

Visa Debit Processing Service

VisaVue Online for Debit Processing Service

Your cardholder and transaction data at your command.



Overview

VisaVue® Online for Debit Processing Service (VVO for DPS), is a best-in-class data warehousing and analytics platform that turns cardholder and acquirer transactions and records into information that you can use to make smarter — and potentially more profitable — business decisions.

To help you better manage your business, VVO for DPS gives you access to billions of historic transactions and cardholder records stored and managed by Visa Debit Processing Service. The system automatically gathers and aggregates all your card and acquirer transaction data for you; turns it into easy-to-understand information about cardholders, merchants, ATMs and card activity; and delivers it right to your desktop.

VisaVue Online for Debit Processing Service gives you the data you need to better understand where you've been, where you are today, and helps you get to where you want to be.

Benefits

Enjoy single-point access. A powerful tool that integrates all your transaction, cardholder and ATM data, providing a holistic view of your program right at your desktop.

Save time and money. Frees you from the burden and expense of creating and managing a massive custom database and the constraints of limited reporting provided by standardized reports.

Improve business management and portfolio performance.

Key business metrics allow you to see where your business is going, build new strategies and devise more effective tactics. Get a clearer picture of cardholders' purchasing activities and more efficiently target them for promotional offers, product initiatives and more. Insight provided by VVO for DPS can help you uncover and assess opportunities and challenges.

Enhance customer satisfaction. Helps you more accurately determine what cardholders want and identify business opportunities that capitalize on those needs.

Simplify management reporting. Review and analyze your transaction data through pre-defined, easy-to-understand reports. Choose from a series of standard statistical management reports, modify an existing report template to customize your output or create a new ad-hoc report of your own.

VVO for DPS offers your company:

- An Executive Dashboard for a birds-eye view into your business
- Feature-rich analytical reporting
- Full ad-hoc reporting capabilities

Key Features

Executive Dashboard. A series of dynamically generated charts and graphs that correspond to key business metrics and provide daily insight into your business.

Standard Reports. A series of pre-defined, statistical management reports, including Visa Scorecard inputs. This powerful tool allows users to view, schedule, define, modify and download standard processing reports. Customizable features include:

- Add/delete fields
- Modify graphs
- Define and apply filters
- Change sort criteria
- Save newly defined reports and parameters
- Export reports into CSV format



Key Features (continued)

Ad-Hoc Queries. Define and execute custom data queries against the transaction and summary data repository. The following types of reports can be created:

- **Summary Transaction Reports.** Use the summary daily, monthly, quarterly and yearly totals. This repository contains a variety of metrics for the issuer, acquirer and merchant. Your transaction data remains on the system and can be accessed for two years with the monthly and quarterly totals, and five years with the annual totals.
- **Summary Cardholder Reports.** Use the daily, monthly, quarterly and yearly totals stored at the cardholder level. This repository contains a variety of metrics by card number including card status, activation status, expiration information, card segment and usage metrics. Your cardholder data remains on the system and can be accessed for six months.
- **Summary ATM Reports.** Use the daily, monthly, quarterly and yearly totals stored at the terminal level. ATM data remains on the system and can be accessed for two years.
- **Detail Transaction Reports.** Use the full transaction detail repository. Data remains on the system and can be accessed for one year.

Access. Enjoy a convenient, secure, web-based interface that can be accessed via the Client Administrative Tools and Services (CATS) system — a browser-based portal providing single sign-on access to Visa Debit Processing Service back-office applications.

VisaVue Online. An analytical tool that provides business insight into Visa-branded transactions and merchant information. Toggle between both tools to take advantage of additional reports and capabilities.

Client focus. Meeting your payment product and service needs is our business and our priority.

Integrated processing solution. Reach your objectives with the Visa solution for success in the debit and prepaid marketplaces.

Continuous access and security. You're covered with reliable, state-of-the-art processing and security technology.

Single-point connectivity. One connection simplifies your Visa and EFT product processing needs.

Proven service. Specialized client team is dedicated to helping you meet your card program goals.

The Visa Debit Processing Service Advantage

For More Information

Contact your Visa Account Executive, email dpsinfo@visa.com or visit www.visadps.com.

Meet your payment processing needs with Visa



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