pxp
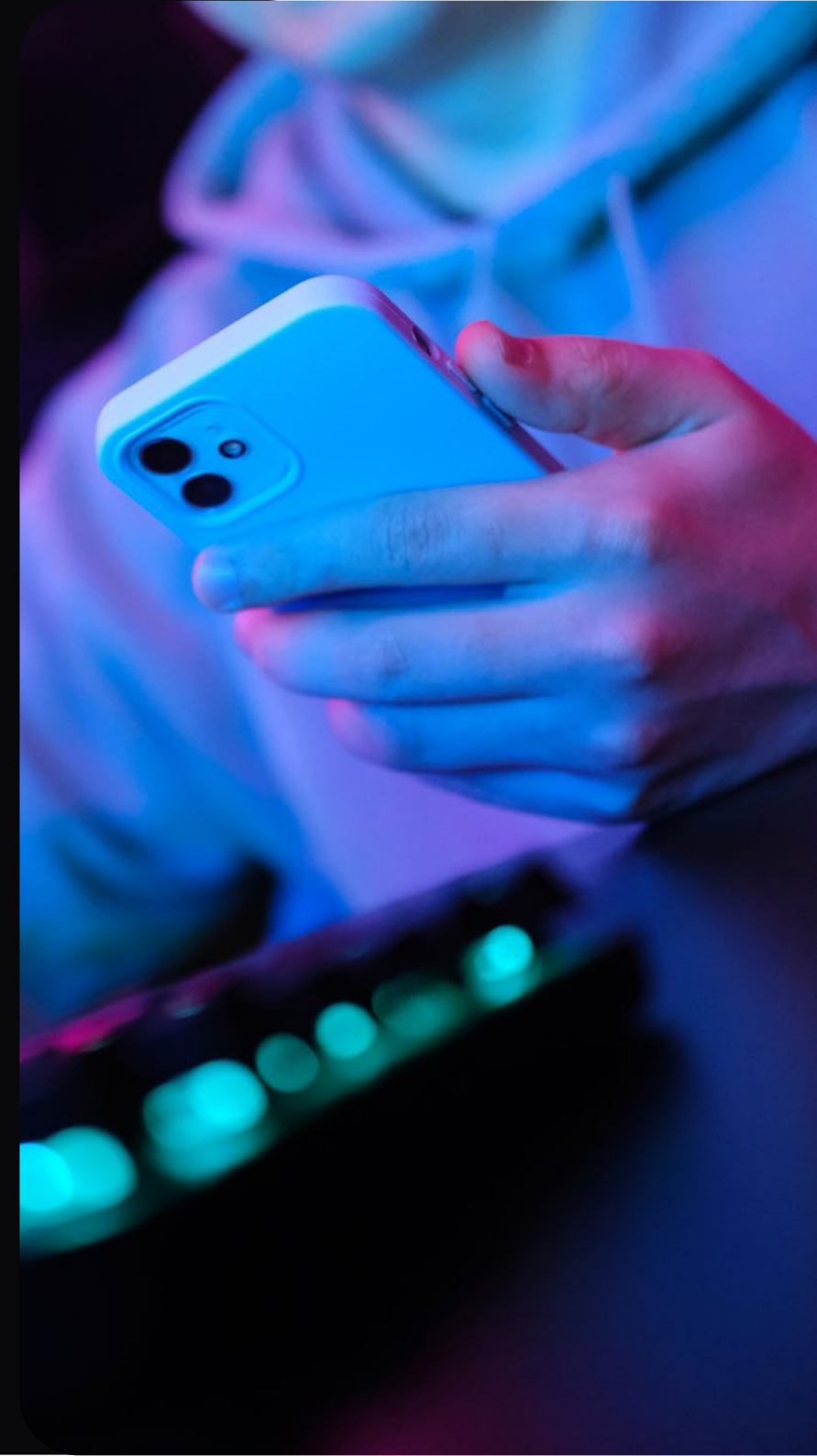
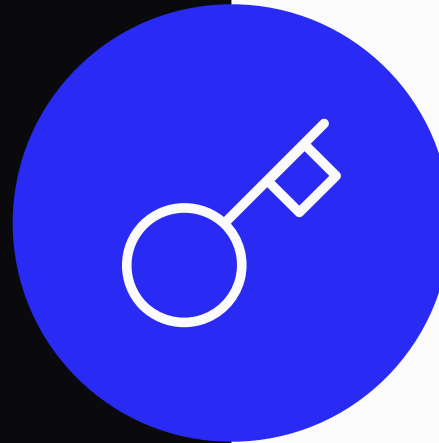# 3DS Authentication

The Power Move for Payment Protection

What is 3DS Authentication?

