# How to launch a card programme

## Why launch a card programme?

Card issuing is fast becoming one of the most interesting areas of the payments world and the potential for innovation and originality here is huge.

### Who can launch a card programme?

- A challenger bank disrupting the status quo, or a company keen to seize new opportunities and offer entirely new card payment products.

- A lender wanting to deliver a first-class lending solution by issuing cards so that your customers can start spending, straight away.

- A forward-thinking salary advance provider intending to issue employees with cards so that salaries can be drawn down flexibly, rather than in one lump sum.

- A process-efficient enterprise looking to streamline the management of corporate spend and employee expenses.

## How to launch a card programme
Taking the pain out of card issuing: **old world** vs **new**

## Old world

To launch and manage a card programme, you will need to build partnerships and manage the relationships with each of the following partners. **This process can take 9+ months.**

In addition, you will need to manage the scheme reporting, safeguarding, fraud monitoring, treasury management, compliance obligations and reconciliation responsibilities, handling unplanned downtime and dealing with the inevitable schema changes.

**Handling such a complicated partner network requires time and money.**

# New world with **Modulr**
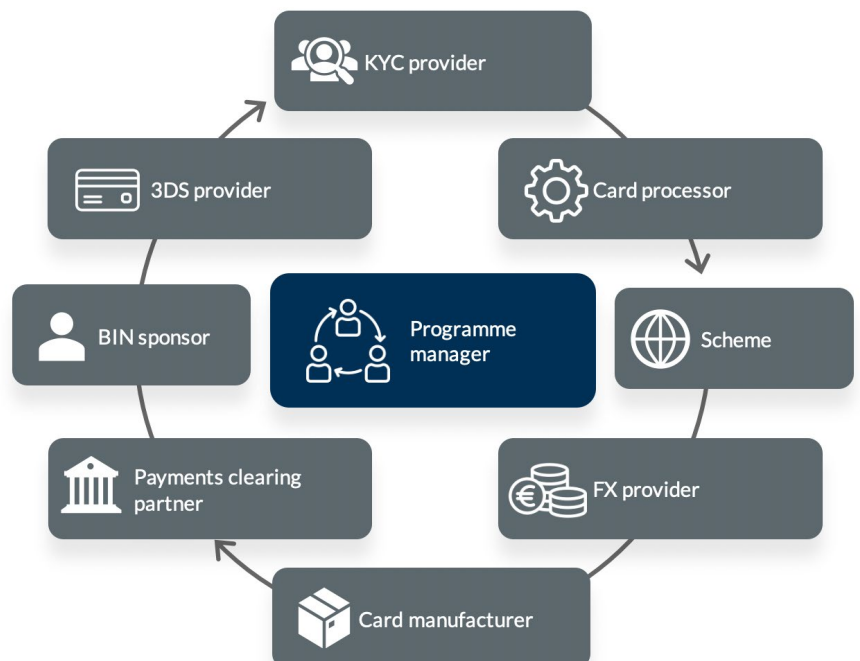
At Modulr, we've already integrated and manage relationships with the above partners, creating economies of scale which we pass the value on to our customers.

We abstract away the complexity at the back end with a simple API for creating and managing cards, leaving our partners to focus on the customer experience.

