

# 1 million MOTION CODE online transactions with Société Générale

IDEMIA, the global leader in trusted identities for an increasingly digital world, today announced the milestone of 1 million MOTION CODE online transactions with Société Générale.

# PAYMENT

POSTED ON 10.17.17



Société Générale was one of the first banks worldwide to launch **MOTION CODE™, the next-generation card integrating a dynamic security code by IDEMIA** (formerly known as OT-Morpho).

This solution consists in **replacing the 3 digits of the cryptogram printed on the back of the card with a small screen displaying a new “dynamic” code every hour**. Thus, in case of piracy of the bank card's data, the 3 digits of the cryptogram quickly become obsolete, preventing fraudsters from reusing data, especially on e-commerce sites. After successful testing among more than 500 people in 2016, **Société Générale started offering MOTION CODE™ to all their French customers early 2017**.

In less than 10 months, the results illustrate this incredible commercial launch, existing customer and new customer's adoption. In brief:

- Significant milestone: 1 million online transactions made with the dynamic cryptogram card
- Massive adoption: more than 200 thousand cards issued
- Attractive offer: 8% of Motion Code cards are newly issued cards
- The best launch of Société Générale cards ever

*Société Générale is very proud to be the first bank to offer to all its customers **this innovative solution that reinforces the security of online transactions**. As it does not change customer habits, it is very easy for them to adopt it and we have seen strong customer demand. Société Générale as one of the leading e-commerce banks in France, wants to continue to strengthen the security of online payments while making our customers' everyday lives easier.*

*Philippe Marquetty, Société Générale, Head of payment and cash management products.*

IDEMIA's main concern is to help banks make their customers' lives more secure and convenient: with MOTION CODE™ we are fully answering this mission, by **securing CNP transactions and decreasing the cases of fraud**. End-users feel more secure and can e-shop with no worries and no change. This project carried together by Société Générale and IDEMIA has confirmed MOTION CODE™ value and leadership worldwide. MOTION CODE™ also helped Société Générale stand out among consumers with an innovative product.

Eric Duforest, Executive Vice-President, Financial Institutions business at IDEMIA.

**About IDEMIA** - OT-Morpho is now IDEMIA, the global leader in trusted identities for an increasingly digital world, with the ambition to empower citizens and consumers alike to interact, pay, connect, travel and vote in ways that are now possible in a connected environment.

Securing our identity has become mission critical in the world we live in today. By standing for Augmented Identity, we reinvent the way we think, produce, use and protect this asset, whether for individuals or for objects. We ensure privacy and trust as well as guarantee secure, authenticated and verifiable transactions for international clients from Financial, Telecom, Identity, Security and IoT sectors.

With close to €3bn in revenues, IDEMIA is the result of the coming together of OT (Oberthur Technologies) and Safran Identity & Security (Morpho). This new company counts 14,000 employees of more than 80 nationalities and serves clients in 180 countries.

For more information, visit [www.idemia.com](http://www.idemia.com) / Follow @IdemiaGroup on Twitter

**About Société Générale Network** - The Société Générale Network offers solutions suited to the needs of its 8.1 million individual customers and nearly 448,000 professional customers, associations and business customers trusting it with their business, drawing on three major strengths:

- nearly 23,000 employees and 2,113 branches located mainly in urban areas where a large portion of national wealth is concentrated;
- a full and diversified range of products and services, from savings vehicles to asset management solutions, including corporate finance and payment instruments;
- a comprehensive and innovative multi-channel system: Internet, mobile, telephone and Agence Directe (online branch).

Always keeping its client at the core of its strategy, Société Générale offers services adapted to its clients' new needs. The bank is taking innovation as one of its main development axis: the network handles close to 4 million mobile clients and more than 67 million connections each month. It has opened a Twitter account dedicated to the customer relationship that guarantees an answer in less than 30 minutes.



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