

ON THE WEB

Frequently Asked Questions

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THE PURPOSE OF THIS DOCUMENT

This document is designed to answer questions most frequently received regarding Academy On the Web (AOW). It will also:

- provide a clear and working understanding of AOW as a valuable Mastercard education, training and communications service
- present a comprehensive guide to the components of the AOW education and training offering
- give a thorough grounding in how AOW can be set up and managed day-to-day
- show how users can best engage and get the most of AOW

ABOUT ACADEMY ON THE WEB

1) What is Mastercard Academy on the Web?

Mastercard Academy on the Web (AOW) is a powerful distance learning platform made available to all Principal Customers in the Europe region in October 2013.

It is designed to complement the existing face-to-face training offering of Mastercard Academy. AOW consists of three training channels: Live Events, e-Learning Suite and Resource Center.

2) What are the key benefits of AOW?

<ul style="list-style-type: none"> • Cost effective 	<ul style="list-style-type: none"> • Saves on travel - no T&E required • No investment in technology • Option to have more just-in-time training programs delivery • Option to deliver additional user-pay customized Live Events
<ul style="list-style-type: none"> • Flexibility 	<ul style="list-style-type: none"> • Easy access and availability: 24/7 (Web-enabled), rapid deployment • Suitable for large and/or geographically dispersed organizations • Multi-technology (PC, Tablets, Smartphones, Windows, Unix & other O.S.) • Ability to anticipate/respond rapidly to specific market/customer needs • Multilingual content: available in 6 languages with addition language options in development
<ul style="list-style-type: none"> • Opportunities 	<ul style="list-style-type: none"> • Enhance productivity > efficiency > revenues • Address potential on-boarding pre-requisites • Offers a vast range of relevant topics; pitched at appropriate levels of customer knowledge requirements: matching the needs of a variety of customer profiles • Increase Mastercard/Customer stickiness • AOW is recognized as the most complete distance learning service available in the cards business

3) What is the Live Events section of AOW?

The Live Events section is an audio-visual web-conferencing service, which enables registered users to participate remotely in online events; organized by Mastercard Academy. Each Live Event typically lasts about 45 minutes and is followed by a 15 minute Q&A session. Over 100 Live Events are scheduled for delivery every year.

Live Events are recorded and made available in the Resource Center for replay at a later date.

4) What is the e-Learning Suite?

A series of e-Learning modules is organized sequentially in a coherent curriculum to provide a foundation program, which is aimed at those new to payments industry and who want to learn more about it.

This training channel covers three levels of knowledge about the payments industry:

- (1) Get Started – content for newcomers to the cards business
- (2) Learn More – content for people wanting to extend their knowledge on how the card business works
- (3) Specialize (available soon) – content for people wanting to deepen their knowledge on specific subjects

5) What is the Resource Center?

The Resource Center provides a large source of reference material in the form of documents, presentations, videos or recorded events covering numerous aspects of the payment industry with focus on Mastercard and its services, products and value.

There are currently in excess of 500 resource assets available in the Resource Center - and that number is increasing continuously.

6) Is AOW access limited to Principal Customers?

Access to AOW is being provided by default to all Principal Customers in Europe. At set Principal Customers are required to identify their own internal users and affiliate users separately.

All non-Principal Customers have the option to opt in to the program by sending an email to aow@Mastercard.com

7) Why is AOW provided by default to new customers?

AOW was created in response to customer requests for a cost effective training solution, which is both scalable and content-rich. With AOW, customers can train

large numbers of staff with a fixed budget on a wide range of subjects related to the cards business.

Our experience shows that, sometimes, smaller customers – or customers enrolling fewer users – actually make more extensive use of AOW resources; so maximizing their return on investment.

8) What is the impact of the opt-out?

Customers who decide to opt out of AOW will miss out on an extensive, valuable and relatively inexpensive knowledge base from the wealth of knowledge made available via this important channel.

As a knock-on effect certain key subject areas, such as MCBS and QMR are only available via Live Events channel on AOW. Customers who opt out of AOW will not have the opportunity to attend these sessions.

Additionally customers who opt-out will miss out on any discounts made available for face-to-face seminars. These discounts can be as much as 50%.

Opted out customers can always decide to opt in again and request access at any stage.

9) What level of proficiency is required for AOW Users?

The e-Learning Suite has been specifically designed for newcomers to the world of payments. No prior level of proficiency is required.

Live Events provide content at varying levels from simple overviews to more detailed explanations as well as sessions aimed at subject matter experts.

The Resource Center provides information on a vast array of subjects at all levels (foundation, intermediate and specialist).

The breadth of topics covered by both Live Events and the Resource Center is such that they are of interest to staff members working in all aspects of the payments industry. Typically these business areas are: finance, IT & operations, chargebacks, emerging technologies, chip and regulatory. There are numerous other functional jobholders and stakeholders in the customer business who will find AOW offering valuable to their understanding and relevant to their role e.g. Product managers, project managers, sales and customer facing teams.

