

# MyBank

Report on Activities during 2011  
Planning for 2012

January 2012  
Status: Final

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## 1. Introduction

At the start of 2012, we would like to inform you of the progress made with MyBank during 2011 and to provide an outlook on planned activities in 2012.

During the first half of 2011, EBA CLEARING, at the request of the Board, prepared a Blueprint outlining the kind of services the Company sees in the area of e-authorisation. The Blueprint included an approach for moving forward and implementing e-services by the Company.

The MyBank initiative was publicly launched on 15<sup>th</sup> June 2011 at EBAday in Madrid. The Blueprint that the Company had delivered served as a basis for consultations with the wider community of shareholders, other banks and payment service providers and representative stakeholders amongst the e-merchants and consumer communities, which started in mid-June.

Following the positive results of the consultation, EBA CLEARING has continued the detailed definition of the MyBank solution and the planning for its deployment:

- At a delivery level, the technical documentation of MyBank has been drawn up and distributed to those having confirmed an interest in being future Participants. Feedback has confirmed that the documentation provides a comprehensive basis allowing a straightforward implementation of the solution by future Participants.
- A solution description gives an overview of the relationships and the activities of the players, which will be translated into the MyBank legal documentation in the first half of 2012.
- Considerable effort has been made in promoting MyBank with a broad community of payment service providers (“PSPs”) and other stakeholders. MyBank is now firmly embedded in the minds of those interested in e-payments and e-mandates, being quoted, for example, in the European Commission’s draft Green Paper “Towards an integrated European market for card, internet and mobile payments”.
- The vendor community is also engaging with MyBank and preparing to provide routing services, validation services, merchant plug-ins and other ancillary services that will facilitate the roll-out of MyBank.

The task to focus on during 2012 is the implementation of the solution, which will first be run in a pilot mode and subsequently be rolled out into a live environment. A number of payment service providers have indicated their readiness to get going, while others have signalled that their budgets and delivery timetables are already frozen for 2012.

To understand the situation of payment service providers, a questionnaire is sent out together with the present report, asking PSPs to tell us when they will be in a position to implement MyBank and to organise the pilot activities.

Latest information about MyBank and promotional material, including a demo video and flyers, are available on [www.mybankpayments.eu](http://www.mybankpayments.eu).

## 2. Engineering of the MyBank solution

Documentation has been delivered to any payment service provider that has informed us of its support of the MyBank solution and signed the Non-Disclosure Agreement. PSPs and integrators are now actively working on their project plans for implementation.

PSPs that have received the MyBank documentation available at this stage should have sufficient information at their disposal to start creating their implementation projects.

### 2.1. MyBank solution description

A solution description has been written explaining to future MyBank Participants the roles and responsibilities of the different actors, and the message flows between them. This document provides a good overview of the MyBank solution. It supports PSPs in understanding

- The MyBank document set;
- The Participant and End-User relationships;
- The roles of technical providers;
- The message flows between parties;
- The role of the directory;
- The role of the Solution Manager;
- The minimum technical and security requirements.

The solution description will be the basis for a set of clear and detailed rules.

### 2.2. Legal documentation

The preparation of the legal and contractual framework has been assigned to the law firm Hengeler Mueller. Based on the content of the MyBank solution description, a proposal for the legal architecture will be elaborated and a first set of the documentation is being drafted.

This documentation will include the relevant eligibility criteria for Participants, i.e. the acceptance/entry criteria (legal requirements, technical requirements and standards) but also the maintenance criteria and the exit criteria.

It will also define minimum security requirements, such as two-factor authentication, the process flows and the rest of the MyBank documentation set.

EBA CLEARING has hired external counsel specialised in competition law to advise the Company on the MyBank solution from a competition law point of view. A priori, the MyBank initiative is seen as pro-competitive.

### **2.3. MyBank technical specifications**

The technical specifications describe the security protocols, service levels and technical processes that are required to transfer data (the payload) between MyBank Participants. They also cover how data is securely exchanged between the Participant and the central directory.

Application specifications cover the data requirements for exchanging e-payment authorisations and e-mandate requests. These messages are based on ISO 20022 XML standards and will allow Participants to create SEPA-compliant payments based on the data the messages contain.

Three versions of technical specifications have been delivered, with the latest one sent in November.

The feedback that was received confirmed that PSPs should be in a position to put in place the necessary technical processes for the validation and routing services relatively easily based on the provided documentation. PSPs also confirmed that the security protocol will not be especially difficult to implement.

The Fraunhofer Institute, along with a security expert group, has analysed and assessed the technical specifications in terms of security levels. A description of the security model is being written, which will be used to explain why MyBank is fully secure.

### 3. Definition of the solution management functions

Much work has gone into defining the ongoing tasks that will be performed as MyBank moves out of the project delivery phase and into the live running phase.

There is a need for the role of a “Solution Manager”. Analysis is currently carried out on the pros and cons of creating a specific corporate vehicle for owning and managing the solution, separately from the activities related to the management and operation of EBA CLEARING’s payment infrastructure services.

