

MOBILE COMMERCE ASIA

Quarterly eZine
for M-Commerce
Industry Executives

COVER STORY

What matters most
to the consumers?

The Next BIG M-Commerce Champions

Who are the next m-commerce champions
and how they joined the bandwagon?



Who are the next m-commerce champions and why they joined the bandwagon?

By Jhorden Niño and Eugene Azucena

WHAT DEFINES SUCCESS IN A MOBILE COMMERCE ECOSYSTEM?

It may be based from a successful collaboration between banks and mobile operators or a secured system of buying goods and services, paying bills, sending and receiving money internationally and locally. It can simply be the ease of use of a mobile phone or a network of merchants that will make this system available for the consumers and so on and so forth. There are numerous successful mobile commerce projects around the globe and one thing is for sure, there will be more budding champions in the future and that the industry is unyielding.

Through the advent of mobile technology, various mobile applications are being sold and made use for ease and convenience to its consumers. Globe Telecom (GCash, p.3) in the Philippines and NTT Docomo in Japan, are some of the pioneers in the mobile commerce ecosystem who have been successfully providing mobile financial services to its consumers for the past few years now. This year, however, a lot of mobile start-up companies have started to emerge. Opportunities have sporadically aroused for payment card providers, merchants, and remittance companies in partnering with Mobile Network Operators and Banks.

ZONG (by Paypal), Paytong, DOKU, BOKU, Intuit, bKash and ZenithMist, along with other mobile commerce start-up companies are all championing their m-commerce initiatives to get a slice in the mobile commerce pie, so to speak. Who's next? Who stays and who goes?

In this issue, you will discover the success stories of YOOSE (p.4 Industry focus) while also under Hot Topics and Trends are the NFC Innovations from Verifone and mFino. Visa's mobile payments solutions for the Middle East region and StanCharts's BREEZE are both featured in The Mobile Commerce Power Club section (p.3). Our featured start-up page showcases C-SAM and bKash. The leading industry analyst Mind Commerce contributed an insightful article on The Future of Mobile Commerce (pp.6-7).

Who then are the next champions in the M-Commerce space? In the coming months we will either know or read more about them. We might already have downloaded them in our phones. I think the real question is who matters most to the consumers?

Keep your watch! Bigger champions in 2012!

- The Editors



Paolo Baltao, President G-Xchange, Inc. (GXI), A Globe Telecom Subsidiary



GCASH saves your party emergencies: Safe and Efficient

by Eugene Azucena

Globe GCASH, the pioneer and most trusted mobile payment service in the Philippines, enters into an innovative partnership with Quick Delivery, one of the largest delivery networks with over 200 partner restaurants, specialty stores, and even wine merchants in more than 480 locations across Metro Manila.

Quick Delivery joins forces with GCASH to make it much easier, safer and more convenient to order food from Metro Manila's best-of-class restaurants and have them delivered right at your doorstep. All it takes to green light your order is a simple text message.

In an interview with Mobile Commerce ASIA eZine, Eugenio Gonzalez, President of Everything Express, the operator of Quick Delivery shared, "Our partnership with GCASH gives us real-time payment settlement for orders. We are hoping that we will be able to bring in more customers to our partner restaurants, as those who do not have ready cash can still

order food through Quick Delivery and just pay via GCASH. They don't have to go out and run to an ATM to withdraw cash, or go out and get the food themselves."

On occasions like parties, unexpected home guests or corporate emergency meetings, it is the fastest resort to solve these, not to mention safe and efficient too. Gonzalez added: "Not only is it convenient, it's also more fun because we can actually make deliveries as a gift or a surprise for loved-ones and friends —with someone else paying for the food. Plus, our delivery personnel are spared from having to carry cash or make change, so transactions are faster and easier."

The simplest way is to call Quick Delivery's easy-to-remember number (2121212) or log-on to www.quickdelivery.ph to place your order and choose GCASH as payment mode. Wait for a text from GCASH that says "Quick Delivery requests to deduct xxxx.xx of GCASH from your wallet. Reply to this message with your

MPIN if you want to confirm." Upon confirmation of payment, your order will be delivered. Delivery hours are from 10 AM to 10:30 PM, 7 days a week. Quick Delivery is also open from 7 AM to 2 AM in select areas around Metro Manila.

"With GCASH, people need not worry about not having enough cash on hand or divulging their credit card information for food deliveries. GCASH gives Quick Delivery customers an alternative payment mode that's safe and secure. And even if you do not have enough funds in your GCASH wallet, it's so easy to transfer funds to GCASH via mobile banking partnerships with the country's biggest banks like BPI and Unionbank," said Paolo Baltao, President of G-Xchange, Inc., a wholly-owned subsidiary of Globe Telecom which operates GCASH.

With Quick Delivery and GCASH, anyone craving for their favorite dish from TGI Friday's or getting a Coffee Bun fix from Kopi Roti or crisp, chewy pancakes from Flapjacks and even a Frozen Brazo de Mercedes from Vargas Kitchen at the office or at home is simple and easy. From Bonchon Chicken to Banapple and Sango Burgers, Quick Delivery can deliver to you with the convenience of your GCASH account.

