

Product Fact Sheet

Visa Token Service



The platform that unifies mobile and digital commerce

Visa Token Service (VTS) brings trust to digital commerce innovation. As consumers come to rely on digital payments, VTS provides tokens that are designed to enable the payment ecosystem to increase authorization, reduce fraud and lead from the front.

As the foundational platform for global tokenization, Visa tokens substitute Visa card numbers with tokens enabling richer and more secure digital payment experiences for millions of customers every day. Visa is leading the token transformation by contributing and implementing industry standards worldwide through VTS.

Potential benefits

Increase security

Create a safer, friction-free payment experience for customers with increased authorization rates and added protection from fraud and data breaches.

Optimize payments

Increase transaction volume and security across an ever-growing range of connected devices and digital payment trends.

Improve customer payment experiences

Open the door to a suite of solutions that reduce expired credentials, provide richer data, and streamline fraud protection with device-binding and consumer authentication.

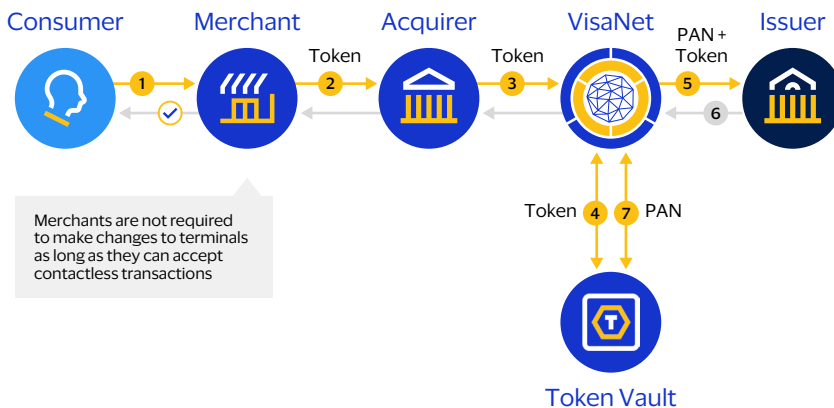
Activate a complete set of token management tools

Use interfaces and risk controls to improve authorization processes, deliver your own payment applications and gain access to third-party digital payment experiences.

Increased authorization

Higher authorization rates resulting from a system of trust built with richer data and transaction domain controls.

How it works



1. Consumer initiates a purchase at a merchant, in-store or online
2. Merchant submits the network token received from the consumer's device to their acquirer
3. Acquirer passes the network token to Visa
4. Visa exchanges the network token with the Primary Account Number (PAN), which is stored in the token vault, and validates rightful use of the payment token
5. Visa passes the PAN and the network token to the issuer for authorization
6. Issuer or their processor authorizes or declines the transaction and returns the result to the Visa
7. Visa exchanges the PAN back to the network token in the token vault and sends a response and the network token to the acquirer and on to merchant

Features

Cryptogram protection

Reduce the risk of fraud and data breaches by replacing card numbers and personal details with unique cryptograms.

Issuer-provided card art

Reinforce brands to boost consumer confidence at checkout.

Access to value-added services

Visa's value-added services combine with VTS to help you increase authorization, reduce fraud and lead from the front.

Learn more

For more information, contact your Visa Account Executive or [click here to fill out our online enquiry form](#)