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…)

+400 NFC actors
trained & satisfied

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

Standards driver
helping to make digital lives easier!!!
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

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<tr>
<th>Packages:</th>
<th>NFC “Foundation”</th>
<th>NFC “Post Training”</th>
<th>NFC “Dedicated”</th>
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<tr>
<td>Price / Person</td>
<td>1 250 EUR</td>
<td>2 900 EUR</td>
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For further information, contact us at training@gemalto.com