10) Does AOW replace the face-to-face seminars?

No. Academy on the Web is designed to complement the existing face-to-face seminars, not to replace them. Each training channel provides the appropriate solution to meet a specific set of requirements:

- AOW provides point-in-time distance learning for large groups of attendees in a short period of time. A Live Event typically lasts 45 minutes plus a 15 minute Q&A session.
- Face to face seminars provide an opportunity to go much deeper into a topic and to address specific points raised by the participants in more detail. Typically face-to-face seminars can last 1, 2 or even up to 3 days.

ABOUT PRICING

Mastercard charges a monthly fee for access to Academy on the Web.

- Eligible customers are able to enroll up to 50 users on AOW.
- Additional packages of 25 extra user licenses can be acquired.

Mastercard bills the AOW fee through the Mastercard Consolidated Billing System (MCBS). Details of the billing event codes are given below:

Billing Event Code	Description	Monthly Fee
2KY2100	AOW License – 50 users license pack	EUR 950
2KY1101	AOW Additional Package - 25 users license pack*	EUR 250**

**Additional user license packages can only be ordered if customers have an active subscription to the AOW program.*

***There is no increase in the fee for the AOW additional package.*

11) How is billing applied?

Customers will be invoiced EUR 950 per month for each country of activity i.e. where they have at least one ICA. This is to provide broader access to AOW while limiting invoicing to only one active ICA per country per customer.

12) Is it possible to re-gain access to AOW after an opt-out?

Yes: it is always possible to re-gain access to AOW. In this case, you should contact aow@Mastercard.com

Subscriptions run for one calendar year (01 January to 31 December). There is minimum subscription duration of 6 months.

13) Are there any financial benefits to [AOW](#)?

Yes, there are substantial financial benefits of AOW:

- **Cost efficient staff education and training:** Customers, who are registered for the AOW program, benefit from low cost access to a wealth of

information, knowledge and experience made available via e-Learning, Live Events and the Resource Center.

- **Access to additional discounts for training events:** Additionally, registered users are entitled to a 50% discount on selected open enrollment (face-to-face) seminars of the Mastercard Academy program.

14) Where can customers find more information?

Additional support on pricing and billing aspects can be obtained from our Customer Support team by sending an email to Customer_Support@Mastercard.com. The Mastercard team are always happy to help.

ABOUT CONTENT

15) Which languages are available?

At this stage the primary language for contents on AOW is English. Some Live Events and e-Learning modules are also available in French, German, Italian, Spanish and Russian. Content in a wider range of languages is planned, based on future demand.

16) Where can I find the schedule of Live Events?

It is available on the following link:

<https://www.etches.com/ehome/57089/238882>

17) How is the Resource Center structured?

To facilitate the navigation through the Resource Center; 10 categories have been defined and reference material grouped accordingly.



18) How will I know when new content is available?

Regular notifications are sent to all registered users, when new or updated content has been made available on AOW. Scheduling of additional Live Events is also regularly updated.

At AOW log-on, there is a “*Recent Changes*” file summarizing new content that has been made available.

19) How will I know about upcoming Live Events?

Invitations are sent to all AOW users a few weeks prior to the date of the event.

20) What if I miss a Live Event?

Most Live Events are recorded and made available for replay via the Resource Center.

21) Is there content that is only available on AOW?

Most of the content on AOW is exclusive. For instance:

- The e-Learning Suite is available only via Academy on the Web.
- Live Events are available only via Academy on the Web
- Recordings of Live Events are made available in the Resource Center for viewing after the event.

In addition, the Resource Center contains documents and material which can only be found on AOW. This represents the most comprehensive body of information available anywhere on many of the subject areas.

22) How can I find information on a specific topic?

There is an easy to use search function available on AOW and the schedule of planned Live Events is available on www.Mastercardacademy.com.

23) What if I can't find information about a particular topic?

AOW content is enhanced on an ongoing basis with additional information added every week; usually in the form of Live Events.

We are committed to ensuring that we deliver content that is relevant and timely, covering a wide range of subjects across all sectors of the business.

If customers cannot find information about a particular topic or you wish to suggest ideas for additional content, then contact the Mastercard Academy at aow@Mastercard.com

24) Who can I contact regarding AOW content (Resource Center)?

All documents in the Resource Center include a named primary contact. Alternatively, you may send your query directly to the AOW team: aow@Mastercard.com.

25) Is AOW rolled out globally?

AOW was first launched in the Europe Region. Ongoing development, localization and fine-tuning of the contents is a continuous process, which is typically rolled out initially in Europe.

The expansion of AOW outside of Europe is ongoing. AOW is available in the Middle East/Africa region and Latin America/Caribbean region. Also, Pacific region is planned for roll out in Q3 2016.

26) Who are the trainers delivering Live Events?

All Mastercard Academy trainers are field experts, who have been active in their area of business for many years.

Most of the trainers running Live Events also deliver face-to-face training seminars for Mastercard Academy.

