# worldpay
for platforms
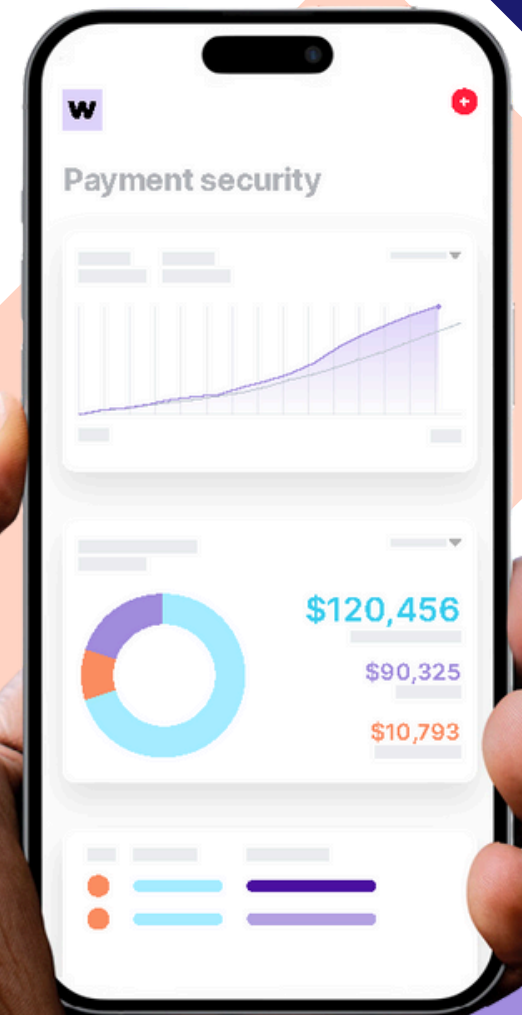
TOKENISATION

# Take control of your payments security

## How tokenisation transforms security into growth

The digital economy runs on trust. When customers hand over their payment details, they trust that you will keep them safe. Tokenisation isn't just another security checkbox — it's how innovative, customer-centric platforms protect what matters most: their users.

Success

Jan Feb Mar Apr May Jun

# The growing payment
## security challenge

While digital payments are booming, so are the threats.

## $785m
**Card-not-present (CNP) fraud** on Australian issued cards in FY24

## 2m
Australians who fell victim to **card related fraud** in 2024

## 17.5%
increase to **CNP fraud for Australian-issued cards** used at Australian merchants in FY24

TRAX

Cart    Billing details    **Confirmation**

Confirmation of order

Order number 0987654

Track order

Thank you for your order

# What is tokenisation?

**Tokenisation replaces sensitive payment information with secure digital identifiers.** These tokens allow transactions to process normally while keeping actual card data protected and out of reach.

For your customers, the experience remains seamless, but behind the scenes, their valuable financial information stays secure even if systems are compromised.

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# Key benefits of tokenisation

Tokenisation offers numerous advantages for software platforms and their customers:
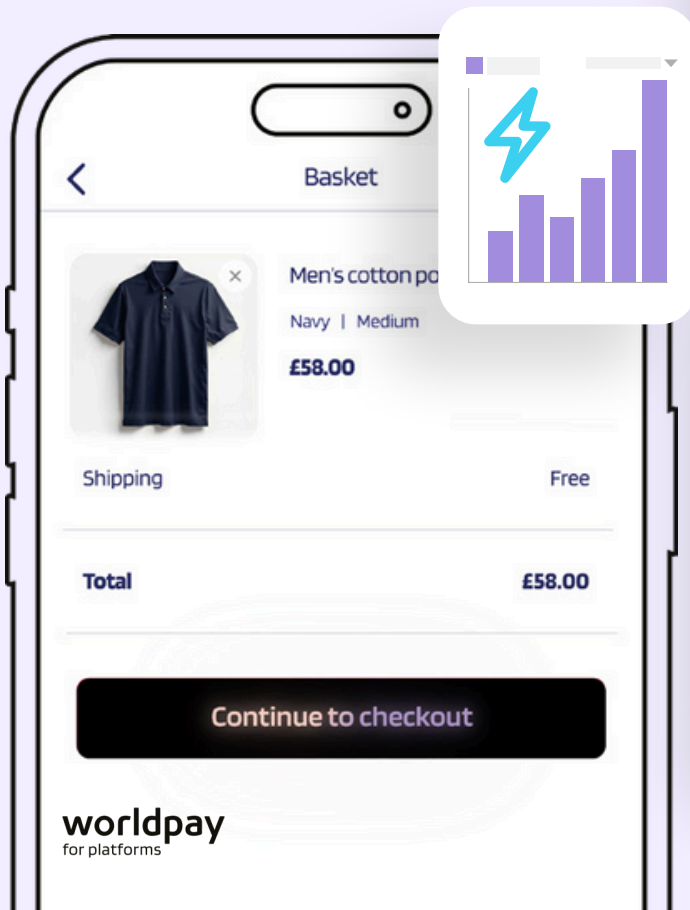
## PCI compliance

Tokenisation simplifies PCI compliance when handling card-not-present (CNP) transactions. By reducing the compliance scope for your customers, it allows them to focus on performance rather than managing security protocols and compliance requirements.

## Enhanced security

Tokens function as secure access credentials without revealing sensitive information. If intercepted by fraudsters, tokens are useless, protecting payment information from unauthorised access.

## Improved customer trust

Tokens reassure cardholders that their payment information is secure, reducing false declines and providing a more seamless purchasing experience. This increases the likelihood of customer retention.

## Operational efficiency

Tokenisation ensures recurring payments operate smoothly, eliminating disruptions and maintaining business continuity.

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# Building trust through
# better security

**Tokenisation helps you establish strong relationships with your customers by:**

### Reducing false declines

Delivering smooth, frustration-free purchasing experiences.

### Enhancing security

Providing cardholders with peace of mind, encouraging continued engagement.

$14.22

1414 0189 2541 1110

VALID THRU 12/28

JOHN L SMITH

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# Make payments your source of strength, not vulnerability

Ready to turn payment security into your competitive edge? Book a demo with us and discover tokenisation solutions that deliver both optimal security and efficiency for your business.

**Get in touch**