



# Allynis™ Mobile NFC

A complete operated service for managing  
the Near Field Communications application lifecycle

FINANCIAL SERVICES & RETAIL  
ENTERPRISE  
INTERNET CONTENT PROVIDERS  
PUBLIC SECTOR & TRANSPORT  
TELECOMMUNICATIONS>SERVICE



# A profitable business for mobile operators, banks and transport companies

## Bringing your customers the best of the contactless world

### > A new path to growth

The time is right - the opportunities for exploiting Near Field Communications and claiming a major stake in the contactless world have never been better. For mobile operators, NFC offers the growth beyond voice and data services they are seeking; for the banking and transport sectors, it opens up a whole range of new services, and new opportunities to get closer to customers.

And for subscribers, contactless technology opens the door to a new world of ease and convenience. With contactless transport infrastructures flourishing in almost every major city, and contactless payment growing in popularity, the 'always with you' nature of the mobile phone makes it the ideal hub for new contactless solutions that leverage these infrastructures.

Practical, timesaving, simple - mobile contactless services offer everything today's busy consumer and commuter is looking for. Delivering that seamless and secure promise is, however, a real challenge. If it were just a matter of technology, it would be simple. But it's not: making the most of contactless opportunities means bringing together stakeholders from very different backgrounds - and banks, mobile operators and transport companies have different cultures and different expectations with a common concern to deliver to their customers the highest quality of service.

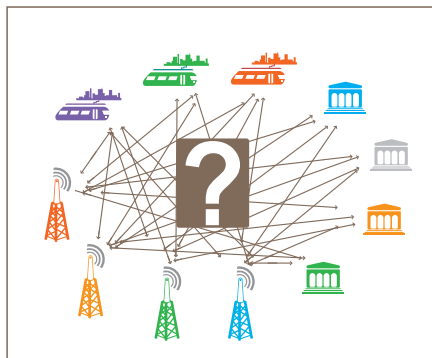
What's needed for this multi-player business to flourish, is a single intermediary - the Trusted Service Manager, or TSM\* - to facilitate the business.

### \* The Trusted Service Manager

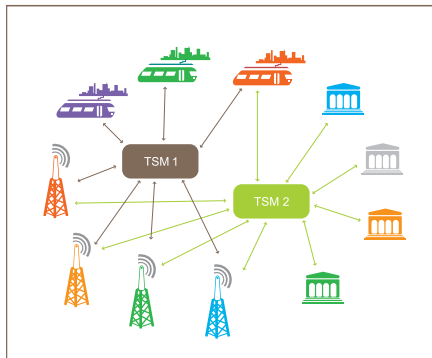
The Trusted Service Manager - the TSM - brings stability and predictability to the complex, multi-player NFC ecosystem. Its core role is to distribute and manage the service providers' applications across the mobile operator's customer base.

- One common contact point for mobile operators, banks and transport companies
- Secure download and lifecycle management for mobile NFC applications

To fulfill that role, the TSM must have the trust of all the players involved.



The one-to-one approach



Role of Trusted Service Manager

The role of TSM is central to a successful mobile NFC deployment. There is a clear need for intermediaries, for business facilitators acting as catalysts.

### > Sharing our know-how and expertise

That's where we come in. We have strong and well-established relationships with banks and transport operators - **in fact, we're the leaders in smart card personalization** for banking and transport systems, with more than 30 personalization bureaus worldwide. And we are trusted: our secured environments for bank card personalization are certified by all major international payment institutions.

Already **involved in key NFC pilots** all over the world, we have a unique position in the contactless ecosystem, as a trusted intermediary with a deep understanding of all the stakeholders involved.

We've now combined those skills and understanding with our **Over The Air service management expertise**: with more than 170 of our platforms in the field managing 700 million SIM cards, we can put a wealth of deployment and application management know-how at our customers' disposal.

The result is **a complete NFC operated service for mobile operators, banks, and transport companies**, designed to ease and speed the deployment of contactless applications and simplify their lifecycle management.

### > Gemalto - extending your NFC horizons

Our end-to-end Allynis Mobile NFC offer spans:

- Managed services for:
  - Trusted Service Management
  - Application lifecycle management
  - OTA service download and personalization
  - Service activation and deactivation
  - Application recovery (if a phone is lost or stolen)



- The latest generation of SIM cards, compatible with:
  - Global platform
  - Smart Card Web Server (SCWS)
  - Single Wire Protocol (SWP)
- Value added services, through partnership or internal development, including dynamic branding, ticketing, mobile banking, loyalty, promotional marketing campaigns, mobile coupons, one to one marketing...
- Consulting and training

It opens up a whole range of fresh business models, based on mutually rewarding new partnerships between mobile operators, and the banking and transport sectors. At the same time, it helps to reduce the risk of entering a new market.

### > Making life simpler for mobile operators

Allynis Mobile NFC enables mobile operators to deliver new contactless services efficiently, and fast:

- **Simplicity** - one point of contact to multiple service providers dramatically reduces complexity while extending opportunities, while our expertise in implementing NFC applications shortens project timescales
- **Security** - Gemalto security expertise, procedures and personalization protects payment transactions, and wins the confidence of service providers
- **Versatility** - value added services helps operators generate wireless traffic and revenues, and build appealing offers to attract new service partners
- **Reliability** - our proven OTA and SIM card technologies reduce risk and enhance competitiveness, throughout the application lifecycle

### > Making life simpler for service providers

Allynis Mobile NFC provides major benefits for banks and transport companies :

- **Simplicity** - our operated and managed approach means banks and transport companies can launch new services with multiple operators as quickly and easily as they can with one
- **Security** - the banking community knows that Gemalto's personalization expertise will protect sensitive data
- **Versatility** - Gemalto solutions open up great new ways to promote the brand and get close to customers through one-to-one marketing

### > Making life simpler for consumers and commuters

With Gemalto NFC solutions, end users can move freely and confidently into the contactless world, enjoying the benefits of:

- **Flexibility** - Gemalto solutions open the door to new services with an integrated end-user experience
- **Security** - wireless payments are in safe hands with Gemalto and Mobile NFC SIM cards
- **Portability** - with the Mobile NFC SIM card, end users can take their applications with them when they change handsets
- **Peace of mind** - applications can be recovered, if the phone is lost or stolen.

### Gemalto – your trusted partner

#### Telecom

- 500 mobile operators
- 1 billion SIM cards per year
- 170 OTA installed platforms managing 700 millions SIMs
- Operate data centers worldwide

#### Banking

- World's top 100 banks
- 450 million banking cards per year
- 30 personalization bureaus

#### Transport

- 30 million cards per year
- Personalization services

