Deliver funds in real time with Visa Direct[1]

What is Visa Direct?

Visa Direct is a solution that enables businesses to use the cards consumers already have in their wallet to send and receive digital payments and facilitate real-time delivery of funds.[1]

How do push payments work?

Traditional "pull" transactions only use half of the power of a Visa card. Visa Direct push payments use existing debit or prepaid accounts to send money using original credit transactions (OCT) directly to all eligible Visa accounts.

The over $9 trillion funds disbursement opportunity[2]

For businesses: Visa Direct is a digital funds disbursement solution that provides a simple, speedy, secure customer experience — while also cutting businesses' costs.

For acquirers and payment aggregators: We estimate that businesses and governments have paid out over $9 trillion to consumers and other businesses annually.[2] Visa Direct lets you deliver the power of push payments to expand your clients' disbursement options and capture your share of the rapidly growing digital payments opportunity.

Simple. Speedy. Secure.

When you compare Visa Direct payments, which includes Fast Funds[1] and Visa's Zero Liability Policy,[3] the choice is clear.

Electronic ACH is slower, can't be confirmed in real-time and exposes the user's bank account number.

Checks are slower, more susceptible to fraud and come with high handling and processing costs.

Learn more on the other side >

VISA everywhere you want to be

Payments are changing and that's a good thing

Meeting a growing need for faster digital payments

The real-time economy has changed the way we pay each other. Consumers and even small businesses expect fast digital payments to receive money. And mobile capabilities are driving this usage to unprecedented levels.

- **29B** transactions are expected to move to faster payment technologies.[1]
- **75%** of businesses prefer instant payment speed.[1]
- **99%** of U.S. Visa Debit cards are already OCT eligible, with the majority of them already enabled for Fast Funds.[2]
- **89%** of U.S. debit cardholders with healthcare insurance are likely to use their debit card for reimbursements[3]

In the past year, Fast Funds enablement has spiked. 89% of U.S. Visa Debit cards are enabled now,[2] with over 95% expected to be by the end of the year. The debit market is now primed for a real-time solution to capture share from next-day solutions.

Deliver a faster, easier customer experience

Visa Direct push payments provide customers with a quicker, simpler way to receive funds disbursements. Other methods, like ACH can take days vs. minutes. They also often come with a cumbersome user experience that requires recipients to provide their full account number and transactions typically are not validated in real time.

With Visa Direct:

Customers only enter their card number; their bank account number stays private

Users can get real-time transaction confirmations

Funds can be available to U.S. account holders in real time[4]

Funds can be sent to Visa debit and reloadable prepaid cards globally

Use cases: Delivering the value of faster payments

Quicker payments for a sharing economy

Popular ride-sharing companies use Visa Direct funds disbursements to push payments to drivers.

Step 1: Payment initiated
The driver can request a mid-week payout.

Step 2: Payment delivered
The payment aggregator uses Visa Direct to deliver the payment to drivers using their existing Visa Debit or prepaid information.

Step 3: Payment confirmed
They both get an instant confirmation via the ride share's driver app. The funds are available in the driver's account.

Migrate medical claims reimbursements from checks to digital payments

A working mom gets the value of Visa Direct when she receives a medical reimbursement.

Step 1: Payment initiated
The insurance company initiates the funds disbursement options and mom chooses her preference to receive money quickly.

Step 2: Payment delivered
The insurance company's payments provider uses Visa Direct to move funds from the insurance company's account to the mom's account associated with her Visa card.

Step 3: Payment confirmed
Insurance company and mom get confirmation and the funds are deposited directly into her account.

Faster government funds disbursement

A government agency that works with a small business contractor uses Visa Direct to pay him.

Step 1: Payment initiated
The government agency processes the contractor's hours and expenses, and initiates a payment.

Step 2: Payment delivered
Funds are transferred using Visa Direct to the contractor's account associated with his Visa Business Debit card.

Step 3: Payment confirmed
The agency and contractor both receive an immediate confirmation. The funds are available.

To learn more, contact your Visa Account Executive or visit visa.com/visadirect.

VISA everywhere you want to be

[1] Source: US Federal Reserve Bank, Strategies for Improving the U.S. Payment System 2015, Federal Reserve Report 2014.
[2] Source: Visa enablement tracking, October, 2016.
[3] Source: Visa Internal Research, Consumer Fast Funds Disbursements, October 2016. U.S. debit cardholders with health insurance.
[4] Actual fund availability varies by financial institution. Visa requires U.S. issuers to make funds available to its cardholders within a maximum of 30 minutes of approving the transaction.