Quick Delivery's list includes Mexicali, Chatime, California Pizza Kitchen, Italiannis, Gloria Maris, Dulcinea, Buffalo Wings N Things, Tender Bobs, Fish N Co., Mamou, Banana Leaf, Agave, Super Bowl, Barcino, Sentro, Café Mediterranean, and Kirin, among others.

G-Xchange, Inc. (GXI), a pillar in m-commerce and a fully-owned subsidiary of Globe Telecom pioneered the mobile commerce service called GCASH in 2004. GXI President Paolo Baltao is poised to speak at the upcoming 5th Mobile Commerce Summit ASIA 2012 happening in Singapore next year, 20th-21st of March.



Standard Chartered "breezes" the Mobile Banking space

by Eugene Azucena

In July this year, Standard Chartered Bank, India's largest international bank, announced the launch of an innovative mobile banking application in India, called Standard Chartered Breeze. The product gives customers greater ease of use and a higher degree of convenience, through an intuitive and design rich interface.

According to Matthew Norris, Chief Information Officer, India and South Asia, at Standard Chartered Bank, "Breeze is a comprehensive banking platform that enables our customer to personalise how they see, move and manage their money with incredible ease. This new application by Standard Chartered will serve as a key customer touch point that complements the Bank's physical branch network."

Standard Chartered is one of the first players in India to deliver a comprehensive and rich mobile offering, compatible on over 700 handsets. Breeze has been developed based on extensive consumer research and is uniquely designed to take the mobile banking industry by storm.

"Breeze is intuitive, easy-to-use and most importantly secure. It has been designed by a group of people who are truly passionate about creating great experiences for our customers and we are delighted that they will now be able to access and manage their money from their mobile phones, wherever they are, whenever they want," said Standard Chartered Bank's, Group Head of Remote Banking, Aman Narain.

Among Breeze's unique features are the following: Viewing of bank and credit card accounts, Transferring of funds to other banks in India, Paying utility bills at over 100 billers across the country, and ATM Locator Feature to locate the nearest SCB Branch/ATM.

While its major mCommerce features include: Topping up of pre-paid mobile

phone (across all networks), Choosing the cinema, desired seats and purchase of tickets all within Breeze, and booking and payment of airline tickets through Breeze. As Rajashree Nambiar, GM, Distribution, India said, "With Mobile phones becoming an integral part of our lives, Breeze will provide a Safe, Secure and Personalized service delivery channel for the bank to reach out to our customer."

With over 700 handsets supported from rich mobile experiences on Android, Blackberry and iPhone to the most basic Nokia devices, this represents possibly the richest and most comprehensive mobile banking experience in India. iPhone will be the newest addition to the suite at the end of the month offering the first bespoke mobile banking application in India.

Standard Chartered Breeze is designed with the consumers' mobility needs in mind. Customers can access Breeze with their existing online username and password eliminating the need for multiple passwords making the offering both secure and convenient.

Three easy ways to get started with Breeze: 1. Open a Bank Account (Existing accounts may right away sign up). 2. Register for Online Banking (Note that Breeze uses the same username and password as your Online Banking) 3. Download the Breeze App (Can be downloaded in multiple devices). Breeze is now available in Singapore, Malaysia, China, India and Hong Kong on various popular devices, for more information go to www.breeze.standardchartered.com

Visa's innovative solutions help drive mobile payments in the region

by Eugene Azucena

Visa, one of the world's leading payment solutions providers, is continually investing in its offering throughout the region, as part of its commitment to empower people, economies and businesses with better money.

The widespread adoption of mobile technology has – and continues – to change the way people connect and transact across the globe, and Visa sought to embrace this change from the beginning. From smart cards to contactless and mobile technology, Visa has earned itself a reputation for being first to market (both in the region and globally).

Here are just a couple of examples of how Visa has implemented forward-thinking initiatives in the Gulf Cooperation Council (GCC) and further afield to drive payments and commerce.

Visa helps mobile payments gain momentum in the Middle East

In the Middle East, Visa has helped to introduce this technology to the region through partnerships through industry leaders such as National Bank of Kuwait (NBK) and Zain, with the successful launch of a NFC mobile payment trial between March 2010 and January 2011. The trial gave up to 350 NBK Visa cardholders the convenience and security of paying for their purchases using Visa PayWave on their Nokia 6212 phones at over 70 merchant partner outlets in The Avenues, Kuwait's largest mall, where 112 terminals and readers were deployed.

Kamran Siddiqi, General Manager for Visa in the Middle East, said: "Visa had an excellent partnership with NBK and Zain to introduce one of the first NFC trials in the GCC market and is excited with the results. This trial has one of the largest average ticket sizes at USD 60 compared to other trials around the world. Customers were comfortable to use the phone to make high value payments. Visa has a long track record of leadership in mobile payments, and is making tremendous progress in advancing their adoption and usage across the globe – we are especially delighted to be at the forefront of mobile payments in GCC."

Another example of Visa's continued activity in this space can be seen in the UAE, where it is working together with leading industry players Etisalat and Emirates NBD on a mobile contactless technology trial, enabling Emirates NBD Visa

cardholders to purchase goods and services with their NFC-enabled mobile phones, with purchases charged directly to the customer's Emirates NBD Visa credit card account.

