The Mobile Commerce Race

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There are a few players (big or small, old or new) who jump to mind as to how the Mobile Commerce race will enhance and shape the industry and the customer’s appreciation and utilisation of the technology.

Here’s what happened in the recently held 7th Mobile Commerce Summit ASIA 2014 in Kuala Lumpur, Malaysia. This annual event is the largest and the most attended Mobile Commerce event in any region of the world.

Participated by numerous Mobile Commerce players from all over the globe, this most sought after annual event from Neoedge, held in Kuala Lumpur, Malaysia last 18th to 20th March 2014 at the Prince Hotel in Kuala Lumpur, was a great success once again.

Its Pre-conference Workshops were facilitated by Christoph Petzdolt, Managing Director, Simon-Kucher & Partners, Australia, while Tarik Husain, Senior Director Sales, Mobile Commerce, SAP Asia, Singapore held a seminar in the afternoon.

At the Main Conference, Day 1, after the exciting speed networking session, the show was opened by no less than by Dr. Suresh Ramasamy, Principal, Technology & Strategy Architecture at Digi Malaysia. He presented about the “Mobile Commerce Landscape in Malaysia.”

The presentation which came after was by another esteemed name in the industry, Geoffrey Head, Head of Solution Sales – APAC at Oberthur Technologies. His presentation, hailed by the delegates as one of the bests, mainly tackled on how to fully transform the shopping experience with the mobile wallet and how to improve customer shopping experience – for both on-line and in-store shopping. Geoffrey’s presentation also included topics on security for in-store and online shopping convergence.

Another Operator-led session was with Rudyanto Herlambang, Head of Mobile Commerce Division at Telkomsel, Indonesia. Aside from the great content of his presentation, “Collaborative framework approach for successful e-Money in Indonesia”, he is also an eloquent speaker and he championed all the questions from the delegates.

Here are some of the presentation highlights from the event’s Day 1:

“Mobile Payment Solution: case study of Saudi Arabia” by Anjum A. Mulla, Senior Business Architect at Saudi Telecom Company, Saudi Arabia

“Multichannel approach in mCommerce” by Tarik Husain, Senior Director Sales, Mobile Commerce, SAP Asia, Singapore

On DAY-2 of the summit, Event Chairman Rajen Prabhu, Senior Business Leader, Mobile Product Development Asia Pacific at MasterCard Worldwide did an amazing presentation after his opening remarks. Rajen’s presentation was entitled: “Examine Asia’s mobile payment landscape & potential for growth”. As stated on the event agenda, it discussed on “the ongoing convergence of physical and digital worlds is dramatically changing life as we know it. Part of this convergence is reflected in continuing shift in payments to digital forms and new payment flows. And this shift to digital payments represents one of the most significant times in our history since the introduction of plastic payment cards.”

Kalhara Gamage, the Head of Mobile Money at Mobitel Sri Lanka presented on “Mobile Money Deployment: Case study of Sri Lanka”. Here’s what he shared with the delegates: Sri Lanka Economy and Mobile Market; Mobile Money Opportunity in Sri Lanka; Mobitel Mobile Money Launch – mCash; Obstacles, Threats & Pressure; Future Deployments.

The last day of the summit has a series of major presentations up until the final presenter of the day.

“Developing new partnerships to grow the success of mobile money” by Aditya Menon, Managing Director of Global Digital Strategy at Citigroup, India

“Mobile Money - Opportunities for Mobile Operators” by Bill Millar, Director – Marketing, Huawei, Malaysia

“Malaysia’s thrust into Mobile Commerce” by Arif Abdul Quayyum, Axiata Digital Services, Malaysia

“Maximizing wallet opportunities: NFC experience and value before payment” by Thibaut Humbert, VP Business Development, Asia at Think&Go NFC, Singapore

The 7th Annual Mobile Commerce Summit ASIA 2014 was supported by Tourism Malaysia and sponsored by Oberthur Technologies and ManagePay Marketing Sdn Bhd. As this year promises a lot of happenings in the industry, the question now is, “Who is winning “The Mobile Commerce Race.””

