

The Logic Group announces key role as founding member of EPASOrg

UK industry-leader adds support to crucial European body

Customer interaction specialists The Logic Group has joined the board of newly-created EPASOrg, an international non-profit organisation dedicated to promoting, developing and maintaining common card payment protocols. Ian Groves, Principal Consultant at The Logic Group, joins a board consisting of major players in the payment industry from across Europe.

EPASOrg promotes the widespread acceptance of the EPAS protocols, a series of standards to ensure interoperability between card acceptance and acquiring solutions, integrated retail and terminal management systems. The deployment of common protocols is seen as major milestone in the realisation of the Single Euro Payments Area (SEPA) in Europe. Cardholders, retailers, acquirers and technology suppliers will all benefit from this important standardisation initiative.

EPASOrg will ensure that the EPAS specifications achieve full ISO 20022 endorsement for card standards, a major step in facilitating the deployment of EPAS in worldwide markets.

Ian Groves commented, “EPASOrg *brings together a unique combination of leading industry players who share a common desire to overcome the existing barriers to interoperability in card payments. It is a pleasure to sit on the board of an organisation which will one day harmonise protocols across Europe; success in this area could translate to harmonising card payments on a worldwide basis. The knowledge gained from my work with the Logic Group in the UK payments industry will be directly relevant to realising the goals of EPASOrg.*”

Harmonising European card payment protocols has been on the agenda of the European Commission since 2005 when Charlie McCreevy, European Commissioner for Internal Market and Services stated at a conference held in Dublin Castle (20 May 2005) that, “*The development and adoption of common EU payment standards is at the core of a single Euro Payments Area and clearly in the public interest. We are*

currently exploring the need and calibration for such legislative incentives to help industry deliver the Single European Payments Area by 2010."

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About The Logic Group (www.the-logic-group.com)

The Logic Group partners with leading organisations across Europe to enhance the effectiveness, security and profitability of their customer interactions. The Company specialises in the secure management of information and transactions through the delivery of trusted payment and loyalty solutions that enable increased revenue, improved profit, and reduced operating costs and risk. We combine our skills, experience and innovation into client solutions that drive improved customer experience, enhanced customer insight and stronger customer relationships. We believe that we have an unmatched passion and track record for building *effective* customer interaction. That is why the Company is behind many of the best known names in Europe for whom maximising the value of their customer interaction matters most.

About ISO 20022

The standard provides the financial industry with a common platform for the development of messages in a standardized XML syntax, using a modelling methodology (based on UML) to capture in a syntax-independent way financial business areas, business transactions and associated message flows and a set of XML design rules to convert the messages described in UML into XML schemas.

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