Next generation sophisticated payments and services

Across all emerging geographic markets, Visa's sophisticated payments technology and significant work in establishing global payments standards will aid in navigating the complexity of the myriad of network operators, handset models and operating systems in use globally, helping to enable millions of new and existing Visa account holders to simply use mobile technology for payments services.

In the Middle East for example, where mobile device usage is high and traditional electronic payments infrastructure is less developed, Visa will work with mobile network operators to link new virtual mobile prepaid Visa accounts to mobile phone numbers to enable cash-in, cash-out, personal payments and mobile payments – including bill payments and wireless airtime top-up.

Innovation, acquisitions and partnerships expand capabilities of Visa Network

Visa is also developing its next generation services by integrating VisaNet, its global processing network, with its leading credit, debit, prepaid and commercial product platforms. These new capabilities are possible following Visa's acquisition of CyberSource, Authorize.net, Fundamo and PlaySpan, and the unique expertise and services of key commercial partners.

"Our build, buy and partner approach puts Visa in a unique position to deliver the speed-to-market and scalable solutions needed to stay ahead of new demands created by the convergence of Internet, mobile and electronic payments technologies," says Joseph W. Saunders, Chairman and Chief Executive Officer of Visa Inc. "Visa and our subsidiaries are working with financial institutions, merchants, mobile network operators, and innovative technology providers to bring new ways to pay and be paid to more consumers and merchants around the globe."

As one of the market leaders in the provision of payment solutions, Visa, known for its innovative approach to payment



Kamran Siddiqi, GM VISA Middle East

solutions that meet the ever-changing needs of consumers and businesses alike, is always looking at new ways to improve its processes and services in response to the widespread adoption of the mobile technology.





Christian Geissendoerfer, CEO YOOSE

YOOSE Helps Brands and Business Owners Find their Mobile Voice through LBS and Mobile Couponing Innovation

by Eugene Azucena

In 2009, when Christian Geissendoerfer founded YOOSE and location-based targeting was in its infancy, one of the most significant challenges was to convince mobile publishers of the benefits of integration. YOOSE overcame this by signing a partnership with a major mobile ad network and in doing so, the problem of reach to consumers was swiftly eliminated.

Today, the demand from advertisers for mobile location-based targeting has matured to form a clear vision that connects brands and businesses to consumers via hyper-local mobile ads and coupons in the mobile sites and apps they already use. Thanks to this rapid evolution of the mobile ecosystem, YOOSE is now poised to bring value to each member of the value chain by monetizing mobile inventory for publishers, delivering precision targeting, reach and ROI to advertisers and offering significant new value to consumers.

Innovation is integral to its business and CEO Geissendoerfer says, "Our definition of innovation is to respond to market demand and be pro-active in anticipating ongoing requirements – we develop for the real-world users – not an abstract idea of who our customers are or what they might need. We spent a lot of time talking to brands and business owners about what they felt were barriers to adopting mobile

location targeting and one of the most resounding and repeated answers to that question was a basic lack of centralised resource. The mobile space is extremely fragmented and consolidating all the elements in an easy-to-use solution that offered both mobile ads and mobile coupons was essential. Advertisers don't want the expense and hassle of working with several different companies to achieve the objectives of one location-based campaign. In developing the YOOSE platform, we've kept to the principle of simplicity without compromising on the range of functionality or the power of performance and measurement that advertisers expect."

The innovation shown in wrapping the YOOSE offering in a commercial model that satisfies all members of the value-chain is perhaps one of the most significant aspects and has all the hallmarks of a true disruptive technology; in this case, one that shakes up existing perceptions of advertising in the age of mobile by opening the opportunity to an eager new market. A good example of this is the sheer accessibility and affordability of the YOOSE platform that is available to small and medium sized businesses. For the first time, they are able to compete for local consumers, via the mobile channel on a shoulder-to-shoulder basis with their big brand competitors as the cost is

proportional to the number of stores they operate. "Hyper-local advertising demands a more granular approach to consumer targeting; it raises the question of how am I, as one store in one location, going to win over local consumers? What do I offer that is more, better or different to my nearest competitor?" says Geissendoerfer. For big brands, the opportunity is equally compelling as they have a chance to fine-tune their dialogue and existing identity with local customers, elevating what might have been an arms-length brand/consumer relationship to a more personal level. "For brands, it becomes a question of how to successfully translate their values on a personal level; the successful brand voice on mobile is the whisper from a trusted friend – unobtrusive yet meaningful, timely and highly relevant." says Geissendoerfer.

YOOSE is now providing services in Germany, Singapore and India and is gaining industry-wide recognition for innovation and expertise in consumer engagement through mobile location targeting and couponing.

www.yoose.com

YOOSE

mFino Touch to accelerate Mobile Commerce through NFC Innovation

by Eugene Azucena

mFino, an industry leader in innovative mobile financial software, announced that it is expanding its market leading mobile money deployment in South East Asia with mFino Touch. With offices in India and the United States, mFino empowers some of the largest mobile financial services deployments in the world.