Read further on and find out more about the companies who are making the waves in the ever gliding Mobile commerce realm, and, who are winning the so called, “Mobile Commerce Race” towards gaining the trust and loyalty of the consumers.

– Editor
Living by its credo of ‘We Care. Always.’ the National Mobile Service Provider, Sri Lanka Telecom Mobitel introduced another life-style convenience service to its customers titled ‘mCash’, late in 2013.

Mobitel is Sri Lanka’s National Mobile Service Provider is a fully-owned subsidiary of Sri Lanka Telecom. Mobitel offers mobile telephony services, high-speed broadband, Enterprise Solutions, IDD services and a host of Value Added Services. Mobitel’s coverage spans the entire island, with international roaming available in 400+ networks worldwide. Fuelling over USD500mn worth of investments, Mobitel continues to shape the country’s ICT landscape.

‘mCash’ is now available for all post-paid and pre-paid Mobitel customers by registering for a ‘mCash’ account via #111#. Customers can make monetary transactions and withdraw money from their ‘mCash’ account as well. Over 4,000 ‘mCash’ merchant points would be established at the launch of the new service and would later expand up to 10,000 merchant points across the country.

Speaking on the launch of the service, Mobitel’s Acting CEO, Kapila Chandrasena said, “We at Mobitel are confident that this initiative to deliver a nationwide Mobile Money service will provide an unprecedented level of financial inclusion through the empowerment of millions of Sri Lankan citizens with electronic money transfer and payment facilities.

Approved by the Central Bank of Sri Lanka, ‘mCash’ is a useful supplementary method to transfer money that is fast, user-friendly and would provide a host of special offers to its customers. The number of mobile phone subscribers in Sri Lanka has reached a staggering 20 million which would promote the demand for value added services such as ‘mCash’.

Custodial Banking services will be provided by Commercial Bank of Ceylon PLC, while Deutsche Bank A.G, is the Trustee Bank for this new initiative. ‘mCash’ is the fastest, most secure and convenient method to transact money, settle utility bills and insurance premiums and to purchase goods and services via a mobile phone.

The dawn of the Mobile Money era in Sri Lanka has been made possible by the progressive and financial inclusion-focused, regulatory ethos of the Central Bank of Sri Lanka. This solution while providing the platform for financial inclusion of all Sri Lankans is also part of the overall development roadmap envisioned for the country’s electronic payments landscape. Mobitel takes pride in innovating truly customer friendly services that have a lasting impact on improving and upgrading lifestyles. Mobitel customers will now have a fast and convenient method of making money transactions without leaving the comfort of their homes.

“As the country’s largest private bank, we are proud to be associated with such an initiative. As custodians to mCash, Commercial Bank’s extensive branch network numbering 232, as well as a 576-strong ATM network certainly gives it that all important edge in the market. With the mobile phone industry soon becoming a key channel for financial transactions, mCash is sure to quickly gain popularity. We look forward to further strengthening this partnership we have nurtured with Mobitel, and look forward to providing this valuable service to the people,” said Commercial Bank’s Chief Information Officer, Rohan Muttiah.

Fulfilling a new level of customer experience, Mobitel’s mCash transcends mere commercial objectives, as it provides a life line to a person at any time and any place. “We Care. Always” is translated in to a real life service offered once again by Mobitel.
Some of you may have already noticed the evolution happening right now in mobile commerce, which is showing m-commerce rapidly taking share from desktop-based e-commerce. As a result, mobile search will eclipse desktop search with profound implications for mobile advertisers by this time next year. Opportunities around mobile search are already starting to reveal themselves in the form of pay-per-call marketing driven by mobile search.