Partner

**Modulr**

Card processor

Card manufacturer

Scheme
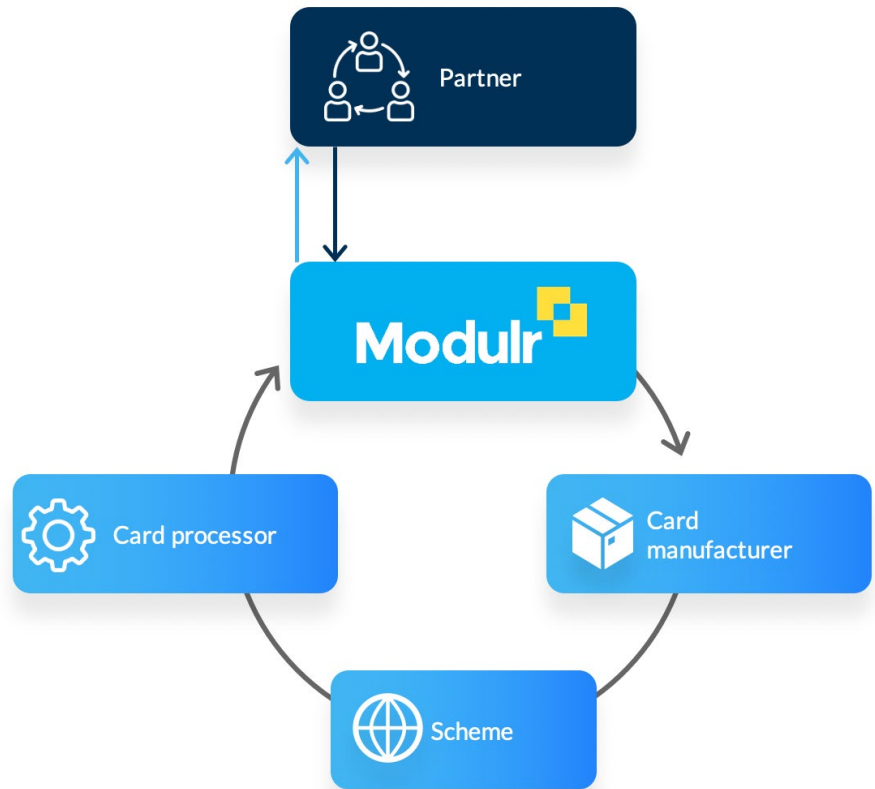
# **Why** launch a card programme with Modulr?

## Fully customisable card design

Branded physical cards with the latest modern issuing features out of the box, including card freezing, real-time spend notifications and smart rules and triggers for each card. Everything you need to launch a digital bank.

## Simplified back office

Management portal for customer support teams, simple chargeback process, card stock ordering and management, so your back office team doesn't need to scale with your revenue.

## One-stop solution

Cards are natively connected to Modulr e-money accounts and our wider infrastructure, enabling features like multiple currencies, direct debits and Faster Payments at the touch of a button.

# Modulr

## Here's **how it works:**

### Step 1:
### Design and manufacture your cards

- We work with one of the leading card manufacturers to fully customise your card to your specification down to special finishes and packaging.
- Cards are then sent for printing until they are ready to dispatch. This can take up to eight weeks.

### Step 2:
### Integrate via API

- Plug in and let Modulr do all the hard work, using our intuitive online documentation and sandbox for testing before go-live.
- Cards are ordered via the API and the factory dispatches them direct to the cardholder for delivery in two business days.

### Step 3:
### Ensure operational readiness

- Get access to Modulr's Customer Portal, allowing your teams to manage the card programme from a web-based application, including viewing transactions, making payments, reordering cards and more.
- Set up processes to handle the operational side of card programme including chargebacks, negative balances and fraud monitoring. Top tip: take advantage of our solutions to save time for your team!

### Step 4:
### Pavement testing

- Issue your first cards to internal or trusted external cardholders to test them prior to going live.

### Step 5:
### Launch

- You're now ready to go live with your customers. We can't wait to see what you'll do with your card programme powered by Modulr.

# Frequently asked questions

### What type of cards do you currently provide?

We currently issue Consumer, Business, Pre-paid, Debit, GBP and Euro cards. We are continuing to innovate and plan to launch new card types, such as multi-currency and tokenisation soon.

### How can I manage the Modulr card programme?

All of the management can be automated in your app through our API. However, sometimes interacting via API isn't all that intuitive, which is why we built a simple back-end portal for your customer support, fraud and operations teams to manage cards, right down to the cardholder level. This includes card freezing and card re-ordering, saving your back-office team valuable time.

### What limits can I put on the cards?

There are three types of card limits for maximum flexibility:

- Lifetime spend limit – this can be changed at any point via the Modulr API

- Per transaction limit – this is set at card creation per currency and is the maximum that can be spent in a single transaction

- Velocity limit – these apply to all cards on your programme and limit e.g. ATM withdrawals

### Can Modulr block certain types of transactions?

Modulr can set up MCC (merchant category code) blocks as desired by our partners. Examples include:

- 'Pay at pump' for fuel: another significant source of fraud that also settles the full amount later, after the customer has left.

- Gambling and high-risk gaming