

Smart Card Alliance Backgrounder

The Smart Card Alliance is a not-for-profit, multi-industry association working to stimulate the understanding, adoption, use and widespread application of smart card technology. Through specific projects such as education programs, market research, advocacy, industry relations and open forums, the Alliance keeps its members connected to industry leaders and innovative thought. The Alliance is the single industry voice for smart cards, leading industry discussion on the impact and value of smart card technology in the U.S. and Latin America.

Alliance membership includes more than 200 leading companies in the financial services, computer, telecommunications, technology, healthcare, retail, security and transportation industries, as well as government agencies. Membership is open to any organization in the public or private sector focusing on smart card technology.

Smart Card Alliance Priorities

- Serve as an educational resource on emerging smart card technology adoption issues
- Provide a forum for discussions and projects that positively influence the implementation of smart card technology
- Engage industry to Influence standards that are relevant to smart card technology adoption and implementation.
- Maintain a voice in public policy that affects smart card technology adoption and implementation

Smart Card Alliance Activities

Industry and Technology Councils. To accomplish its goals, the Alliance has member-driven Industry and Technology Councils that explore issues and define requirements in key markets or technology areas. Groups collaborate on deliverables including reports, briefings and educational material. Active Councils include:

- *Payments Council:* Facilitating the adoption chip-enabled payments and payment applications in the U.S. through education programs for consumers, merchants, issuers, acquirers/processors, government regulators, mobile telecommunications providers and payments service providers
- *Health and Human Services Council:* Promoting the adoption of smart card technology in healthcare organizations
- *Identity Council:* Promoting the need for technologies and usage solutions regarding human identity information
- *Access Control Council:* Accelerating the widespread usage of smart card technology for physical access control
- *Mobile Council:* Raising awareness and accelerating the adoption of secure payments, loyalty, marketing, promotion/coupons/offers, peer-to-peer, identity, and access control applications using mobile and tethered wearable devices
- *Transportation Council:* Promoting the adoption of interoperable contactless smart card payments for transit
- *Internet of Things Security Council:* Developing and promoting best practices and providing educational resources on implementing secure IoT architectures using “embedded security”

Conferences. The Alliance hosts industry conferences and events each year focusing on different markets and topics, as well as periodic web seminars. The annual Payments Summit is the premier industry event covering all things payments, including FinTech, EMV chip technology, mobile wallets, NFC, contactless, and open transit systems. The Alliance government events showcase implementation of smart card technology in government programs worldwide. The new “Security of Things Conference” will premier in Fall 2016 and cover security, authentication and the Internet of Things (IoT).

Training Center. The Smart Card Alliance has a permanent facility called the National Center for Advanced Payments and Identity Security for education and collaboration in Crystal City, VA, just outside of Washington, DC. The Center hosts live, interactive and dynamic educational activities presented by the Smart Card Alliance, including workshops, educational courses, briefings, symposiums and training and certification program testing.

Professional Development and Certification. The Smart Card Alliance launched the first official certification program for smart card professionals (CSCIP) and expanded the program to include specific designations of CSCIP/Government and CSCIP/Payments. The Alliance also offers the Certified System Engineer ICAM PACS (CSEIP) training program, which provides advanced training for systems engineers on how to set-up and test E-PACS to align with government-wide specifications

Latin America Chapter. The Smart Card Alliance offers its programs internationally with the Latin America Chapter, which has developed bi-lingual education programs and established membership activities to stimulate the understanding, adoption, and use of smart cards in Latin America

Industry Networking. The senior-level industry professionals participating in Smart Card Alliance activities represent engineering, marketing, business development, and sales for major supplier, integration and issuing organizations.

For more information about the Smart Card Alliance, please visit our web site at www.smartcardalliance.org, email us at info@smartcardalliance.org or call us at 1-800-556-6828.