Any product or service that needs hand holding, benefits from a human-to-human call, including: insurance products, financial services, legal services, hotel and cruise bookings, tech support, education degree programs, and more.

Increasingly, we’re seeing pay-per-call marketing as a combination of the old and the new. Although smartphones or call centers as ways to transact business aren’t new; what is new is the rise of mobile search in this ecosystem and the way in which mobile search stitches these formerly distinct industries into a monolithic marketing powerhouse called pay-per-call.

The amount of money in play is staggering. Market researcher BIA/Kelsey estimates that $68 billion is spent each year on advertising that is placed with the intention of driving phone leads. This includes ads in newspapers, radio, TV, Yellow Pages, and any advertising that’s targeted to reach audiences in specific locales.

Over the next few years much of that $68 billion will move over to mobile search for one simple reason – better conversions. Unlike the web, where a search is still a few steps away from an action or conversion; in the mobile world, monetization is literally one click – or tap – away through pay-per-call because over 60% of mobile searches lead to a phone call. BIA/Kelsey estimates mobile search conversion rates are 57% versus 7% for desktop because mobile users are, “more ready to buy, in the right location and with a device whose core function is to make phone calls.”

Just as the first search engines defined the rise of the first generation of the Internet and determined winners and losers; the rise of mobile search will also determine a new generation of winners. One of the winners will be pay-per-call marketing, the fastest-growing area of performance marketing in the United States. BIA/Kelsey adds that the call volume to businesses in the United States will reach 65 billion by 2016, a 43% compound annual growth rate from today.

Mobile search that connects to a call is now the best way to reach prospects and drive revenue.

Mobile advertisers that get into mobile search driven pay-per-call marketing will make a huge and profitable jump into the fastest-growing category of performance marketing, driving new revenues and profits.
Founded in 2001 and with offices in Singapore and Silicon Valley, Ontrack Advisory provides business development and expert services in the areas of multichannel e-commerce, payments, banking, and other critical infrastructure industries.

**Product/Service Profile**

**Our services include:**

- Client development for global consultancy and IT firms. We work closely with our industry-leading clients to identify and pursue opportunities, supplement business development efforts, and ultimately increase our client’s real opportunities and revenue. We have assisted clients to enter new markets, identify and close on “cornerstone” customers, and achieve significant revenue increases.

- Embedded engagement delivery and direct consulting services to clients in three industry segments:
  - Payments and banking
  - Multichannel e-commerce and e-government
  - Other critical infrastructure sectors (IT and telecommunications, transportation, supply chain logistics, homeland security, emergency services, and others)

- Functions include:
  - Product and solution development
  - Program and project management
  - Relationship management
  - Interim executive services (CTO, CIO, CISO)
  - Subject matter experts (cyber security, identity, mobile commerce and others)
  - Audits and assessments
  - Audit defense
MOLPay, Southeast Asia’s leading online payment solutions provider and 7-Eleven Malaysia, the country’s largest convenience store chain has entered into a partnership to launch a new innovative payment option for e-commerce merchants. E-Commerce merchants can now accept cash from consumers at the nearest 7-Eleven outlet and get notified of the payment in real time when payments are made through MOLPay.

The new service, aptly named MOLPay CASH, will first be made available at selected 7-Eleven stores throughout the Klang Valley. Currently, a total of 735 stores offering this convenient payment option and more stores will be joining soon. By July 2014, all 1,569 stores in Malaysia will be providing this service.

Commenting on the benefits of the new service, MOLPay co-Founder and CEO, Eng Sheng Guan mentioned that MOLPay CASH offers a fraud free and convenient way to pay cash for online transactions while enabling merchants to reach a wider customer base that they may not have been able to cater for in the past.

