

## Living in a Cashless Society:

# JUST SWUP IT!

by Vivien May Cheung

### Debit cards are the new cash

Credit cards are here to stay, but debit cards are the new cash. The good news is major card brands are now all linked to SWUP, so virtually any business can benefit as more shoppers start using their debit cards. SWUP now links up major ATM debit cards through Visa Electron, Mastercard Electronic, BancNet, MegaLink, and ExpressNet in addition to major credits Visa, Mastercard, American Express, JCB, and Diner's Club International. Swipe without fear, the Day of the Debit Card is really here.

There are approximately thirty million ATM debit cardholders, and only 70,000 terminals in the country. To close that gap, SWUP provides a fail-safe system enabling more debit cardholders to use POS (point of sale) terminals at their favorite retail stores. Soon the days of searching for the nearest ATM will be over.

The SWUP terminal has now been programmed to accept all types of cards, enabling more stores to accept both credit and ATM debit card payments. Consumers, on the other hand, get to choose their cards and their bank.

It means never having to queue at an ATM at the last minute, savoring the pleasure of making immediate purchases right then and there, at the key moment of decision. The consumer fix is satisfied at

the point of sale, and for shoppers like me, that kind of empowerment is undeniable.

SWUP makes it easier on merchants and retailers too, because the easy swipe terminal allows for always-on connectivity. It means no more need for multiple phone lines. SWUP is MPLS-based and not Internet-based, so it is hacker and virus-free. Apart from this, it reduces fraud. Charges are made on a monthly rate, making it every bit as convenient and easy for the retailer as it is for the customer.

I'm so sold on PLDT SWUP, I can't wait to use it. I had yet to see a terminal that accepts ALL types of cards—and now SWUP is it. The country that's known for its malls will soon be a true shopper's paradise. If there's one thing we need, it's to create a shopping mecca, one where SWUP machines and terminals abound, where carefree shopping means cashless shopping.



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