On its mission to empower operators and financial institutions in delivering targeted mobile financial services through any phone, any channel, while leveraging on any payment method, Sridhar Obilisetty, CEO of mFino said, "mFino Touch is key to accelerating the pace of mCommerce."

"Retail lines, too many steps and stacked keys can often stand between subscriber and purchases. mFino Touch delivers a streamlined user experience with the expected high level of security. The end result is a higher volume of mobile transactions and happier customers," added Obilisetty.

mFino Touch provides tap and go purchasing from any mobile phone. It's the convenience of an online purchase with the touch and feel of being in a store. At mFino Touch-enabled merchants, attendants ring up the purchase and subscribers with NFC-enabled cell phones simply tap their phones on the NFC-enabled terminal to make the purchase.

mFino Touch works with NFC native phones, and can enable NFC purchasing on standard phones with NFC stickers. It integrates NFC POS devices to accept merchant transactions, and NFC tags and posters for self-service airtime top-up, for adding fare to a rail ticket, and more. Transactions integrate seamlessly into the mFino platform and can be charged to any available payment instrument including credit card, debit card, e-money and carrier billing.

mFino Touch is a member of the mFino product family that includes: mFino MFS (mFino's mobile wallet and banking platform that enables any phone, any payment method and any channel), mFino Share (mFino's social money application), mFino Connect (mFino's application that allows MNOs to be mobile wallet card issuers) and mFino Sales (mFino's targeted sales and marketing application).



VeriFone NFC Payment Solution runs around the Lion City Singapore

by Eugene Azucena

In June this year, ComfortDelGro, Singapore's largest taxi operator, implemented VeriFone's Integrated Taxi Contactless Payment Acceptance Solutions in its fleet across country.

ComfortDelGro is the largest fleet operator in Singapore with 15,600 taxis and is one of the world's largest land transport companies with a total fleet size of more than 45,600 vehicles. VeriFone's VX 820 with integrated contactless payment acceptance capability will interface with the in-vehicle Mobile Data Terminals (MDTs) in its entire fleet of taxis.

According to Zvi Mitlanski, Vice President & General Manager at VeriFone Asia Pacific, "We're seeing an increasing demand for contactless solutions across segments such as retailers, banks and mobile operators."

"This is another tremendous competitive win for VeriFone's integrated NFC/contactless solutions in the region's taxi segment, following our earlier success with Cabcharge and GM Cabs in Australia," added Mitlanski.

VeriFone previously supplied a smaller number of NURIT PIN acceptance systems and the new contract will replace those as well as some 10,000 other systems from a competitor. ComfortDelGro selected the VX 820 for its intuitive user interface for passengers and drivers, and its ability to provide integrated contactless solution in a small form factor coupled with the latest PCI PTS 3.0 security to future proof the investment.

The VX 820 is the PIN acceptance solution in the new VX Evolution product family, which not only provides optional integrated contactless and NFC capabilities but also leading features such as industry firsts - a 3.5" color touch screen, ARM 11 processor and 500 MB memory. The contactless antenna in each system is also ergonomically designed to be under the display screen, with no need for a separate snap-on-reader or add-on peripheral.

Additional Resources: <http://www.verifone.com/googlewallet>





Felix Marx, Chief Executive Officer, C-SAM

C-SAM Chairman says Recreate the Leather Wallet Metaphor on Mobile Phones

By Eugene Azucena & Jhorden Niño

In August this year, C-SAM, a pioneer in secure mobile transaction technology, signed an agreement with Isis, the mobile commerce joint venture between AT&T Mobility, T-Mobile USA and Verizon Wireless, to license its wallet management platform and software development kit (SDK). The C-SAM platform will enable Isis to offer smartphone users a comprehensive mobile wallet for conducting secure near-field-communication (NFC) transactions related to payments, rewards, coupons, tickets, transit and other services.

“C-SAM’s vision has been to recreate a leather wallet metaphor on mobile phones,” said Sam Pitroda, Chairman and Founder of C-SAM. “We are excited about the agreement with Isis and confident that our mobile wallet will provide additional convenience, flexibility and security to Isis’ customers.”

Isis, which announced its formation in November 2010, is focused on enabling mobile commerce on a nationwide basis. The company will launch its mobile commerce program in Salt Lake City, Utah and Austin, Texas in the first half of 2012. Isis will offer customers a highly secure and convenient way to pay, redeem coupons and store merchant loyalty cards, all with the tap of a phone.

“C-SAM’s platform provides coverage across various carrier networks, operating systems, and NFC handsets, ensuring Isis can rapidly scale,”

said Michael Abbott, CEO of Isis. “Together with C-SAM, Isis will allow consumers to experience a new and secure way to shop, pay and save, all with the tap of their phone.”

“We have incorporated learnings over the years from diverse markets and deployments to build a highly scalable mobile wallet management platform, supported by a comprehensive SDK,” said Felix Marx, CEO of C-SAM. “C-SAM’s platform and SDK will enable Isis and their partners to rapidly build a secure transaction ecosystem in the US. We believe Isis will usher in a new approach for service providers worldwide to build similar ecosystem based mobile payment and commerce networks for their respective markets.”