MOLPay CASH aims to boost merchant’s sales by 40 per cent

On participating online merchant sites, consumer can choose to pay using the MOLPay CASH option besides the current payment options such as VISA and MasterCard in MOLPay payment page. With the aim to increase merchant’s sales by 40 per cent through this alternative payment method, MOLPay CASH uses barcode for consumer to pay cash at the nearest 7-Eleven outlet. MOLPay CASH is integrated with the 7-Eleven convenience store’s point of sales system and will notify merchants in real-time when consumers have paid.

This payment option is expected to increase sales exponentially for online merchants as it is very convenient for consumers who do not have bank accounts or credit cards, also the fact that 7-Eleven stores are everywhere and consumers can choose to pay at any time of the day, as it is available 24 hours a day and 7 days a week. CONVENIENCE equates to MORE SALES for merchants.

60% of Malaysians prefer cash payment

Consumers can shop for just about anything on the internet these days, but are there enough payment options to fulfil consumer’s various needs and preference for payment methods at their convenience? In reality, there isn’t much solution out there to cater for the mass, diverse consumer group. Cash paying customers is a large percentage of the market, but most online businesses are not fully aware or able to cater for this sizeable potential market.

Nielsen’s Global Saving and Investment Strategies announced earlier this year revealed that 60% of Malaysians prefer cash payment. The percentage is even higher in the Philippines (74%), Thailand (68%) and Vietnam (61%).

MOLPay CASH addresses the needs of this group of cash-paying consumers. Even consumers who have credit cards do prefer to pay cash in order to have more control over their personal credit management.

MOLPay has been continuously introducing innovative features that optimize sales even before MOLPay CASH, there are features such as Secure 1-Click Payment, a tokenization feature that increases successful transaction rates up to 93% and In-page Payment, a seamless checkout feature that allows consumers to complete the payment process in without leaving a merchant’s website.

MOLPay is the multi-currency payment gateway in Southeast Asia that accepts cash payments for online purchases, through physical outlets such as convenience stores. It is simple to setup on any e-commerce store and also, convenient and secure for online buyers to use. MOLPay offers a wide range of e-commerce payment solutions - from online payment acceptance and processing to fraud management to payment security. MOLPay is a member of the MOL Global Group, one of the largest Internet companies in Southeast Asia. MOL processes more than MYR 1.5 billion worth of transactions a year.
Singapore performance-based mobile advertising network The Art of Click has received half a million dollars of seed capital funding from Wavemaker Labs and the Singapore National Research Foundation to expand its business in the region.

Art of Click has operations in Singapore, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

The firm has also announced a number of new hires. Joining the company are ex-Adsmobi and BuzzCity executive Wandrille Pruvot as chief revenue officer, Jens Bohnwager as chief technology officer and Damien Velly as technical senior consultant. They will report to Art of Click’s CEO Emmanuel Allix.

Paul Santos, managing partner of Wavemaker Labs said: “What do advertisers ultimately want? Do they want shiny new technology? Do they want clicks? We believe that advertisers ultimately want their target market to do something with their brand (e.g. learn more about it, sign-up, download a coupon, buy, etc.) He added: “Art of Click is aiming to revolutionise the way mobile advertising is purchased and managed by cutting out the hype and complexity and focusing totally on the outcomes clients want. Wavemaker and the NRF have invested SGD 589,000 to help Emmanuel and his very experienced team attempt to spark a revolution with their bold vision of pure CPA (cost-per-action) based advertising.”

Art of Click offers all m-commerce companies to work with them on cost-per-sale (CPS) or cost-per-registration (CPR) business models. Those two business models are under-exploited by the mobile commerce field and we want to show that using them is a way for companies to get more return on investment on their mobile ads, more effectively and faster than with classic cost-per-click or lead campaigns. This also means that, for m-commerce companies who partners with Art of Click, will have more transparency on how to get real outcomes from their mobile ad campaigns through its advanced mobile marketing platform. They will be able to monetize their customers, and, likewise retain and engage them on a long-term scale.

