

## **PSCU Partners with Mercator Advisory Group to Release Digital Issuance White Paper**

*“Digital Issuance: Key to Any Digital Transformation Strategy”  
helps credit unions expedite digital transformation*

**St. Petersburg, Fla. — (Oct. 14, 2021)** — The unique demands brought about by the COVID-19 pandemic have caused many financial institutions to expedite their plans for the digitization of products and services, including digital issuance. A new report by [Mercator Advisory Group](#), sponsored by [PSCU](#), explores the compelling market dynamics that support implementation of digital issuance, the benefits it drives for top-of-wallet card position, and best practices gathered from recent implementations that are generating results for issuers.

“As consumers make a greater percentage of their purchases through eCommerce, buy more subscription-based items, and rely on convenient universal and retailer apps, the need and appreciation for the features offered by digital issuance are expanding,” said Sarah Grotta, director, Debit and Alternative Products Advisory Service for Mercator Advisory Group. “The intent of this white paper is to provide readers with the information they need to promote the launch of digital issuance within their own organizations and provide a high-level understanding of how to approach its integration.”

Digital issuance is the creation of debit or credit card account credentials from an issuer’s card management system, which can then be push-provisioned into a cardholder’s universal payment wallet for immediate use. It is being used in both branch and remote service channels for new account openings, when cards are being reissued as they expire, and for immediate replacement of lost, stolen or damaged cards.

“While consumers in the past had concerns about newer digital forms of payments, the pandemic forced them to put aside many of those fears when remote and contactless forms of payment were often the only option,” said Denise Stevens, senior vice president, chief product and digital officer at PSCU. “The merchant community is also becoming more digital in its approach to payments, which creates the market environment where digital issuance will be embraced by cardholders.”

The white paper highlights key aspects of digital issuance adoption, including:

- Readiness of merchants in the adoption of digital payment acceptance
- Consumer interest in using payment methods such as mobile and digital wallets
- How issuers can win with digital issuance
- Practical considerations when implementing digital issuance

Click [here](#) to download “Digital Issuance: Key to Any Digital Transformation Strategy.”

### **About PSCU**

PSCU, the nation’s premier payments CUSO, supports the success of 1,500 credit unions representing more than 5.4 billion transactions annually. Committed to service excellence and focused on innovation, PSCU’s payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365 member support is



provided by contact centers located throughout the United States. The origin of PSCU's model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit [pscuc.com](http://pscuc.com).

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