



## CASE STUDY

# Afone turns to Entrust to help launch neobank with a digital-first experience

## Challenge

Afone, historically an ecommerce payment service provider (PSP) on the acquiring side, wanted to expand their portfolio by offering a digital-first payment experience. They also needed it to include strong customer authentication that was PSD2 compliant. When choosing a digital card program, time to market was a key selection criteria, including digital card expertise.

## Solution

Partnering with Entrust and leveraging the Entrust Digital Card Solution was key for Afone in quickly launching their neobank, **Nøelse**, with digital-first experiences. Afone customers – and new customers – can now apply for an account remotely, and instantly get a digitally issued Mastercard payment card.

### Customer Profile

- Afone is a French payment service provider (PSP) that offers in-store and online payment solutions
- 26,000 customers in France and Spain
- Afone launched its neobank, “Nøelse,” in 2021

### Technology

To enable their solution, Afone chose the Entrust Digital Card Solution:

- NFC Issuer Wallet for MDES
- Secure Card Display
- Strong Customer Authentication (SCA)



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SECURING A WORLD IN MOTION



The implementation of the solution was very seamless thanks to the technical expertise of the Entrust Digital Card Solution teams.

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- The digital card is displayed within the Noelse app on the cardholder's device and they can choose to display sensitive card details (e.g., card number, CVV, expiry date), allowing them to make e-commerce purchases without needing the physical card present
- The banking app is transformed into an NFC wallet, and cardholders can directly pay their in-store purchases from within the banking app
- Strong customer authentication allows Noelse to meet European PSD2 regulatory compliance

Afone has seen a significant increase in customer acquisition. Since the launch of Noelse in 2021, thousands of new customers have enrolled in the platform.

## The Entrust advantage

As a global leader in identity, data security, and financial issuance solutions, Entrust was the perfect partner for Afone's neobank.

The Entrust Digital Card Solution's single digital issuance platform provides agile, simplified integration and maintenance, best-in-class digital card and payment experiences, and strong customer authentication for PSD2 compliance.