*Art of Click’s Chief Revenue Officer, Wandrille Pruvot, presented on “The Mobile Commerce in Southeast Asia”, in the recently held 7th Mobile Commerce Summit ASIA 2014 in Kuala Lumpur, Malaysia.
Discussions of mobile payments are everywhere.

Now comes a new report projecting just how big that market will be this year, and it’s not small.


$508 Billion Moving Through Mobile by Chuck Martin

The growth is being driven by purchases of physical goods from mobile devices. The research also shows that the average transaction size from purchases made on tablets exceeds those made on PCs in many markets.

And what a difference a year makes with the size, increasing 40% from a year ago.

The growth is being driven by purchases of physical goods from mobile devices. The research also shows that the average transaction size from purchases made on tablets exceeds those made on PCs in many markets.

Juniper attributes this to increased consumer confidence and willingness to engage with mobile as a content browsing and payment mechanism.

Smartphone spending also increased sharply, though the primary function in retail was researching with the final purchase being made on a tablet.

Part of the reason consumers are almost four times as likely to make a purchase on a tablet vs. a smartphone is that purchases made in the home involve spend migrating from the desktop to the tablet, based on the report.

As we’ve written about here in the past, much of mobile commerce growth is being driven by mobile ticketing applications and by metro and transit authorities in Europe and North America, according to Juniper.

Mobile or contactless payments has had few commercial launches, according to the researchers, while positively projecting a brighter future for them with the emergence of cloud-based and NFC (Near Field Communication) products.

Of course, Apple doesn’t use NFC in its devices and Juniper speculates that the company will introduce a digital wallet for secure contactless payments with the launch of the next iPhone.

Part of the report’s optimism for payments is that the majority of point of sale terminals shipping now contains contactless technology, so at least more retail locations will be mobile payment possible.

By geography, the Far East and China are the largest markets based on mobile transaction values and are expected to remain so, according to Juniper. Mobile payment growth in Africa and the Mideast is driven my money transfer transactions While a large amount of money is moving through mobile devices, most of it is not at the actual point of sale at a store. Yet.

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Mobile Payment Today by Sammy Tuffaha

A state of confusion or evolution?

With hundreds of mobile payment programs springing-out all over the world, the future of this industry anything but clear. There is an overall general consensus that mobile is the future of payment yet there is a greater confusion about the main elements of the industry like technology, features, and success factors.

The battle of technologies to dominate the m-payment industry has been fierce. There is large popularity for USSD and SMS based systems in developing countries while the presence of various technologies like near field, near sound, QR codes, and Bluetooth is very visible in developed countries. In past months, near field communication touch-less technology, better known as NFC, seemed to be leading the way as the top technology candidate for m-payment transaction. However, the limited availability of smart phones needed for NFC enabled handsets, accompanied by the absence of industry leaders like Apple, made the technology’s ability to be the best option for m-payment in the short run questionable at best. This technology incoherence was caused by a popular assumption that one technology must dominate the market in order to achieve industry standardization. Although this assumption seems logical, it is unrealistic in the short-run and it is false based on historical analysis of the chronological standardization evolution for financial services. The key to reach the initial phase of standardization is for the service to accept multiple technologies. The customer interface technology should be merely a language of communication between the mobile device and the service interface which can be a point of sale, a mobile handset, a kiosk, or even an application on the customer mobile handset. The service should give the client the choice to select the language of communication desired. Be it USSD, NFC, or any technology that the customer selects, the service must offer high flexibility that offer the consumer the choice. Eventually, over a few years, the natural selection in the industry, based on popular demand and technology evolutions, will eliminate many of the available options and leave the industry with two or three dominant technologies.

The second element that is causing much debate in the mobile payment world, is the service profile. Should the service be connected to the bank account, credit card, or independent wallet? Should it utilize a secure buffer like Paypal or widely available mechanism like mobile airtime? This debate is fueled by special interest groups like banks, credit card institutions, and MNOs. Each feels that they have an opportunity to dominate this new payment evolution and recoup the mobile payment investment as soon as possible. Whereas, they must collaborate to win the war, against the true and common enemy which is cash. And similar to the case of technology, none of the players will dominate the industry in the short run because only a service that gives the client the choice to select the source of funding for the payment can succeed.

