

Explore the Mobile Payment Wallet's opportunities

Strategic insights into the mobile wallet landscape



The mobile wallet sits at the intersection of banking, retail, transport and payment, making it a strategic channel to capture consumer spend in both brick-and-mortar and e-commerce transactions.

This convergence provides challenges and opportunities for financial institutions. The purpose of this course is to provide strategic insights to service providers and financial institutions who want to establish a preferred mobile payment relationship, or become "top-of-mobile" consumers.

In order to do so, this training will focus on the current mobile payments landscape, the capabilities offered by various solutions, the stakeholders involved and the behind-the-scenes stakes. By analyzing many different wallet implementations, we will explore the differences in user experience, analyze the multiplicity of use cases deployed, and differentiate the core services from the value-added services made available to consumers. We will conclude with a distillation of key learnings you can build on to deploy a successful mobile payment wallet.

With its involvement in more than 70 mobile payment projects worldwide, Gemalto is proud to share its know-how and practical experience.

Objectives

Upon completion of this session, you will:

- Have a good understanding of the different types of mobile payment wallets deployed to date
- Get an overview of the core and value-added services that may be offered to end users
- Understand the roles and responsibilities of the stakeholders of each solution
- Generate insights on the ways to make a mobile payment wallet attractive and adopted

Key topics

- Mobile payment solutions
- Different Classes of Wallet
- User experience
- Transaction flows
- Payment system architectures (secure element, cloud and NFC)

Who should attend

People from banks, retailers, or payment service providers:

- Marketing Managers
- Project Managers

Deliverables

- The complete course manual

Pre-requisites

- Basic knowledge of electronic payments (e.g. through Gemalto training B10141)
- This course is held in English. Sessions in other languages can be planned, please contact us.

Duration: 1 day

Location: Gemalto premises¹

Course fee: Please contact your local sales representative, or banking.training@gemalto.com

¹All training courses can be held on-site at customer premises, or at one of the Gemalto training centers. Please contact us for more details.

Course schedule

When performed at customer premises, the agenda can be tailored to customer attendance profile. The standard agenda is provided below:

AGENDA

Welcome and training overview

Introduction

- > Overview of mobile payment solutions currently in the market
- > Mobile payment implementations: QR code and NFC/Bluetooth, in-store payment and online payment, electronic funds transfer system (ACH) and card based payment, cloud-based and on-device SE solutions
- > Exploring the mobile wallet as a new payment instrument

Dive into the payment user experience

Wallet design choices and how implementation affects user experience:

- > Enrollment: service discovery, registration process and installation of the wallet in mobile device
- > Value-added services offered compared to traditional payment experience
- > Wallet adoption and feedback from the field

Stakeholder roles and responsibilities

- > Stakeholders involved: incumbents and new actors. Financial institutions, banks, merchants, payment schemes, payment processors, mobile network operators and over-the-top (OTT) players.
- > Business models
- > Types of wallets: interoperable, with/without financial intermediary, issuer-centric, services aggregators, etc.

Inside the payment

- > End-user identification and authentication: local/remote CVM, multi-factor authentication
- > Security during the payment transaction: tokenization, dynamic PAN, one-time use token, transaction signature.
- > Pros and cons of the various solutions

Conclusion

- > Summary of key technical and market lessons
- > How to make my wallet a successful payment instrument

Demonstration

Question & Wrap-up

Related courses

Introduction to the
Banking World
(B1014I)

Explore the Mobile
Wallet's Opportunities
(B1018I)

Discovering NFC
Ecosystem
(T1020I)

Explore the new
Dimensions of
NFC
Payment (B1015I)

TSM for mobile
NFC service
deployment
(B1016S)

Design your NFC
Mobile Payment
Project
(B1013W)

For further information about registration, course schedule:
please contact us via email to: banking.training@gemalto.com
or visit our web site: <http://www.gemalto.com/>