# How Ready are U.S. Merchants for Oct. '15?

The Strawhecker Group surveyed the marketplace to measure overall EMV readiness...

Merchant Acquirers Surveyed

Merchants Processed

Based on the Sample, the Following Can be Estimated for the U.S. 👍



Of merchants will

be compliant

U.S. POS Terminal Share by Type





iPOS Systems **mPOS** Other



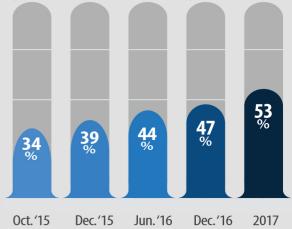
### **Top EMV Hurdles**

Tokenization/Encryption **Application Readiness** 

**Gateway Readiness** 

**Processor Readiness** 

# **Expected EMV Adoption Rates**



## Surveyee Commentary

"EMV should have been implemented as chip and PIN and not chip and signature."

"Cost of replacement is huge; will processors give this away, will the merchant market bear/accept this cost? Will processors 'hide' the cost? Restaurants are a major concern."

"Processors haven't finalized equipment for what will work or not. Memory of terminals along with peripherals is stil undecided for the EMV roadmap."

"Implementing EMV has proven to be difficult and frustrating...what a pain in the butt."



The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a resource for consumer spending data, industry research, Payments Experts. Powerful Data. benchmark studies and developing trends. For more information please visit www.TheStrawGroup.com.





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