This leads to the holy grail of uncertainties for mobile payment which is the most asked question in the industry: What is the main success factor for mobile payment? There is actually an unusual unanimity among many industry experts about the answer but no one seems to know how to achieve it. The top three success factors for mobile payment are distribution, distribution, and distribution. The service can only succeed if there is a great simplicity and flexibility in both the funding source and the payment acceptance. If the service wallet can only be funded via one bank or a few locations, then it is too much hassle, from a consumer prospective. And if the service is only accepted at a certain commercial chains or for specific products, then it is too confusing. Credit cards were successful because consumers felt confident that the card will be accepted anywhere they go and that it will work for most products and services. The successful mobile payment service must be accepted everywhere and by everyone.

If the consumer still needs to carry a wallet, then might as well use cash or credit cards. In conclusion, the mobile payment industry is facing many uncertainties and power struggles for domination. But it can only succeed via national and international standardization that can be achieved through collaboration and true interoperability. The need for large investments and the inability of most players to generate revenue in the short term makes the needed collaboration even more unlikely. The next three years will be critical for the industry as the metamorphosis from internet banking and physical credit cards into mobile payment service will be at its peak in developed markets. This will be a critical step towards the transformation to a cashless digital economy and true financial inclusion.
Mobile Money in the emerging market

In the emerging market, more people with low income having cell phones than having a bank account. Many of those people are still doing the money transaction using the unceremonious banking networks, and these are known to have very high cost and might be disposed to burglary.

The Mobile money solution started to find a solution for breach by offering m-commerce solutions, from a simple solution to more complex transfers banking services that can be viewed as innovation that lowers trading costs, transaction time.

It is also believed that the Mobile money and if fully explored can be used as a tool for country specific economy growth.

However, only a minority of these solutions have reached a justifiable scale, hence the need to extremely stress on awareness of the solution and its benefits not only to the end users but to the right regulation as well as to the financial institute and populations. In this regards, the banks and all mobile money companies needs to increase their awareness and investment in the mobile money technology.

Believed that if this will not be the case the low income population will find the solution either through friends, families or through informal channels that will continue adding more risk on the money transaction and loss to the m-money market.

In summary, some evidences are shown that the mobile money service is gaining market acceptance, especially when used for daily business transactions. Also it has been shown that this solution has a big potential to improve the small business in terms of operational costs and improving margins.

It is supposed that in 2014, the mobile money solution will even accelerate into the market and will pave the way onward to the financial institute. The industry as a whole is now focusing not only on providing access to a wider array of consumer and banking products, but also on increasing awareness about the importance of cost saving and improving the efficiency of the financial transactions for financial institutes as well as to consumers.

Maroun Fadel is Advisor and Regional Business Development Director at Shabakkat, State of Kuwait
What do you think about the Mobile Commerce/Mobile Banking Industry at the Moment? Is it moving into progression or are we looking at the same things as what we have had last year?

The rise of the smartphones and the mobile internet, mobile phones are indeed the most widely spread electronic devices on the planet. With its adoption by consumers, the world has turned mobile. In my opinion, Mobile Commerce is in a rapid expansion phase. According to study, it is exploding considering sales on mobile devices accounted for more than 20% of U.S. e-commerce spending.

What are the hottest issues that you think people are discussing about Mobile Commerce and Mobile Payments?

The hottest issues about Mobile Commerce and Mobile Payments would be the increasing competitive landscape. Despite the rapid growth of Mobile Commerce and Mobile Payments especially in areas of mobile shopping, virtual goods and its value proposition to consumers, there still seems to be considerable scepticism amongst consumers which is creating a barrier to widespread adoption. Consumers Trust remains the greatest challenge. The challenges lie in the issues of trust, security and affordability. Regulatory Challenges posed another hot topic for discussion.

