



Phillip Olla

# Mobile Banking

# Overview

- What is Mobile Banking
- Discuss Mobile Banking Trends
- Key Challenges
- Provide an Example of a replicable solution
- Open Discussion

# Mobile banking Definition

M-Banking, mbanking, SMS Banking etc

Performing balance checks, account transactions, payments etc. via a mobile device such as a [mobile phone](#).

Mobile banking today be performed by

- [SMS](#)
- [Mobile Internet](#)
- Mobile clients downloaded to the mobile device

# Business Model

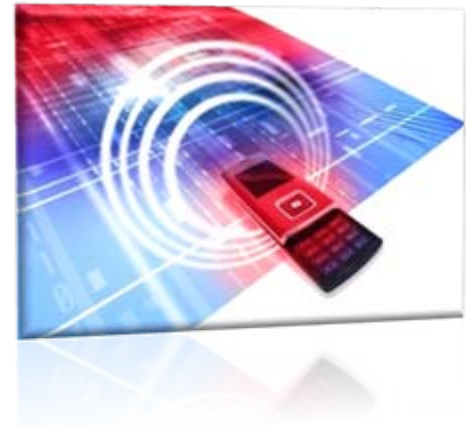
## Mobile banking business models

- Bank-focused model – Extension of online banking
- Bank-led model - JV between Bank and Telco/non-bank. Customer account relationship rests with the bank
- Non-bank-led model - Bank does not come into the picture telco performs all the functions.

# Overview of the Domain

## Mobile Banking Themes

- Payments systems
- VISA Solutions
- Banking Services
- Contactless Payment
- Peer to Peer Money Transfers
- Saving ?



# VISA PayWave

- Visa payWave embedded in a mobile device will secure **mobile point of sale payments**.  
There are two scenarios :
  1. NFC-based
  2. SIM-based contactless payments.

# Visa Credit Based Mobile Money

- **Mobile money transfer** between Visa accounts, both handset-to-handset and online-to-handset.

# Trends and Forecasts

Informa Telecoms & Media forecasts that in 2013 almost 300 billion transactions, worth more than US\$860 billion, will be conducted using a mobile phone

What will it take to get here?



# Key challenges

**Interoperability** : lack of common technology standards for mobile banking.

- **Security** financial transactions, authentication, encryption
- **Fraud**
- **Money Laundering**
- **Scalability & Reliability**
- **Application distribution**
- **Personalization**

# ODOPAY

- *Nokia* spent \$70m to buy a minority stake in *Obopay* a mobile money firm

There are signs the mobile payments market is really taking off at last with *Nokia*

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Account Login

Username

Obopay Password

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Login

Sign Up



Sign Up in under 5 minutes

Pick Up Money

Send Money

### About Obopay\*

#### Why Use Obopay

Ease, convenience and instant notification that funds have been received. No fees to sign up. No charge to receive money. [Learn More](#)

#### How members use Obopay mobile money

Send money to loved ones when they need it right away. Pay a cash merchant and more. [Learn More](#)

### In The News

"Pay by Cell Phone" KTVU Channel 2 News. Obopay lets you pay by cell phone... even for a haircut.

"Changing Consumer Habits" ABC 7 News. A great way to pay merchants who usually deal with cash.

Citi and Obopay launch Person-to-Person Mobile Payment Pilot Service for Citibank Customers

# ODOPay Mobile Network Solutions

- Turn Key Solution - Co-branded Mobile Application (Easy to replicate)
- Secure applications for sending and receiving money.
- Mobile Enabled Prepaid MasterCard<sup>®</sup> Card
- Prepaid MasterCard card.
- Mobile Money Service Portals

# ODOPAY Mobile Peer to Peer : Solution

- Directly mapped to checking accounts via debit card and master card.
- Mobile accounts can be prepaid card.
- Customers can sponsor family members (available soon) or other social/community affiliates with mobile enabled prepaid cards.



# Discussion

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- Example of Case studies