Mobile Commerce ASIA eZine recently visited C-SAM’s new Singapore office located in one of the most strategic locations in the Lion City --The Central at Eu Tong Sen Street. Shubhrendu Khoche, General Manager at C-SAM Asia Pacific, when asked about the company’s target for 2012 said, “We are keen on venturing more on collaborations similar to our relationship with ISIS. We envision C-SAM’s mobile wallet management platform and SDK will be implemented as the chosen mobile wallet platform of several financial institutions and mobile operators in the region. This will support the development of rich ecosystems in Asia, creating enormous value for both consumers and merchants.”



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bKash pioneers on complete Mobile Financial Services in Bangladesh

by Eugene Azucena



bKash, Bangladesh's first complete Mobile Financial Services provider, partners with BRAC Bank Ltd., Bangladesh, and Money in Motion LLC, USA on mobile phone based payment platform dedicated to ensure access to a broader range of financial services for both banked and unbanked people of Bangladesh.

Bangladesh Bank Governor Dr. Atiur Rahman inaugurated the service in Dhaka. The Governor marked the occasion as a milestone event not only for the advancement of Bangladesh but also to celebrate a true partnership between banking and telecom industries. bKash is designed to provide financial services via mobile phones to both the unbanked and the banked people of Bangladesh. The overall bKash value proposition is simple: a safe, convenient place to store money; a safe, easy way to make payments and money transfers.

bKash services include Cash In, Cash Out, Send Money, Self-administered token and tokens via an Agent

More information and demo on <http://www.bkash.com/>

The bKash mobile wallet, a VISA technology platform which is fully encrypted to ensure most secure transactions, will be the customer account into which money can be deposited and out of which money can be withdrawn or used for various services. Customers will be able to receive electronic money into their bKash accounts through salary, loan, domestic remittance, and other disbursements and eventually will cash out the electronic money at any of the hundreds of cash out agents which bKash assigns.

bKash's groundbreaking partnership with Robi Axiata to launch access of services

In February 2011, mobile operator Robi Axiata Limited signed a partnership agreement with bKash to provide access to its services for Robi subscribers and extend the distribution of the service. bKash's other distribution partner is BRAC which provides a local presence to offer the bKash service at the vicinity of the beneficiaries. Sir Fazle Hasan Abed, Founder and Chairperson of BRAC, mentioned "bKash provides a wonderful opportunity for millions of unbanked people who owns a cell phone to have a bank account where they will be able to deposit, payout and transfer funds as they wish safely and securely."

Managing Director & CEO of Robi Axiata Mr. Michael Kuehner emphasized that this is the first time a dedicated mobile financial service provider has partnered with a mobile operator so the customer expects truly transformative payment solutions and services.

bKash has already selected over 500 agents and adding hundreds of new agents to its network every month. In addition, bKash has signed an MOU with Local Government Division (LGD) and Access to Information Programme (A2I) to use their 4501 Union Information & Service Centers to make financial services accessible to grass root people.

Empowering the people by increasing money flow to rural areas

Inaugurating the service, Bangladesh Bank Governor Dr. Atiur Rahman said, "People can deposit money, withdraw money and use money in many purposes through bKash. It

will increase money flow to rural part of the country. It will facilitate propensity of saving among people. I have requested concerned regulators to ensure interoperability among mobile companies to make the service available for customers of all mobile operators in the country. I hope all operators will come forward and join for their own sake. I thank and congratulate bKash, BRAC Bank and Robi for joining hands and make it possible."

"With the backing of leading players in the field, bKash has the scale and expertise to deliver a service that the majority of Bangladeshis desperately need," said Mr. Kamal Quadir, CEO of bKash. "We will evolve with the needs of individuals, businesses and communities," continued Mr. Quadir.

"bKash presents a compelling business plan which capitalizes on a ripe economy to dramatically expand access to formal financial services, both as an extension of BRAC Bank and as a full-scale mobile phone-based payments switch. This will highly benefit the country as 83% of the population lives under \$2 a day and access for finance can help in improving the economic situation," said Mr. Muhammad A. (Rumeel) Ali, Chairman of BRAC Bank and Chairman of bKash.



Anil Prakash is the President of Telecom Users Group of India, Secretary General, ITU-APT Foundation of India and Secretary General, IPTV India Forum

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?

Anil Prakash: This industry is growing multi-fold as regulation is playing a catalytic role, especially in India where growth is so rapid due to financial inclusion.

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

Anil Prakash: One of the hottest issues is still technology. Another is the question of who owns the customers?

Who are the major players in the Mobile Commerce and Mobile Payments Space right now? Why are they dominating the market?

Anil Prakash: For me it's MCheck because they are an early starter in the industry but they still have quite a large number of non credit card domains.

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

Anil Prakash: Korea, Japan followed by Malaysia and Singapore



Nawsher A. Noor, bKash Limited bKash is working as a full-scale mobile phone-based payment switch in Bangladesh. 15% of country's total population is connected to formal financial system whereas 44% are having mobile phones. The company has a special focus to serve low-income people and promote sustainable micro-savings to achieve broader financial inclusion. This will highly benefit the country as 83% live under \$2 a day and access to finance can help in improving their economic situation.

