



## Authentication the real key

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GPayments was formed by Creative Digital Technology to market its suite of online payment solutions, allowing CDT to focus on information management solutions for business.

GPayments now has an advanced range of solutions including payment gateways, authentication systems, electronic wallets and merchant plug-ins.

GPayments is a smart payment technologies company; it is also a company of firsts. It delivered the first 128-bit secure commerce transaction in Australia and its payment gateway was the first to be interfaced to two major Australian banks. Its multi-payment gateway technology was the first to be installed at a major Australian financial institution and it has now been approved by the Australian Federal Government.

GPayments was also instrumental in providing the technology for the first commercial SET transactions in Australia.

Recently, the emphasis has been on the authentication of online transactions to reduce the amount of online fraud, which impacts on the viability of those companies that offer online transactions.

GPayments is the first vendor to offer solutions that comply with both new online payment standards recently introduced by Visa and MasterCard. Known as 3-D Secure and SPA, respectively, the two somewhat incompatible standards from the card issuers are designed to eliminate online fraud. GPayments has a strategic advantage over other vendors in this space – it was closely involved in the formation of both standards as a result of its history of implementing the latest in online payment technologies.

Bahram Boutorabi sees the new standards as being the most likely to succeed where other attempts have failed. "Unlike smart cards, it does not require special card readers at the user's PC," he said.

The new standards require that purchasers register online or have an online banking account set up as under the new standards the credit card transactions are actually authenticated by the cardholder's issuing bank.

"There is a strong likelihood that persons who regularly use the web for purchases will have already set up an online banking account or for those who haven't yet, they can register online to get the same level of protection for their online credit card purchases."

Mr Boutorabi expects that in early 2002 card issuers will begin offering this technology to merchants, who can then enjoy the same level of protection, that traditional retailers enjoy when they watch a customer sign for a purchase on their credit card voucher.

"Purchasing over the Internet followed mail order and telephone order processes but the real problem was that credit cards were designed for the cardholder to be present at the time of the purchase. These new standards should reduce the concerns of both consumers and merchants for online purchases."

As such, GPayments is one of the first vendors in the world to offer this technology, which should help to increase consumer confidence in using their credit cards online. Visa has already commissioned GPayments to rollout its 3-D Secure merchant plug-in to a large number of eCommerce sites in the Asia Pacific Region.

*Image and Data Manager  
March 2002*