



# *Mobile Banking and Payments*

Is the User Interface just the  
Tip of the Iceberg?

# Mobile Banking is More Than This



SMS



WAP / Browser



*iPhone*



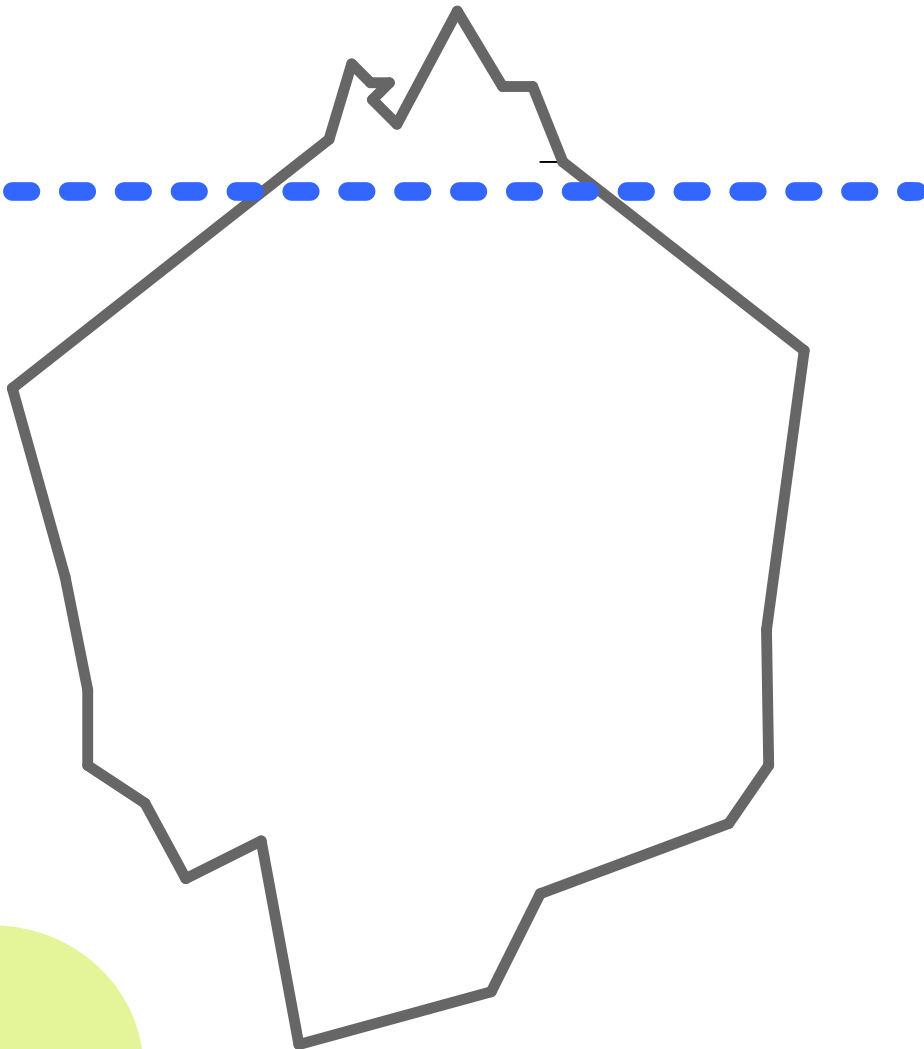
Application



*Windows Mobile*

# M-Com delivers a complete platform solution for retail banks

## > The Rest of the Iceberg



### Complete Picture

At M-Com, we believe in showing our clients the complete picture before they decide to choose a mobile banking solution partner.

### Rest of the Iceberg

While our competitors talk about the mobile banking user interfaces - the tip of the iceberg - M-Com differentiates itself by also delivering 'below the waterline' elements which are critical to successful uptake of mobile banking channel by the end-consumers.

### Best Solution Strategy

This document presents the summary of the key elements retail banks should consider as they develop their specific and best mobile banking solution strategy.