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

Nawsher A. Noor: This year is of major investments and consolidation in the global mobile payments industry. Google-MasterCard combining strengths, VISA's acquisition of industry leading platform Fundamo – are signs of big brands making big moves, ones that are far beyond pilots and experimentation. I see these as a progression confirming 2011 as the year of mobile wallet driving mainstream adoption globally. Despite the significant growth, anticipated explosion of NFC in developed countries has failed to materialize yet. Meanwhile, much of the momentum and movement in global mobile payments industry in 2011 comes from developing nations, where most of the population is unbanked, and money transfers and prepaid top-ups are driving transaction volumes.

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

Nawsher A. Noor: One of the sensitive issues has been around the right partnership mix between financial institutions and mobile network operators. Both parties, from their own perspective, want the experience to be branded with their names and want the consumers too. Fortunately, we are seeing some encouraging signs in terms of cooperation among the various players in the ecosystem. Biggest issue now seems to be adapting strategies to local market requirements, and building up an inexpensive but extensive distribution network and point-of-sale infrastructure for the consumers.

Who are the major players in the Mobile Commerce and Mobile Payments Space right now? Why are they dominating the market?

Nawsher A. Noor: While big names like Amazon, Google, PayPal are trying to create disruptions in developed nations, probably the most successful mobile commerce in the form of money transfer is M-Pesa. It capitalized on Kenya's relatively undeveloped retail banking system and 79% market share by Safaricom, along with effective pricing and management of distribution channel.

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

Nawsher A. Noor: I believe China is driving global mobile money innovation. Pakistan and other South Asian countries are also hotspots as they are keen in harnessing unique aspects of mobile payments ecosystem to drive financial inclusion of unbanked population as means of a more comprehensive growth. One interesting innovation worth mentioning that actually solves a real problem for average South Korean shopper without demanding a behavioral change is from Tesco Home Plus. They installed lifelike posters in the subway as simulated grocery aisles, where one shops by scanning QR codes while waiting for the train to arrive. Once the shopping experience is completed, products are assembled into an order that is delivered by the time you arrive home.



Alberto Jimenez IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with approximately 427,000 employees serving clients in 170 countries. IBM offers a wide range of technology and consulting services; a broad portfolio of middleware for collaboration, predictive analytics, software development and systems management; and the world's most advanced servers and supercomputers. Utilizing its business consulting, technology and R&D expertise, IBM helps clients become "smarter" as the planet becomes more digitally interconnected.

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?

Alberto Jimenez: The Mobile commerce industry has gained a lot of momentum in the last 12 months. If we focus on proximity payments deployments, IBM identifies four main challenges for providers:

- Ecosystem participant coordination
- Merchant readiness
- Device readiness
- Interoperability

The industry globally has achieved significant progress in the merchant and device readiness. Specific markets in Europe, Asia and the US now have cross-industry consortiums coordinating the participants. While some markets now need to begin working on Interoperability issues, we believe the industry much better placed today to reach scale in the medium-term.

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

Alberto Jimenez: Today, we see lots of innovation in markets where most devices are feature phones and have not data plans (cash-replacement ecosystems); but also in markets where most customers own smartphones and use plastic to conduct transactions.

In cash-replacement ecosystems (more relevant to emerging markets), the use of Cloud technology to reduce platform and operations costs is hot topic. The use of Cloud also shortens the time required to take offerings to market and significantly increases the flexibility of these platforms.

In smartphone ecosystems, where most consumers already have efficient payments mechanisms, the use of Trusted Service Managers to coordinate the interaction of multiple service providers is also a fundamental topic for building mobile payments schemes.

Finally, and probably more important for the future, the use of Data Analytics to create new value added services and additional revenue sources for service providers is a hot topic in both segments.

IBM is today actively engaged with customers around the world on these three topics.

Who are the major players in the Mobile Commerce and Mobile Payments Space right now? Why are they dominating the market?

Alberto Jimenez: We see at least three categories of players, the operators of Trusted Service Managers (TSM), the Service Providers to those TSMs and the technology providers to these two groups.

In the technology providers category, we believe IBM is uniquely positioned to build and operate highly scalable platforms that connect multiple industries; where we are already leaders.

In the Service Providers category companies like Citibank, Mastercard, Barclays, among others have shown great leadership and ability to innovate.

For the TSM operators, consortiums of telcos, Internet-search companies, consortiums of banks and telcos and some national governments have also launched interesting services that offer great added value to end-users.

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

Alberto Jimenez: Traditionally, Japan, South Korea and the Philippines have been global leaders in the mobile commerce space. These three markets were pioneers in the deployment of large-scale mobile commerce ecosystems.

However, today innovation is also coming from several other markets; in the cash-replacement space, Pakistan and Cambodia have developed very interesting mobile payments ecosystems with great possibilities for the future. In the proximity payments space, Singapore and Hong Kong have also made significant progress towards low-friction environments.

For the future, we expect to see increased innovation in larger markets like China and India. Given the amount of attention and resources that these two markets are getting from global players, we expect mobile providers to reach significant scale in these two markets in the medium-term.