Who are the major players in the Mobile Commerce space right now? Why are they dominating the market?

The major players in the Mobile Commerce space are the biggest Retail, ticket and Travel Companies as more retail sales are coming through mobile devices, both smartphones and tablets. This is largely driven by consumers’ widespread adoption of smart devices such as smartphones and tablets.

Which part of Asia is the hottest spot in terms of mCommerce innovation?

Japan and South Korea lead the Asia region in adoption. In comparison, despite the high mobile penetrations, markets such as Hong Kong, Singapore and Taiwan have relatively lower adoption so far. In contrast, the relatively less developed mobile market such as China, India and Indonesia and the Philippines are showing rapid take-up mainly in the bill payments and m-banking services such as remittance sector.
What are you currently working on and what prompted you to release this innovative technology?

NDB Bank is currently working on making our mobile commerce product operator independent. The product was initially launched in collaboration with the largest Telco Dialog Axiata. We are also in the process of activating 2 other financial institutions and one other operator to the network.

Suggest a topic pertaining to Mobile Commerce would you like to hear and who would be the best Speaker?

There hasn’t been enough said on inter operability and putting the consumers convenience and flexibility at the forefront and what financial business models are being used out there either in Telco led models or Bank led models.

How would your proposed topic benefit your professional goals or mission of your company?

One of the biggest constraints we face is convincing Telco’s or Financial Institutions is how do we share revenue? What are the investments and when would be generate such revenues? Some of these questions maybe answered through the above topic.

Among the countries in Asia, which one do you believe will be the best venue for the Mobile Commerce Summit ASIA in 2012?

I would prefer to have the conference in a country where there is a very successful mobile commerce product in order that the participants can get a first hand look at it on ground and also if the organisers will arrange a meeting session with such successful mobile commerce providers in order that networking and knowledge sharing can take place. Preference is Philippines, Taiwan, South Korea, Malaysia etc.
Kaustuv Ghosh
Business Evangelist and Development
Simply Tapp

What do you think about the Mobile Commerce/Mobile Banking Industry at the Moment? Is it moving into progression or are we looking at the same things as what we have had last year?

After a lot of hard work by many players, it is really getting traction. The momentum coming out of the recent announcements on Host Card Emulation are significant in this regard. Greater smartphone penetration, more ideas on acceptance, scaleability through correspondent branches and omnichannel—all these are coming up and will make a big difference soon.

What are the hottest issues that you think people are discussing about Mobile Commerce and Mobile Payments?

This will easily be the turnaround of NFC, mainly through HCE, and the promise it holds for more innovation down the line.

Who are the major players in the Mobile Commerce space right now? Why are they dominating the market?

The networks such as MasterCard and VISA will continue to play a pivotal role and you have new engines of innovation such as SimplyTapp which are enabling fundamental transformation in payments. I would look at the OTT players especially out of China and yet to be announced players in wearables. I think the key behind domination and growth lies in the Gordian Knot way of thinking. Can you identify a key roadblock, problem or issue and strike it off with one blow. That’s what HCE has done for NFC, for instance.

Which part of Asia is the hottest spot in terms of mCommerce innovation?

Australia and New Zealand have been quite bold in their thought process and adoption of new technologies. Chinese companies have been focussed in innovating to attain scale. However, we should consider innovation as being universal and obviously it always starts from somewhere. It is now far easier for it to diffuse through different markets and each market will have its own take.
THE MOBILE COMMERCE CHAMPIONS LEAGUE

- Oberthur Technologies
  THE M COMPANY

- ManagePay
  Agile • Convenient • Secure

- MEGAPAY

- InterAcct Solutions

- Net Biscuits

- Telepin

- VeriSign

- Utiba

- XIUS-bcgi

- Roamware

- Gemalto

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