# User Interfaces are the most visible elements of a mobile commerce solution, but not the most important ones



SMS, WAP,  
Downloadable  
Application user  
interfaces

Multiple  
consumer  
registration and  
support channels

End-to-end integration with  
bank's core systems, IT  
infrastructure and payment  
capabilities

Banking grade platform to manage security  
and fraud threats, and proactively monitor  
and deliver high levels of service  
availability to consumers

Consumer-centric mobile banking implementation  
methodology that increases deployment certainty for  
the bank and consumers

## Strategy

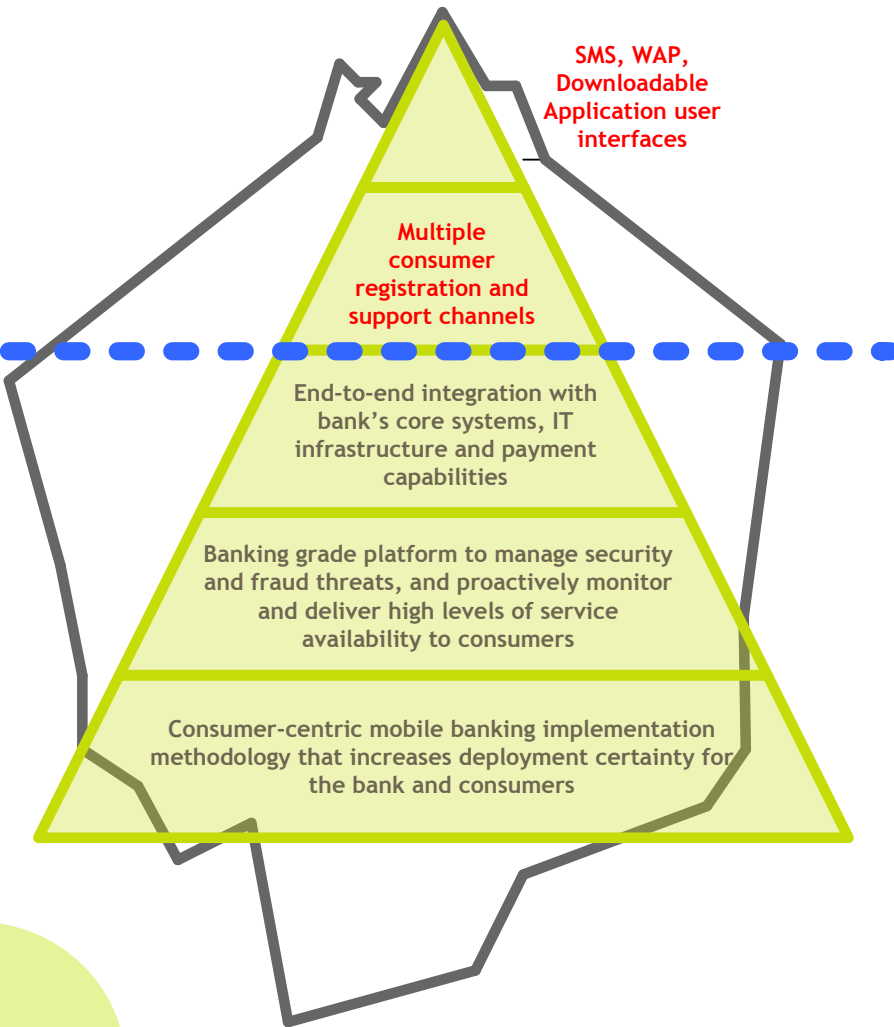
To maximize adoption from expensive channels (Branch, ATM or Call Centre) to mobile banking channel.

To maximize usage among consumers, independent of their level of sophistication, their device types or comfort with technology.

## Impact

Faster uptake of mobile banking channel by end-consumers, and as a result build-up of critical mass which commercially justifies the delivery of mobile banking channel for the bank.

# Adoption and usage can be driven upwards by having multiple touch points in place to interact with consumers



## Strategy

To promote the channel among all types of consumers (online, non-online, blue collar, white collar, etc.)