The Future of M-Commerce

An Analyst's Perspective

by Mustafa Elmoslhey

As Mobile commerce has grown in the recent years worldwide, the market became ready for new applications in the mobile commerce area. Mobile commerce isn't about just a set of applications that can be used on your mobile phone anymore. It has gone beyond that, mobile commerce can be used in so many fields in different aspects. Mobile phone has become a new personal entertainment medium. A wide range of entertainment services are available, which consist of online game playing, ring tones download, watching football video clips, live TV broadcasting, music download and so on. Law regulators have to stay ahead of the fast growing development. Community tools also generate a lot of revenue. It consists of SMS (Short Message Service) and chat. SMS broadcasting is an ideal communication tool in community. And chat allows a mobile user to keep contact with the others while he or she is on the move. M-commerce also has a great impact on business applications, especially for companies with remote staff. Extending the existing

enterprise resource planning (ERP) systems with mobile functionality will provide remote staff, such as sales personnel, with real-time corporate and management data. Time and location constraints are reduced and the capability of mobile employees is enhanced. Also it makes paperless office a reality so that offsite engineers or salesmen don't need to carry with loads of paper such as delivery note to their clients.

Mobile commerce is enabled by a combination of technologies such as networking, embedded systems, databases, and security. Mobile hardware, software, and wireless networks enable mobile commerce systems to transmit data more quickly, locate users' positions more accurately, and conduct business with better security and reliability. In this section, we introduce the key technologies that make mobile commerce a reality and that will improve its performance and functionality in the near future.

Mobile Commerce in Cloud Computing

Cloud computing is a way for businesses to outsource much of the issues of IT, and eliminate large investments in computer hardware. An emerging aspect of cloud computing is software as a service, or SaaS, which comprises powerful business applications that are hosted in the cloud. Today, a small company of 10 people can have enterprise-class push email actively synced to their smartphones for free. Compare that to a traditional on-site exchange server setup and you can see just how different the price savings are. This will actually help the M-commerce applications to grow in the cloud system. According to search conducted by Mind Commerce, cloud computing will arise the M-commerce revenue. Users will be able to run their M-commerce application from the cloud on their smartphone without the need to install it on their own device!

This will give a real good boost for the users to use more and more of the M-commerce applications.

3D Virtual M-commerce

Mobile graphics applications including 3D virtual product catalogs, 3D maps, security monitoring systems and mobile games has become so famous lately. Mobile users are using more advanced and HD smartphones, with this development going on M-commerce developers start to work on

creating the 3D technology for Mobile Commerce applications. Current trends that use cameras to capture geometry, material reflectance and other graphics elements mean that very high resolution inputs are accessible to render extremely photorealistic scenes. The only problem that the developers are facing currently is the size of the 3D graphic, it can be many gigabytes in size, and must be simplified before they can be used on small mobile devices, which have limited resources, such as memory, screen size and battery energy.

There is a lot of progress being done to overcome the current issues, and help in spreading the new technology globally. It basically needs an end-to-end framework to enable real time mobile access to high resolution graphics using wavelets. This technology can be used in several area such as:

- Remote education
- 3D advertisement
- 3D gaming

One of the most important obstacles that 3D M-commerce developers will face is the Low wireless bandwidth and high error rate. As wireless channels can have low bandwidth and high Bit Error Rate (BER).

Also the limited mobile resources will be an issue as well. There are some mobile devices that use 3D technology such as: Fully-supported devices include: Samsung Nexus S, Samsung Galaxy S, Motorola Droid, Motorola Droid 2, Motorola Droid X, HTC Incredible, HTC EVO 4G, HTC G2.

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Intuit and SingTel to allow small businesses to access critical business information on the go through QuickBooks Online Mobile

by Eugene Azucena



Intuit Inc, the leading provider of financial software, together with SingTel recently launched the mobile browser version of their award winning cloud accounting software, QuickBooks Online. The application provides mobile access to critical QuickBooks Online information for users in Singapore, allowing them to view and manage their finances on iPhones, iPads and Android devices.

QuickBooks Online Mobile is designed specifically for a sales person and the small business owner's on-the-go needs. Users have the ability to create invoices, track outstanding payments, view customer details and more, all from their mobile device. QuickBooks Online Mobile arms the users with the most up-to-date information, whether they are in or out of the office.

QuickBooks Online Mobile access is free for any current QuickBooks Online subscriber and is optimized for iPads, iPhone and Android users. For more information on QuickBooks Online, please visit www.mybusiness.singtel.com.

Lindsey Argalas, Vice President and Managing Director for Asia Pacific at Intuit shared to Mobile Commerce ASIA eZine, "The majority of small and medium-sized business owners feel that staying connected through wireless devices is critical to the success of their business," said. "Small business users are busy individuals who spend much of their time on the road, meeting with clients and suppliers. The ability to review their finances or generate invoices within minutes is important and QuickBooks Mobile will help them utilize the 'dead time' in between meetings or while commuting."

She continues, "Singaporeans are at the forefront of smartphone adoption and as the demand for mobile access continues to accelerate, we're working to give customers the solutions they need most so they can save time and make money wherever their business takes them."

