



The 10 “must-knows” to create & deploy successful NFC Services.

Use-cases, Market trends, HCE, Secure Elements, GlobalPlatform, TSMs, Lessons Learned, Best Practices...

The 10 “must-knows” is your solution for getting NFC deployment right first time. You will discover these “must-knows” via 4 live sessions including 13 modules that will allow you to:

Grab the best practices learned from 54 major Gemalto NFC deployments to:

- Avoid previously made mistakes,
- Copy others best go-to-market strategies,
- Re-use little-known but proven techniques, to on-board business partners (MNOs, Banks, Transport, Retailers...),
- Avoid unnecessary investment costs.

What's in the Package?



Which NFC Services to deploy?

12 services reviewed for customer adoption, barriers & success factors

For the 3 main NFC business segments (transport, payment & retail), use-cases which major actors are targeting are analyzed; including Business models & strategies which have been tested, and those which have been adopted. Case studies include the 5 main barriers & success factors for user adoption.



What is needed? - The 4 pillars to enable successful deployments

Widely available, reliable, easy-to-use yet secure, are key elements for NFC service adoption. Infrastructure choices & decisions impacting these goals are clearly explained for: Secure Elements, HCE, Tokenization, Payment implementation options, User Interface strategies & technologies.



When strong Security is critical – How to design optimized yet flexible solutions

Actors choosing Secure Element-based solutions, may struggle initially with the GlobalPlatform (GP) 500+ page specifications split into several amendments. Which are needed for designing multi-application solutions satisfying all players' constraints & "must-haves". 7 concrete examples to easily and quickly catch the most essential GP concepts, simplified deployment model choices, and key business decisions to be made, are clearly discussed. Common traps & mistakes are also covered here.



Customer Journey & Services Life-cycle – How to achieve seamless registration & ease of use in a complex multi-actor ecosystem

Mobile payment, transport ticketing, access control...., need clearly defined processes to manage services. Trusted Service Management (TSM) solutions to aggregate & simplify remote management are explained. The 10 key success factors gained from previous deployments are also described, to optimize user adoption, and to simplify additional MNO & Service Provider on-boarding.

The Package Includes

4 live Sessions,

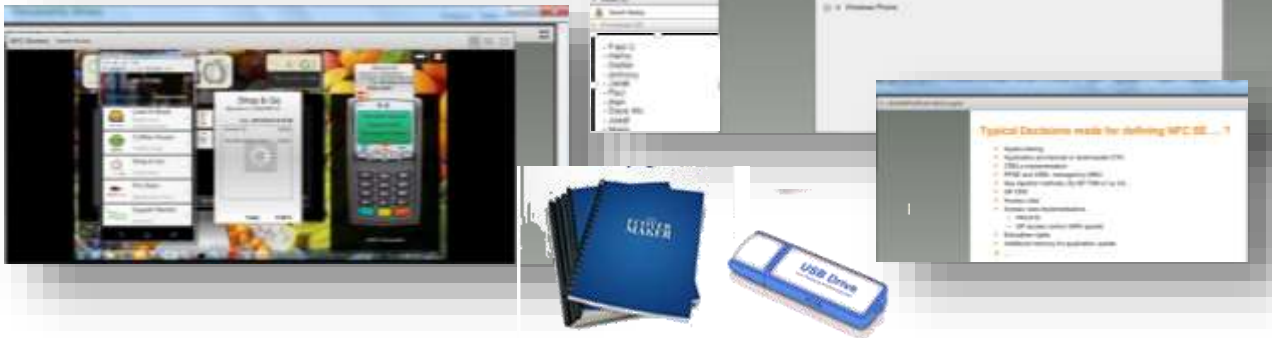
> Facilitated with an interactive Virtual Classroom platform*

*Broadband connection needed



13 Modules, including,

> Videos, demos, presentations & quizzes, case studies, checklists, FAQs



Gemalto – A Recognized Industry Leader in NFC Service Deployment

NFC consultants, leveraging Gemalto's legacy business experience in Payment, Mobile, Transport, Loyalty industries...

+200 NFC dedicated experts
in several domains (handset, TSM, Payment, Secure Element...)

Standards driver
helping to make digital lives easier!!!

+400 NFC actors
trained & satisfied

+54 references in NFC cards and solutions,
including more than 11 TSM deployments



GLOBALPLATFORM™



Testimonials

What Customers Say:

- "The training at Gemalto was very beneficial, the information I got will help me to be more efficient in my day-to-day job..." - **Solution Architect, UK Bank**
- "This training is a must for companies acquiring the tools. It gives very good knowledge to admin & users" - **Senior Devices Manager, MNO Group**
- "Easy to understand throughout all the hands-on practice... should be recommended for future groups" - **VAS Manager, Middle East MNO**
- "Excellent course with professional trainers who know their subject very well. Targeted specifically for us, covering all relevant topics" – **Mobile Commerce Team Leader, Financial Institution**

Bonuses



Specific discounted offers:

Value = 315 EUR

- A 15% price reduction voucher for one of the next planned classroom sessions, to be chosen from following list: *Discovering NFC Ecosystem / GlobalPlatform for NFC / Understanding MIFARE for NFC* (more details & dates: www.gemalto.com/training/schedule)



The 10 key Factors for working with Service Providers across key areas of NFC implementation, to streamline the process and achieve success faster

- ⇒ **"MNO GUIDE TO ENABLING THE NFC ECOSYSTEM" document:**

Value = 210 EUR

Key Areas:

- Helping Service Providers develop attractive NFC services
- Simplifying deployment & access to services
- Accelerating adoption...

To Register

Contact us at training@gemalto.com



Pricing

 PACKAGES:	NFC "Foundation"	NFC "Post Training"	NFC "Dedicated"
PRICE / PERSON	1 250 EUR	2 900 EUR	6 900 EUR
4 live Sessions	✓	✓	✓
13 Modules	✓	✓	✓
Access to Recordings of live NFC sessions		✓	✓
Access to Updates of NFC Modules for 1 year		✓	✓
Additional NFC Videos Interviews with NFC Experts		✓	✓
Knowledge evaluation quiz: To test yourself after training		✓	✓
4 videos pushed during 2 months: To maximize knowledge retention		✓	✓
Personal Coaching (1 hour) with NFC Expert Consultant Investigate your Ecosystem			✓
Personal Coaching (1 hour) with NFC Expert Consultant Begin to develop your Strategy			✓

Available Soon

 BONUSSES:	NFC "Foundation"	NFC "Post Training"	NFC "Dedicated"
15% price reduction voucher – NFC classroom session	315 EUR	315 EUR	315 EUR
"MNO GUIDE TO ENABLING THE NFC ECOSYSTEM" – Experience Summary doc	210 EUR	210 EUR	210 EUR

OFFERED

For further information, contact us at training@gemalto.com