The role of the Solution Manager would, among others, consist in performing the following activities:

- Overseeing the PSP’s compliance with the acceptance criteria and applying the exit criteria whenever a Participant will not comply with the MyBank rules;
- Promoting the MyBank solution to new PSPs in order to get the best possible reach;
- Managing changes and the evolution of the solution, its specifications and its documentation;
- Ongoing registration, administration and maintenance of solution participants;
- Ongoing organisation of self-certification by routing service providers;
- Ongoing provision of the central directory services;
- Ongoing industry level communication around the solution (PR, contributions to conferences and industry groups);
- Provision of a forum for complaints and dispute resolution between solution participants;
- Organisation of stakeholder meetings including Participants and end-users.

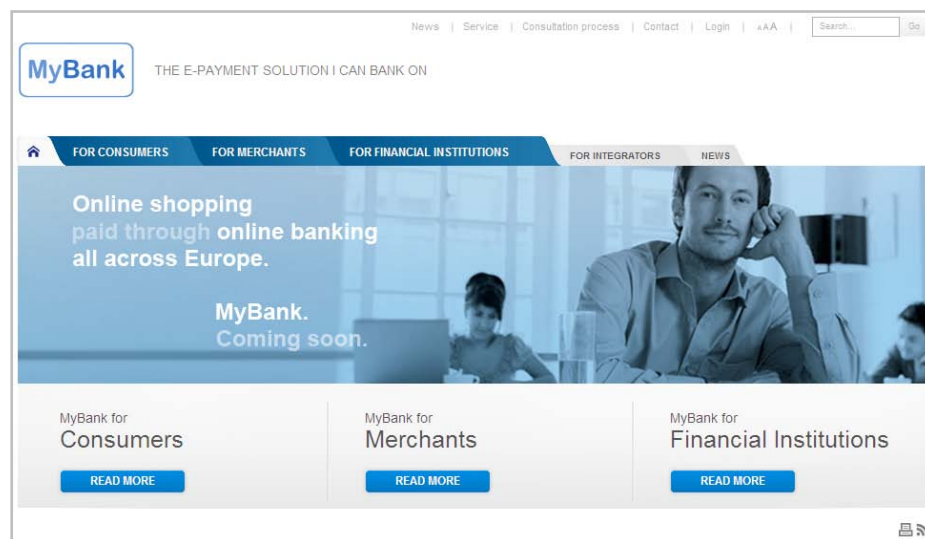
## 4. PR activities

The aim of the public relations (PR) activities work strand is to raise public awareness and foster interest in the MyBank initiative in order to facilitate the decision of PSPs and merchants to participate in the project.

The PR campaign has been based on a press campaign, participation in industry conferences and events, meetings with stakeholder industry organisations at a pan-European level and nationally as well as a web-based information push to the wider professional public.

A media campaign has been started in early September 2011 with articles published in major press publications on e-commerce and banking activities.

A new MyBank website was launched on 19<sup>th</sup> September 2011.



### 4.1. Discussion with payment service providers

In response to a letter sent by EBA CLEARING as part of the MyBank consultation process, 50 payment service providers have declared themselves as “Supporting Banks”, with some unilaterally stating that they would like to be part of a pilot.

Bilateral meetings have been held at the request of payment service providers that wished to improve their understanding of MyBank, and many payment service providers are now discussing with third party consultancies and integrators to understand the impact of MyBank.

In some cases, banks have invited EBA CLEARING to present MyBank to merchants that were identified as targets, with very positive results.

## 4.2. Discussion with integrators

It is well understood that the vendor/integrator community will be a key part in delivering MyBank and support the Participants and the merchants in their software integration of the MyBank solution.

Integrators may act as routing service providers, validation service providers, merchant acquirers, webshop implementers, payment gateways, or simply consultants.

EBA CLEARING has run a workshop with integrators and potential routing service providers for them to fully understand what needs to be implemented.

## 4.3. Discussion with merchants

EBA CLEARING has met both pan-European and local merchant associations (Netcomm, Thuiswinkel in NL, Eurocommerce, EMOTA, EACT). At the same time, many individual merchants have approached the Company, either following presentations given at industry events or through introductions facilitated by their banks.

It is fair to say that there is a mixture of excitement that such a solution will *'finally'* be implemented, as well as scepticism around the question whether banks and other PSPs will actually do this. Either way, large merchants that are household names would like to include the MyBank button on their website, and would like to get further involved through their PSPs.

As a further channel for creating awareness, the Company takes part in relevant industry events, which present a good opportunity to further promote MyBank among payment service providers and also to get in touch with the e-merchants community. The solution was presented during dedicated sessions at the following events:

- eCommerce Paris event in September 2011;
- SIA EXPO 2011, Milan, in October 2011;
- European e-Commerce Payments and Risk Conference, Berlin, in October 2011;
- CECA: New delivery channels conference, Madrid, in November 2011;
- SEPA in practice, Amsterdam, in December 2011.

Participation in similar industry events is foreseen in 2012.



