Global

Marketing

Bulletin • 10 November 2013

Enhancing Value—MasterCard smartdata.gen2 Release 13.3

Topic(s): Corporate Card, Marketing, Mobile, Training, Smart Data, T&E, Purchasing Card

Applies to:	✓ Smart Data Issuers
Summary:	This bulletin identifies key enhancements implemented with MasterCard smartdata.gen2 Release 13.3.
Action Indicator:	**A** Attention warranted
Effective Date:	10 November 2013

Overview

Each Smart Data release is intended to take advantage of new technologies, address issuer requests for enhancements, keep ahead of the competition, and respond to changing needs in how corporations manage spending—all with an eye toward maximizing the differentiated value and revenue-generating power of MasterCard Commercial products and your specific offerings.

We also work to make sure that the Smart Data suite, including smartdata.gen2, remains an exceptional value for our issuer partners. Thus, while most enhancements are focused on boosting end-user value, many are devised to make life easier for you.

In these release-related marketing bulletins, we 1) summarize the value of **Issuer-Facing Enhancements** to you and 2) provide **Sales Support copy** you can use to communicate new value to your customers and prospects.

NOTE: This is not an exhaustive list of enhancements. Operational details of the full release were provided to issuers in the appropriate Release Notes document, and are now available on MasterCard's Global Commercial Products Information Center, which you can access via MasterCard Connect.

Issuer-facing Enhancement

Advancing Utility: New Smart Data Mobile Website

A Smart Data Mobile website is being introduced in 13.3 as the platform for all future sdg2 mobile capabilities. No more downloads from three app stores or marketplaces; just access the site through your device's browser. All SDG2 languages will be supported and issuer cobranding will be applied. This mobile website will be available in MTF and Prod Demo as well.

With this release the mobile website will provide the following functionality:
- Translated in 22 languages
- Supports cobranding – existing sdg2 cobrands will be automatically applied to mobile site
- Supports Multi-User Role access
- Receipt Upload for users of Expense Report Management (this is the function of the current mobile app)
- View most recent 5 transactions (Cardholder users only)
- Notifications (not available for cardholder users)
- View sdg2 News and Links

Sales Support

This Sales Support section is designed to help Smart Data issuers tell the evolving customer value story to your corporate prospects as MasterCard updates the system's capabilities. You may use the following copy to inform your own sales or marketing materials, conversations, or other tools you use to promote your Commercial portfolio and Smart Data.

NOTE
Please note that your implementation of Smart Data systems may not include all of the enhancements in this bulletin. Make sure that any sales or marketing materials you create accurately describe your institution's offering. The following copy is end-user-facing, written to help you convey the value that each capability delivers to your corporate customers.

Take It on the Road: New SDG2 Mobile Edition

Smart Data users can now get even more functionality out of their mobile devices, with the launch of an expanded Smart Data mobile website.

For cardholders, the new site will serve up instant, on-the-go access to recent transactions, continuing receipt imaging and upload functionality, account notifications, and more, right on the home page. Non-cardholders can

access key account information, with more to come. It's tempting to say that these new capabilities are for the corporate cardholder who's on the go, but the truth is that people are increasingly looking at mobile as their platform of choice, no matter where they are. Smart Data is here to meet that emerging need.

The expanded mobile site will serve as the platform for all future application mobile capabilities—and it will be available in all 22 Smart Data languages. The Smart Data receipt capture application that's in mobile app stores now is still supported, but will be discontinued in a future release to put everything in one place.

For More Information

Customers with questions about the smartdata.gen2 Release 13.3 should contact the Smart Data Help Desk:

Email: smartdatahelp@mastercard.com