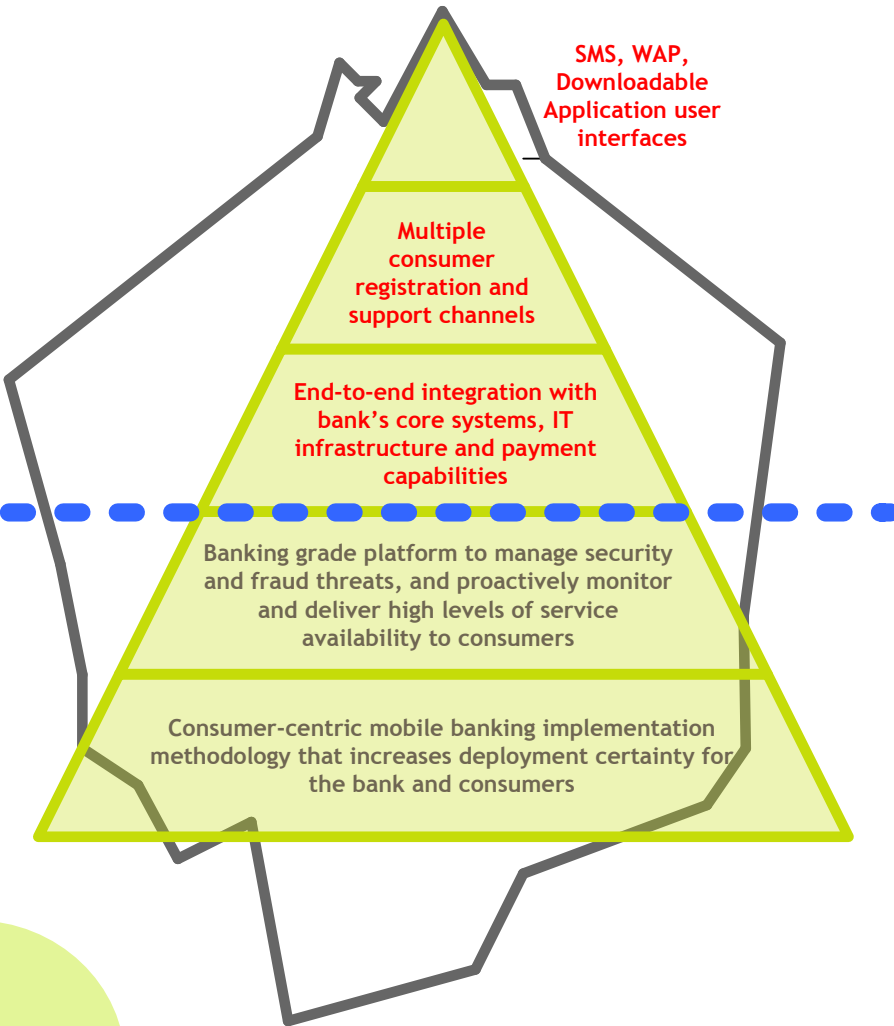
To enable customers to configure the mobile banking services they want to suit their way of life - with self service or via bank representatives / operators.

## Impact

Multiple registration channels remove hurdles to adoption and enables bank to align enrolment with their wider channel strategy.

Higher customer satisfaction and reduced cost to serve by providing self support tools to consumers and by putting serious customer support tools and information into the hands of bank representatives / operators.

# The solution has to be capable of evolving in line with the bank's existing and future capabilities



## Strategy

To reduce total cost of ownership - upfront and over long term planning timeframes.

