

# Mobile Payments Workshop

## Understanding Lessons Learned to Create Your Mobile Payments Strategy



### Solution Overview

Rapidly immerse your company into the future and best practices of mobile payments. Beginning with a solid foundation of how mobile payments work, including comparison of Near Field Communication (NFC) and text messaging models and use cases for sending and processing mobile payments, we cover newer players in the mobile payments business ecosystem, including Mobile Network Operators (MNOs) and Trusted Service Managers (TSMs). We explore pilots, case studies and best-in-class offerings, including pricing and customer service.

By the end of the program, clients will be fully prepared to complete and implement their mobile payments strategy. The program is the ideal way to get busy professionals immersed in the high profile market of mobile payments and to explore the benefits to their customers.

### Business Solutions

The workshop explores evolution of **mobile payments adoption and maturity** from mobile banking, to mobile commerce, to person-to-person and international remittances, to proximity payments, and finally NFC marketing, **mobile payment ecosystem**, highlighting the nine stakeholders that must cooperate for widely adopted NFC payments, and **mobile payments “Cone of Possibilities”** balancing the average transaction value, need for immediacy, and market potential for various payment vignettes

**Scenario Planning** generates insights by describing diverging stories on how the future unfolds and its effect on bank’s strategic positioning. Results are potential scenarios prioritized by “do-ability” and strategic fit, yielding a set of “no regrets” initiatives.

### Business Needs

Your firm understands the importance of getting into the mobile payments arena but is in a quandary about where to start. Wondering whether to develop products alone, with MNOs or other partners, whether to start with person-to-person payments or experiment with NFC, and whether to leverage the ubiquity of text messaging or the end-user engagement of mobile applications on smart phones? . KeyPoint can support you at whatever stage you are in the cycle:

- What are mobile payments? How do they work?
- How do mobile payments relate to mobile banking?
- Mobile payment business ecosystem – who are the players?
- What mobile payments are being used around the world?
- What have we learned so far? What are the best practices and consumer preferences telling us?
- What steps should companies take to prepare for the mobile payment revolution?
- Envision the possibilities – what scenarios can mobile payments serve?
- Envisioning the future – what steps are competitors and other stakeholders likely to take?
- Planning for next steps – how to construct a plan and business case?

### Company Information

KeyPoint provides planning, analysis, definitional and advisory services to leading organizations in the payments industry that seek to improve their operational performance, efficiency and profitability through the use of best practices and technology. KeyPoint has assisted over 500 clients in over 60 countries implement practical, cost effective solutions to address the challenges and opportunities that clients face.

PROJECT APPROACH	PROJECT DELIVERABLES
<ul style="list-style-type: none"><li>➤ Key executive interviews validate understanding of payments positioning, priorities, strategy, and vision</li><li>➤ Populate frameworks for future scenario envisioning, including candidates for uncontrollable uncertainties, e.g. degree of industry collaboration and degree of technology openness and candidates for early warning signs indicative of scenarios unfolding</li><li>➤ Conduct workshop for 5-10 executives and managers</li><li>➤ Capture next steps, preliminary strawman for implementation plan and business case</li><li>➤ Document results in a final report</li></ul>	<ul style="list-style-type: none"><li>➤ Brainstorming exercises and case studies equip firms with the proper tools to roll-out a mobile payments strategy.</li><li>➤ Mobile payments future use cases</li><li>➤ Mobile payments future scenarios</li><li>➤ Mobile payments prioritization assessment</li><li>➤ Initiative roadmap</li></ul> <p><b>Total Project Time: Approximately 4-5 weeks</b></p>



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