



Post Conference Workshop – 26th March 2010

THE INNOVATIVE VALUE PROPOSITION OF MOBILE CONTACTLESS SERVICES – THE REAL THING

Workshop Timing:

Registration	08.30
Workshop Session 1	09.00
Coffee/Tea Break	11.00
Workshop Session 2	11.30
Networking lunch / End of Workshop	13.30

The potential of mobile contactless services that leverage on the growing contactless cards acceptance infrastructure for payments and transport/toll ticketing goes much beyond these lead applications. This workshop will identify best practices to seed viable projects for mobile contactless payment, ticketing and value-added-services and then to scale up from pilots to real commercial services.

The workshop aims to bust myths and start from the real fundamentals of smartcards, contactless and Near Field Communication (NFC) to understand the key business drivers and levers. You will use business simulation tools to build and adapt business cases for new mobile services in the local context and also get unbiased answers to your questions.

The four hour workshop will include:

Introduction to smartcards, contactless and smartcards in mobile phones

- What is RFID and contactless? Fundamentals of common contactless applications like payments and transport ticketing/toll
- How do multi-application smartcards work? How will this work on mobile phones?
- What are the options for enabling your mobile phones with this capability?

Business drivers behind mobile contactless services

- Why should you be interested in the mobile contactless services?
- How can you introduce mobile value-added-services on top of

Workshop Leaders:



Shubhrendu KHOCHE
Sales Director,
Venyon



Alvin WONG
Solution Manager,
Venyon

these payments and ticketing applications?

- Which business intermediaries like MNOs, banks, transport companies, retail, media companies are required? Can they work together?

Options for supporting technologies

- What reader/writer terminal infrastructure is available in the Philippines? How can more acceptance points be created? How much will it cost?
- OTA issuance and post-issuance application management of smartcard applications in mobile phones

The road ahead to commercial services

- Why, what and when to pilot? Why and how to educate your staff, merchants and trial participants
- Managing & sequencing customer segments and application mix
- Managing risky capex with managed services: taking the make/buy/hosted services decision