#### **4.4. Discussion with public authorities**

EBA CLEARING has been liaising bilaterally with different organisations at European and national level. The purpose is to inform and to foster understanding and support of the initiative.

In many cases, these organisations are promoting the growth of e-commerce with initiatives such as the EC's Digital Agenda for Europe.

Over the recent months, EBA CLEARING has taken the opportunity to present to a number of organisations and their expert groups how MyBank will help to meet the policy objectives they have set.

Institutions that play a central role in the creation and/or promotion of SEPA are now quoting MyBank as an example of innovation that builds on SEPA.

All interlocutors confirmed the need for a pan-European online banking e-payment solution. They provided favourable feedback and are being kept informed by the EBA CLEARING Management of the progress of the initiative via regular meetings.

MyBank has been included in the EC's Green Paper "Towards an integrated future for card, internet and mobile payments".

## 5. Activities for 2012

### 5.1. Completion of MyBank documentation set

#### Legal Documentation

EBA CLEARING as the solution manager will finalise the rules and regulations around the MyBank solution, currently described in the MyBank solution description and related application documents. Topics to be finalised include

- Entry, and exit criteria;
- Dispute resolution and role of the Solution Manager as a trusted third party;
- Use of the MyBank logo in different environments (smart phone, tablet);
- Pricing;
- Governance.

### 5.2. Creating a roll-out plan for MyBank

Feedback has shown that among PSPs willing to join MyBank there is a wide range of dates as to when they will be ready for implementation. Some PSPs will be ready for testing in mid-2012 while other PSPs find that their project timetables are already full until 2013.

In order to plan the roll-out of MyBank throughout 2012 and into 2013, we would like to understand more clearly from all interested PSPs by which time they estimate being in a position to join MyBank as a Participant. This information will help us in planning the ramp-up phase during which we will then organise appropriate training and testing and eventually joining windows.

The present report is sent out together with a questionnaire. PSPs willing to join MyBank are invited to fill in this questionnaire and return it to EBA CLEARING in order to help us to further fine-tune the planning of the implementation process.

## 6. Pilot testing

EBA CLEARING plans to launch a first technical pilot on 4<sup>th</sup> June 2012. The MyBank Pilot will be a period of technical testing with merchants, customers, payment service providers and routing service providers. It is the aim of the pilot to prove, before a wider roll-out, that the different components of MyBank work together seamlessly and to the satisfaction of all parties involved.

The pilot should mix a cross-border and a country approach:

- National communities where there are payment service providers that want to move ahead faster should be encouraged to run the pilot together.
- Pioneer payment service providers in other countries should be encouraged to participate to prove cross-border concepts.

### 6.1. Pilot PSPs

Banks and other payment service providers that have adhered to one or several SEPA Schemes will be able to join the pilot. Participants will play the role of “Buyer Bank”, “Seller Bank” or both.

### 6.2. Pilot Merchants

Pilot Participants will introduce one or more Pilot Merchants during the scripted testing. Future MyBank Participants are at different stages of readiness. Some have project teams working on the solution and are actively reading the documentation, talking to vendors and asking questions.

Others have not yet started, or have already stated that their project resources are taken up for 2012.

Following the decision of the EBA CLEARING Board to start the pilot phase, payment service providers and merchants will be invited to join the pilot group.

### 6.3. Timetable until launch of technical pilot

1. Preparation to end of February 2012:
  - Completion of specifications;
  - Delivery of a MyBank test harness.
2. Environment preparation to end of March:
  - Creation of Test scripts and provisioning material;
  - Verification that routing service providers are ready.

3. Integrator testing in April and May:
  - Pilot Participants test with their integrators;
  - Integrators test with each other;
  - Running of MyBank test harness;
  - Registration of Participants to the pilot phase.
4. Pilot testing starting on 4<sup>th</sup> June 2012:
  - PSP testing;
  - PSP and Merchant testing.

#### **6.4. Post testing phase**

After Pilot Participants have finished scripted testing, they can continue with free testing, introducing new Pilot Merchants as required.

#### **6.5. Non-Pilot PSPs**

For PSPs that are not involved in the first pilot phase starting in June, subsequent windows where they can test and join will be made available. They will be kept informed of progress.

There will be a second testing window in 2012 starting in September and lasting eight weeks.

In 2013, there will be three or four joining windows depending on demand.

#### **6.6. Live deployment and MyBank launch**

For those PSPs that have completed the pilot phase, there will be a live launch date to be agreed subject to the successful completion of the pilot phase and the confirmed readiness of the MyBank Pilot Participants and Merchants.

EBA CLEARING will define an adherence process for MyBank. The adherence process will include:

- Application and verification against entry criteria;
- Completion of mandatory technical and security self-certification, which will be demonstrated by the completion of a set of scripted tests organised by EBA CLEARING;
- Exchange of relevant security tokens, URLs, and other technical information.
- Completion of all relevant legal documentation.

The date of joining will be in line with a controlled set of joining windows, and communicated to existing MyBank Participants.