Mobile Connect Consulting Program

Enable your Ecosystem for your Mobile Connect project
All decision steps to optimize go-to-market

This Program will enable you to make the right strategic choices for your Mobile Connect business:

- A review of your option
- Having a global and local market analysis
- The business drivers for your ecosystem, when discussing with your partners. How to optimize your reach.
- A technical review of the major Mobile Connect technologies.

KEY TOPICS

- Business Models
- Market analysis
- Regulations
- Pricing
- Digital Service Providers On-Boarding
- Customer Journey
- Enrolment
- Organization Review
- Key players

INDICATIVE TIMELINE OF THE PROGRAM – TAILORED TO YOUR NEEDS AND MATURITY LEVEL

STEP 1 Workshop

STEP 2 Phase (D0)

STEP 3 Scoping Phase (D0 + 30d)

STEP 4 Nail Phase (D0 + 60d)

STEP 5 Deployment Phase (D0 + 9 months)

By the end of this Program you will:

- Be able to understand Mobile Connect Ecosystem
- Have a clear view and understanding of the different business models and pricing to have in your market
- Have engaged with partners ready to on-board and develop the ecosystem
- Have organized your Mobile Connect business unit ready for ecosystem growth
- Be able to align with other MNOs stakeholders.

Who should attend?

All Decision Makers for the Mobile Connect project:

- Strategy & Marketing Managers
- Marketing Teams
- Business Developers
- VAS Manager
- …

Pre-requisites:

- The programme will be conducted in English
**Introduction to Mobile Connect**

- What is Mobile Connect?
- Mobile Connect users (employees, partners, customers, consumers, citizens)
- Mobile Connect ecosystem evolution
- Digital Identity standards (ETSI, OPEN ID Connect)
- Identity organizations (GSMA, OPEN ID, FIDO)
- Trust frameworks (OIX)
- Data protection & Security

**Mobile Connect ecosystem: models, technologies, stakeholders,**

- What are the key Consumer preferences for successful Mobile Connect Services?
- Implementation & Business models
- Mobile Connect for employees and partners [B2B portals, CRM systems, intranet applications, VPN, etc...]
- Mobile Connect for customers, consumers and citizens (e-banking, e-health, e-shopping, web portals, mobile apps, cloud services, etc...)
- What’s in it for each actor, main models explored for your Mobile Connect value added services?
- Introduction to technologies: One PIN, OTP, PKI
- Different levels of assurance
- Mobile Connect and Mobile Connect Use cases

**Main Key success factors**

- Examples of real use cases: Risks & Solutions Overview
  - Online Bank Auth
  - Mobile Money Transfer
  - E-government services
  - VPN access
  - SSO & Identity
  - …
- Best Practices for Deployment via Case Studies
  - Technical & Business considerations

**Overview of Mobile Connect Solutions**

- Market solutions overview & trends
- Comparison of benefits & limitations of different solutions
- Architecture of mobile PKI end-to-end solution
- Role of each brick in the solution & interfaces with existing infrastructure
- Actors: who is responsible for what
- Mobile Network operators: Role & opportunities

**Strategy Development**

- Market Analysis and Customer understanding (main players, Digital Service Providers, infrastructure...)
- Country specific Analysis (MID services roadmap & subscriber needs)
- Regulation review and assistance (position, data protection authorities, auditors...)
- Competitive landscape analysis
- Organization review (Teams identification & responsibility, analyze salesforce & monthly campaign)
- Market Segmentation
- Business model

**Output:** Market Analysis report
Review

- Value proposition assessment
  - Brand recognition & Strategy proposition
  - Business Models
  - Product use
  - SIM strategy
  - Service Roadmap
  - User experience.

- Pricing (For end users & Digital Service Providers)
  - Pricing structure benchmarking
  - Competitiveness assessment.

- Service Providers On-boarding
  - Identification of specific Digital Service Providers

Output: Detailed Recommendations for your Marketing strategy plan

Go To market

- Key areas for integration for Mobile Connect solution
- Education & Alignment with other MNO stakeholders
- Digital Service Providers Partnership Management
- Enrolment & Customer journey
- Optimizing adoption & usage

- Staff Training (Promotion Sales & Marketing channels enablement)
- Customer Care Training
- Support during all project

Output: Finalized Documents
### Initial Workshop (Remote)
- Validation of needs
- Gemalto Consulting team presentation
- Actor/Role Definition
- Agenda definition

### Strategy Development
- Market Analysis
- Local market analysis
- Players
  - Main Players
  - Digital Service Providers
  - Infrastructure
- Service Actors
  - Eligible end-users
  - Digital Service Providers
- Existing infrastructure
- Control Regulation
  - Government Position
  - Financial Authorities
  - Position
  - Data protection authorities
  - Auditors
- Business models
- Market Segmentation
- Organization Review

### Marketing strategy & Plan
- Value Proposition Assessment
  - Brand Recognition
  - Strategy Proposition
  - Product use
  - SIM Strategy
  - Service Roadmap
  - User Experience
- Business Models
  - Increasing reach with multiple technologies
  - WW sharing of revenue models, Key opportunities for your market
  - Data valorization etc...
- Pricing Review
  - Benchmarking
  - Competitive assessment
  - Focus in End users and SP
- SP On-Boarding
  - Digital Service Providers identification
  - Support

### Deliverables
- Finalized Documents delivery
- Recommendations for possible next steps
- Reminder on subjects that need reinforcing from F2F Session
- Feedback on Open questions & discussion points from Nail Phase

### Main Activities
- Step 1: Workshop
  - Mobile Connect Basics
  - Presentation of Mobile Connect Ecosystem
  - Focus in security
  - Business models explanation
  - Technologies
  - Success stories & risks
  - Mobile Connect Solutions

- Step 2: Phase (D0)
  - Interactive session
  - Project Management tools
  - Presentation

- Step 3: Scoping Phase (D0 + 30d)
  - Data analysis
  - Interviews
  - Reporting, presentations

- Step 4: Nail Phase (D0 + 60d)
  - Strategic Priorization
  - Value to SPs
  - Face-to-face meetings

- Step 5: Deployment Phase (D0 + 9 months)
  - Interactive session
  - Go To Market
  - Key areas for Integration for MID Solutions
  - End user equipment analysis
  - Education & Alignment with other MNO stakeholders
  - Digital Service Providers Partnership Management
  - Enrolment & Customer Journey
  - Optimizing adoption & Usage
  - Staff & Customer Care Training

### Tools & Methods
- Mobile Connect Best practices
- Technical expertise
- Training Session
- Interactive session with Remote Experts
- Project Management tools
- Presentation
- Data analysis
- Interviews
- Reporting, presentations
- Strategic Priorization
- Value to SPs
- Face-to-face meetings
- Interactive session