3DS (Three Domain Secure) Authentication is a smart payment security protocol that helps stop fraud in its tracks. By enabling Strong Customer Authentication (SCA), it makes sure only the rightful cardholder approves a transaction, adding an extra layer of safety to online payments.

The latest version of the 3D Secure protocol is called EMV 3-D Secure, or 3D Secure 2.0 (3DS2)—respectively named Visa Secure (Visa) and Mastercard Identity Check (Mastercard). It is currently ready for integration with PXP. It's fully PSD2-compliant and designed to keep things smooth for customers, using frictionless authentication wherever possible.

Compatible with:

VISA Mastercard AMEX Diners Club INTERNATIONAL

Why Is **3DS Authentication** Important?

01

Enhanced Security

It reduces the risk of fraud by confirming the cardholder's identity.

02

Regulatory Compliance

It ensures businesses meet PSD2 requirements, especially for Strong Customer Authentication (SCA).

03

Customer Trust

A secure checkout experience boosts customer confidence and fosters trust.

04

Liability Shift

When successful, 3DS shifts the responsibility for fraudulent chargebacks from the merchant to the card issuer.

05

Reduced Chargebacks

With added verification, fraud-related disputes drop significantly.

Key Benefits of 3DS Authentication

01

Flexibility

Choose between standalone or integrated services, or both.

02

Fraud Defense

Extra layers of security significantly reduce the risk of unauthorized transactions.

03

Simplified Operations

Configure endpoints for notifications and manage exemptions easily.

04

Improved Conversion Rates

Frictionless authentication reduces disruption during the customer journey.

05

Scalability

Supports businesses across industries such as retail, hospitality, and gaming.

How Does It Work?

3DS **Standalone** Authentication

Pre-Initiation

The merchant sends transaction and cardholder information to PXP.

Evaluation

PXP checks if the card is 3DS-enabled, reviews SCA requirements, and sees if exemptions apply.

Authentication Decision

The merchant decides whether to proceed based on PXP's evaluation.

Fingerprinting

Increases the chances of smoother, frictionless authentication.

Final Data Retrieval

The merchant gets the necessary authentication data (like CAVV, ECI) to authorize the transaction.

Notification

PXP sends the authentication result to the merchant.

Challenge Handling

If needed, the cardholder completes the authentication on their issuer's page.
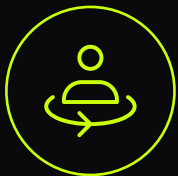
How Does It Work?