Mr Dumas Chin, SingTel's Vice President of Business Sales, said: "By bringing together fixed, mobile and cloud technologies, we enable SMEs to run their operations seamlessly from any location, at any time via their smartphones and tablets. This allows them to improve their productivity, increase business agility and reduce their operating costs significantly. As the solution is offered on a subscription basis through the cloud, businesses do not need to install, update and maintain software and licences. They can also avoid upfront investments in equipment, as well as ongoing maintenance and upgrade costs."

Launched in Singapore in April 2011, QuickBooks Online is optimized for Singapore businesses, allowing for multi-currency transactions and computes and manages GST seamlessly. QuickBooks Online is available with Singtel exclusively for as little as \$10 a month. For more information on QuickBooks Online Mobile's specific features please visit <http://quickbooks.intuit.sg>.



*Mr. Dumas Chin,
Vice President of
Business Sales,
SingTel*



*Lindsey Argalas,
Vice President and
Managing Director for
Asia Pacific, Intuit*





Official Lanyard Sponsor 5th Mobile Commerce Summit Asia 2012

About C-SAM:

C-SAM, a pioneer in secure mobile transactions technology, licenses its highly scalable mobile wallet platform and comprehensive SDK to banks, merchants, settlement networks, healthcare providers, and large infrastructure providers. C-SAM offers a robust, field-tested mobile ecosystem solution, with over twenty-five installations across the US, Japan, China, India, Singapore, and Mexico.

Product Service Profile

C-SAM's Mobile Transaction Platform (MTP) is an infrastructure platform that facilitates the development and delivery of secure transactional services, both mCommerce (OTA) and mPayment (NFC Proximity), to a broad range of mobile phone environments.

C-SAM's MTP consists of the following key elements:

- a) **Wallet Experience:** Client application for mobile handsets and SE, supporting both NFC and OTA services.
- b) **Wallet Management Platform:** Robust, scalable, server platform to manage the wallet ecosystem, wallet lifecycle, widget provisioning, integration with other ecosystem partners, etc.
- c) **Software Development Kit:** Easy-to-use standards based tools and development environment to build and test individual widgets (service capsules).
- d) **Value Added Reference Services:** Collection of reference service implementations for wallet ecosystems and value added services

The MTP platform is designed to be network, carrier, device and operating system agnostic, masking these complexities and facilitating development. The unique security architecture enables providers to configure different trust models, and effectively aggregate applications from disparate domains without altering their existing risk management practices.

C-SAM's fundamental goal is to support and empower its clients by providing a horizontally integrated technology solution for rapid application and widget development across a broad range of mobile handsets and services, using a common SDK and development environment.

Felix Marx, Chief Executive Officer

Mr. Marx has spent more than 25 years in the communications, semiconductor and services Industry. His field of expertise covers specifically Mobile Transactions, the Semiconductors Industry (Identification and Smart Cards), NFC and RFID eco-systems, mobile- and fixed network communications, Identity Management, Trusted Service Management, the creation of new eco-systems as well as the field of human-centric knowledge management and leadership development. Mr. Marx developed, through his numerous international assignments in different industries, a truly global network covering all geographic areas from APAC, EMEA, the USA and Latin America.

Previously Mr. Marx served as the Executive Vice President of Identive Group Inc. and as CEO Transponders and Semiconductors Group. He also served as Executive Director of the Board of Identive Group as well as on the board of Directors of some of Identive Group's portfolio companies. In addition, he served as CEO of the ACiG Technology business. Mr. Marx joined Identive Group in October 2007 as CEO of SCM Microsystems, Inc., Identive's predecessor, and served in this role until March 2010, when he took the role of Chief Operating Officer of Identive Group.

During his time as SCM Microsystems CEO he acquired Hirsch Electronics and Bluehill ID, a group of companies in the Identity Management and RFID space transforming the entire group into Identive Group.

From 2003 to October 2007 Mr. Marx held a variety of management positions with NXP Semiconductors and Philips Semiconductors, including serving as General Manager of NXP's Near Field Communication (NFC) business, which focuses on the use of existing contactless smart card standards, and as General Manager

of the Contactless & Embedded Security business, where he was responsible for the smart card (mobile communications, banking, e-government), NFC (Near Field Communication) and reader IC businesses of the company.

Mr. Marx also has several years experience in the data and voice-networking sector, where he held various sales, marketing, product management, business line management and general management positions with companies including Global One Telecommunications and Ericsson Telecommunications. During his various assignments, Mr. Marx spend a significant amount of time overseas in the Asia Pacific region, as well as in Sweden and numerous other countries.

Mr. Marx holds a Bachelor's degree in Engineering from the Technical Academy in Vienna, a postgraduate degree in Business Administration from the University of Commerce in Vienna, and a Master of Advanced Studies in Knowledge Management from Danube University Krems in Austria.



Felix Marx, Chief Executive Officer, C-SAM

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20-22 March, The Fullerton Hotel, Singapore

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Find out the latest movement on M-Commerce Space and discover the start-ups who are making waves.

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Neoedge Telecoms & Research

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