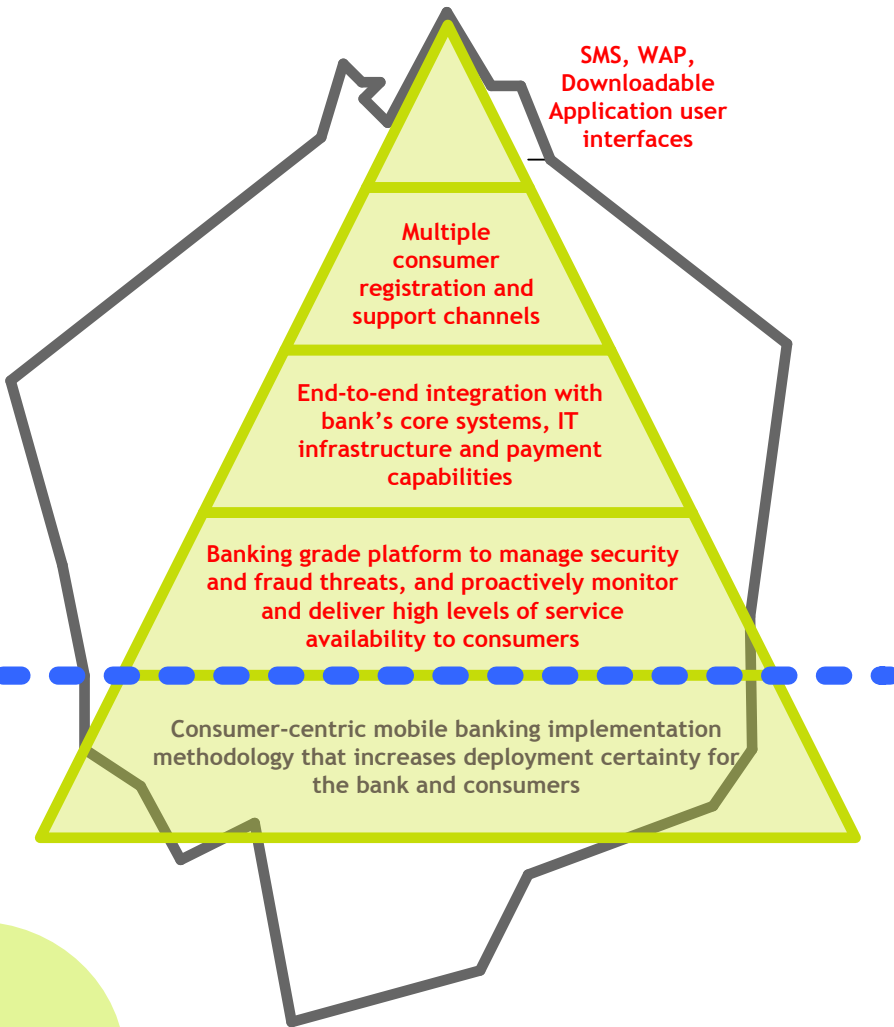
To position the mobile banking channel for the future - in terms of what can be done, how much it costs and how rapidly the bank can get to market (to either respond or lead).

## Impact

Reduced maintenance and support costs and system complexities.

Existing capabilities for future bank-specific applications (e.g. mobile wallet).

# Consumers desire maximum security and availability from new channels - banks care about their reputation too



**Strategy**

To fool proof the mobile banking channel by implementing the most tried and tested platform in the world.

To implement existing 'best practice' security models.

**Impact**

Confidence for end-consumers to move from low value transactions to higher value revenue generating transactions through the channel

Peace of mind, comfort and loyalty from mobile channel for end-consumers, as a result of no fraud / security breaches reported on the mobile channel.

Sustained bank reputation.

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## Strategy

To deliver the right services to the market, on time and in budget.

To meet the specific needs of the bank's consumers, whilst considering the constraints, limitations and opportunities brought about by the bank's existing investments.

Work with people who have successfully delivered mobile banking projects many times.

## Impact

A successful and profitable mobile banking channel implementation - that meets the financial, product and timeframe expectations of stakeholders.

A channel implementation which is aligned to the needs of the bank's consumers driving up satisfaction and loyalty.

# Key Questions and Considerations



1. How can **ALL** your customers access mobile banking services?
2. How will **ALL** your customers enroll for mobile banking?
3. How will you **SUPPORT** your customers at the front line when they have problems or concerns?
4. How will you effect banking and **PAYMENT** transactions simultaneously?
5. How will you **INTEGRATE** to the rest of your technology and process assets?
6. What tools will you have to manage **OPERATIONAL** excellence for the mobile channel?
7. How will you conduct channel **ANALYSIS** and performance management for the mobile channel?
8. Who will **THANK YOU** if you don't address the whole mobile banking picture?