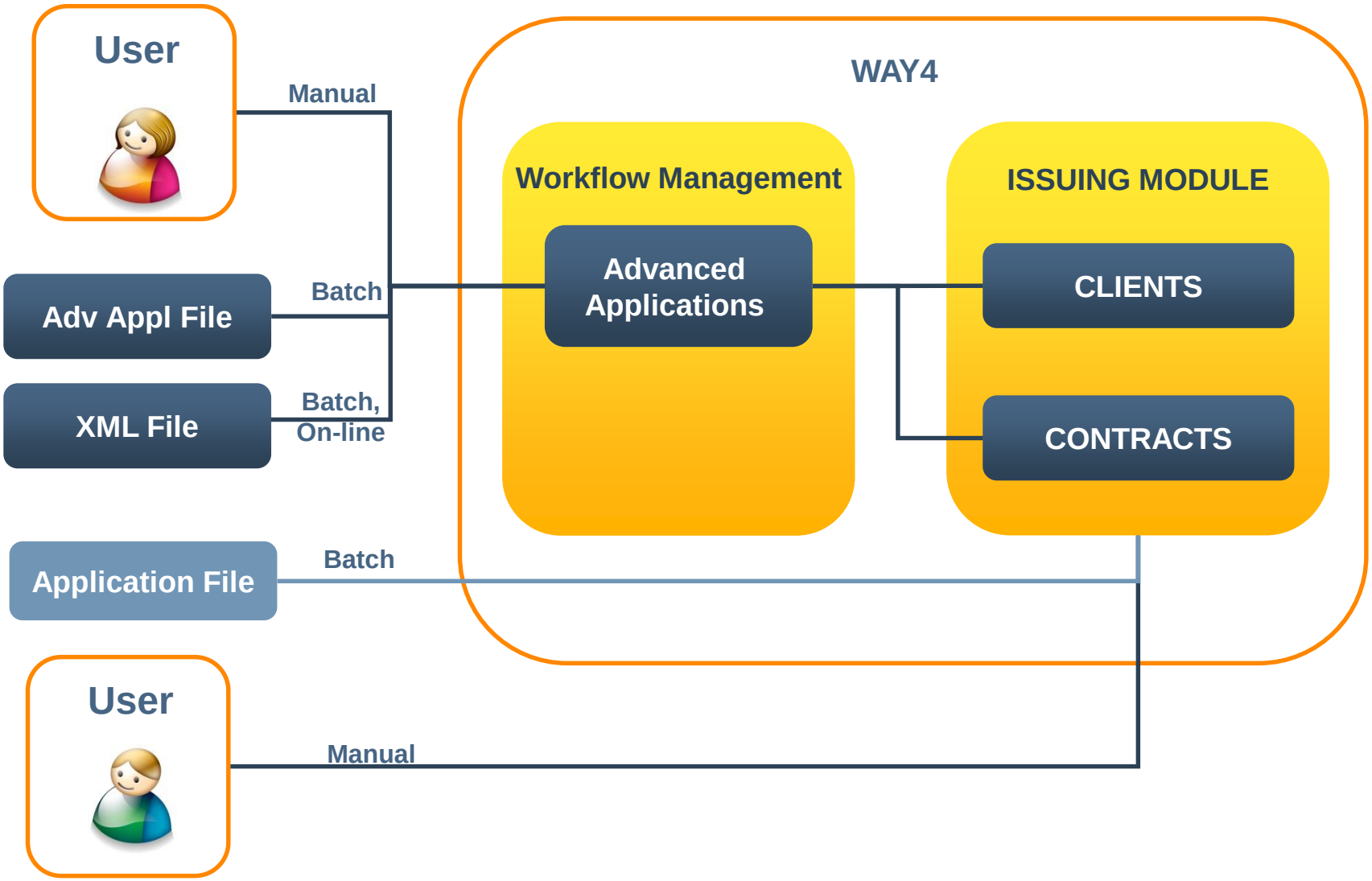
Issuing Module: Mark → Sent



Issuing Module: Sent → Ready

WAY4 Issuing Type

- New Issue Card
- Renewal
- Replace Plastic
- Re-issue PIN
- ….

WAY4 Batch Upload

Client and Contract Registration