27) Who develops the content in the e-Learning Suite?

The content of the e-Learning modules is developed by subject matter experts within Mastercard. Most of the Live Events trainers are also involved in developing training materials. This ensures that customers have access to the most up-to-date information directly from specialists.

ABOUT PROCESSES

As the Training Contact

28) How can I sign up my AOW Users?

An email – followed by AOW credentials is sent to new Mastercard eligible AOW customers. The principal contact should appoint a training contact in their organization.

The appointed Training Contact will enroll users by sending an email to aow@Mastercard.com with the following information:

- Subject field including the **Organization Name and principal ICA**
- A CSV file containing information about user(s) to enroll on AOW, formatted as follows (*"First Name, Last Name, Login (=email address), Organization name*)

	A	B	C	D
1	First name	last name	login (email address)	Organization
2	Mary	Bets	mbetts1@mycompany.com	CompanyName
3	Ron	Bloom	rbloom3@Mycompany.com	CompanyName

Full details can be found in the Europe Region Operations Bulletin issued in October 2013.

29) How should I proceed if I want to enroll more than 50 users?

Customers may purchase additional user licenses (package of 25 users) for a monthly fee of 250€.

Please email: aow@Mastercard.com for more information.

30) How can I update my list of users?

The appointed training contact may send an updated list of users by email to aow@Mastercard.com. However it is highly recommended that lists of “additional” user(s) are sent separately from lists of “deleted” users to avoid errors.

31) Are there any access restrictions?

No. There are no restrictions on participation in Live Events or in e-Learning modules.

32) What are the system requirements?

The AOW login page is located at <https://Mastercardeacademy.adobeconnect.com>

AOW is hosted in an Adobe Connect hosted environment; optimized to ensure a smooth deployment on Customers' internal networks and systems. To operate successfully, users must have Adobe Flash Player 11.2 (or higher version) installed.

Up-to-date information about the Adobe Connect Client System requirements is available at <http://www.adobe.com/products/adobeconnect/tech-specs.html>.

33) Can I discontinue my organization's access?

All customers have the option to opt out from AOW. The Training Contact must complete and submit an electronic version of the opt-out form available on the AOW platform under the "My Training" tab.

A form submitted by 31st December will result in the opt-out becoming effective from 1st January of the following calendar year. For example, an opt-out form submitted on 8th December 2016 will result in an opt-out effective from 1st January 2017, but an opt-out submitted on 12th January 2016 will result in an opt-out effective from 1st January 2017.

34) What about security?

The solution provides a high degree of individual component and system-wide security. Your data are protected through multiple layers of security across the application, transport, network and physical layers.

The Adobe Connect host is TRUST and Safe Harbor certified. In addition, Adobe conducts regular security and vulnerability audits, executed by internal security personnel and third-party firms, to validate the security of the hosted infrastructure and software. The audit results are reviewed internally, and any issues identified during this process are addressed in a timely manner to maintain the overall integrity of the service and help ensure the security of Customer data.

35) Is AOW available via Mastercard Connect?

No. AOW is a totally independent infrastructure available to end users via a simple login and password procedure that does not expire.

As an AOW User

36) How do I log onto AOW?

The initial sign-up procedure is follows:

- Your Training Contact will register you on the system.
- Then the Mastercard Academy LMS (Learning Management System) Administrator sends you an email containing your logon credentials (user name

and password), as well as instructions for you to login to Academy on the Web for the first time.

- Finally, you must change the password when you connect for the first time.

Each time you access Academy on the Web and/or sign up for Live Events, you are asked to provide your logon credentials. If you do not use the correct logon credentials you are unable to access the system.

37) Where can I find a User Guide?

When connecting to Mastercard AOW for the first time, we strongly suggest you go through the “Read me first” e-Learning module. It provides you with all necessary instructions to be able to navigate AOW content.

AOW runs on a customized Adobe Connect environment, you may find information about this popular solution by searching on the internet or by reading this valuable resource published by Adobe: <http://helpx.adobe.com/adobe-connect.html>

38) Can I change the language of my AOW interface?

Yes. The option to modify the standard language of the interface is available by selecting the “My Profile” menu option, “Edit My Preferences” tab.

39) Can I access AOW using my tablet/Smartphone?

Yes. Access to AOW is possible using any Flash compatible device.

Please refer to Adobe Connect 9 Client System requirements for more information. <http://www.adobe.com/products/adobeconnect/tech-specs.html>

40) Can I download material from AOW for offline use?

Most of the content on AOW is for online viewing only. In certain cases users may be able to download selected PDF files. This is clearly indicated.

41) Where can I get support to resolve technical issues?

AOW is powered by **Adobe® Connect™**. For problems related to accessing the platform, customers should check first the Client System requirements which are available on: <http://www.adobe.com/products/adobeconnect/tech-specs.html>

For problems related to accessing the content, the Training Contact can obtain support by sending an email to: aow@Mastercard.com.