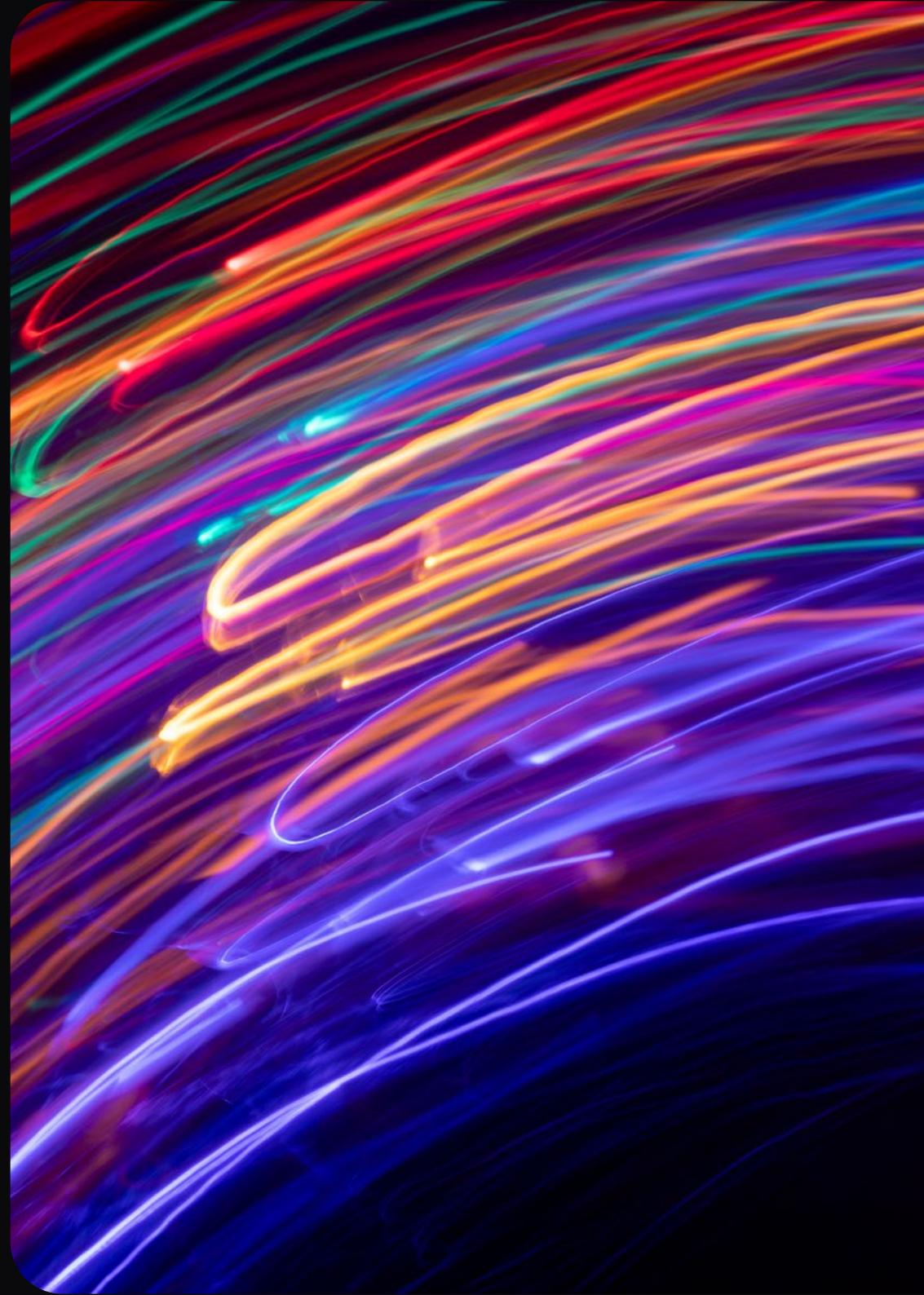## 3DS **Integrated** Authentication

It follows the same steps as standalone authentication but streamlines the process:

PXP handles the retrieval of authentication data for the merchant.

The merchant initiates the transaction directly with PXP, simplifying workflows.

Why Choose PXP for 3DS Authentication?

Standalone Microservices

Modular and easy to integrate – connect to PXP only for the authentication service or as a part of a broader integration.

Developer-First

Crafted with developers in mind for effortless integration and total control.

Approval Rates Uplift

Uplift your approval rates by applying 3DS2 when and where required. We ensure you are covered globally to meet your business needs.

Pre-authentication

Manage your risk with the pre-authentication request:

- Gather required data before processing the authentication

- Make an informed decision based on the reply

- Additional flexibility for fine-tuning your SCA flow

Monitoring and optimisation

We will proactively check and advise you on how best to optimise your 3DS2 performance with our in-house operational team.

Glossary

3DS
Three Domain Secure, a security protocol for online payments.

SCA
Strong Customer Authentication, a regulatory requirement under PSD2.

ACS Server
Access Control Server, used by the card issuer for authentication.

CAVV
Cardholder Authentication Verification Value, unique to each authentication.

ECI
Electronic Commerce Indicator, denoting the outcome of 3DS authentication.

Directory Server Transaction ID
A unique identifier for authentication assigned by the Directory Server.

EMV 3-D Secure or 3D Secure 2.0 (3DS2)
The latest version of the 3D Secure protocol, respectively named Visa Secure (Visa) and Mastercard Identity Check (Mastercard).

![pxp logo]

Contact Us

For more information,
contact us or reach out
to your Account Manager
directly.

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