WHAT IS CLAIMED IS:

1. A method for facilitating a transaction with a one-time number, comprising:

receiving, by a receiver of a processing server, a first transaction request, wherein the first transaction request includes a plurality of data elements including at least a first data element configured to store a zero transaction amount and a second data element configured to store a primary account number;

parsing, by the processing server, the primary account number stored in the second data element included in the received first transaction request;

generating, by the processing server, a one-time value, wherein the one-time value includes a predetermined number of digits and a subset of the predetermined number of digits is a reference to the processing server;

storing, in a memory of the processing server, a data entry comprised of at least the parsed primary account number and the generated one-time value; and

electronically transmitting, by a transmitter of the processing server, the generated one-time value in response to the received first transaction request.

2. The method of claim 1, further comprising:

receiving, by the receiver of the processing server, a second transaction request, wherein the second transaction request includes a plurality of data elements including at least a first data element configured to store a non-zero transaction amount and a second data element storing the one-time value;

replacing, by the processing server, the one-time value stored in the second data element included in the received second transaction request with the primary account number;

electronically transmitting, by the transmitter of the processing server; the second transaction request to an issuing financial institution based on the primary account number after replacing of the one-time value;

receiving, by the receiver of the processing server, a transaction response from the issuing financial institution; and

forwarding, by the transmitter of the processing server, the transaction response in response to the second transaction request.

3. The method of claim 2, wherein the second transaction request is received from a third party entity.

4. The method of claim 2, wherein the first transaction request is received from a computing device.

5. The method of claim 1, wherein the predetermined number of digits is 18 or 19.

6. The method of claim 1, wherein the subset of the predetermined number of digits is 3 or 4.

7. The method of claim 1, wherein

the plurality of data elements further includes a third data element configured to store authentication data, and

the method further comprises:

validating, by the processing server, the authentication data against a transaction account associated with the primary account number, where the one-time value is generated upon successful validation.

8. The method of claim 1, wherein the first transaction request is formatted according to one or more standards governing the interchange of financial transaction messages.

9. A system for facilitating a transaction with a one-time number, comprising:

a receiver configured to receive a first transaction request, wherein the first transaction request includes a plurality of data elements including at least a first data element configured to store a zero transaction amount and a second data element configured to store a primary account number;

a processing server configured to

parse the primary account number stored in the second data element included in the received first transaction request, and

generate a one-time value, wherein the one-time value includes a predetermined number of digits and a subset of the predetermined number of digits is a reference to the processing server;

a memory of the processing server configured to store a data entry comprised of at least the parsed primary account number and the generated one-time value; and

a transmitter of the processing server configured to electronically transmit the generated one-time value in response to the received first transaction request.

10. The system of claim 9, wherein

the receiver of the processing server is further configured to receive a second transaction request, wherein the second transaction request includes a plurality of data elements including at least a first data element configured to store a non-zero transaction amount and a second data element storing the one-time value,

the processing server is further configured to replace the one-time value stored in the second data element included in the received second transaction request with the primary account number,

the transmitter of the processing server is further configured to electronically transmit the second transaction request to an issuing financial institution based on the primary account number after replacing of the one-time value,

the receiver of the processing server is further configured to receive a transaction response from the issuing financial institution, and

the transmitter of the processing server is further configured to forward the transaction response in response to the second transaction request.

11. The system of claim 10, wherein the second transaction request is received from a third party entity.

12. The system of claim 10, wherein the first transaction request is received from a computing device.

13. The system of claim 9, wherein the predetermined number of digits is 18 or 19.

14. The system of claim 9, wherein the subset of the predetermined number of digits is 3 or 4.

15. The system of claim 9, wherein

the plurality of data elements further includes a third data element configured to store authentication data,

the processing server is further configured to validate the authentication data against a transaction account associated with the primary account number, and

the one-time value is generated upon successful validation of the authentication data.

16. The system of claim 9, wherein the first transaction request is formatted according to one or more standards governing the interchange of financial transaction messages.