

VALTECH DAYS

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M-Commerce and M-Payment

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Summary

- 1. Is there an opportunity?**
- 2. What's the background?**
- 3. Social change and technology?**
- 4. The goal and the answer**
- 5. What we built and the benefits**
- 6. Why can't you seize the opportunity?**
- 7. We show you that you can**
- 8. Your choice...**



What's the fuss?

- Everyone is talking payments
- What's happening?
- Should I panic?
- Can I benefit?

Carry on... differently

- It is not the end of the world
- *plus ça change*
- Panic? – not yet
- But what direction to travel in?



History

- Barter

beads and gold and ..

cash – gold based

cheques

cash – faith based

.... 100's of years

- Electronic payments

Credit and Debit Cards

- Not revolution but evolution ... faster evolution

Plastic did not kill cheques

Cheques are stopping?



Opportunity

- Two world changing events
 - Internet
 - Massive rise in personal devices – Smartphones
- Opportunity comes with change
- Change comes with disruption

.. We carry more computing power in our pocket
than took man to the moon ..



Change is a choice

- **Nobody changes because of technology / process**
 - >70% of shopping carts fail due to having to fill in details
 - In UK 3 times more likely to change wife than bank account
- **The social and personal digital revolution is exciting**
 - ...because technology supports it
- **True social commerce and mobile commerce.**
 - Impulse buy, group buys, targeted advertising etc.

"It's staggering to think that \$2bn-worth of sales has been generated through a platform that didn't exist a couple of years ago, and on a device that didn't exist three years ago".

vice-president of eBay Europe



How can we take advantage?

- **We do not email money – We email notification of money**
There is no alternative payment ecosystem
I want an IP V6 token system ... but we still have cheques
- **But the social and mobile revolution is still happening**
Social change and demand is outstripping regulation and ability to supply
- **The answer is**
Known starting position – trusted technologies and banking platforms
Global enterprise system –connect corporations & payment infrastructure
Multi-Device – connect multiple personal IP devices to that system

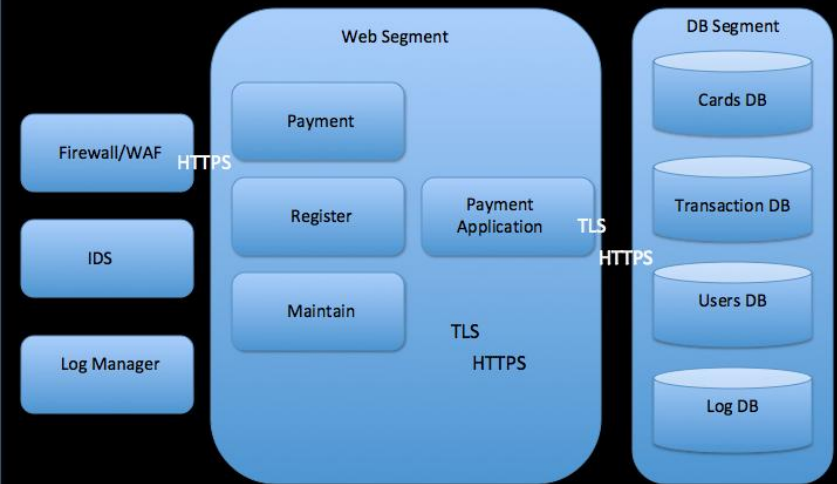
**Deliver quick to market, low operational impact mobile
and extended payment functionality to companies**



What did we build?

The software solution

- **Cloud Service**
 - De-Coupled simple service
 - Easy integration
 - Tiny adoption costs
- **Secure**
 - PCI compliant
- **Highly Scalable**
 - Distributed, horizontal scalability
 - Data sharding
 - Elastic scalability

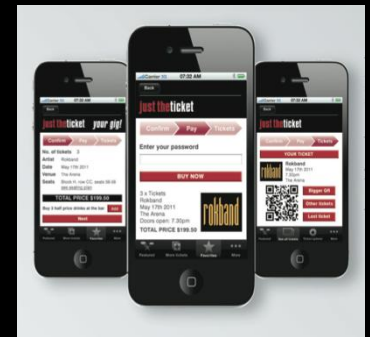


What's the benefit for me?

The App55 solution...

Uses existing trusted banking infrastructure to deliver very simple customer centric user journeys that :

- Are simple to integrate.
- Minimise interaction (and therefore drop out)



```
untitled.h.19
- (IBAction)registrationButtonPressed {
    App55BrowserViewController * app55Controller = [[App55BrowserViewController alloc] initWithCorporateCustomer:@"App55Corp" andResponseDelegate:self];
    [app55Controller registerWithMerchant:@"APPSLIMITEDM1" withDescription:@"Registration from demo app"];
    // Display view
    [self.navigationController pushViewController:app55Controller animated:YES];
    [app55Controller release];
}

- (IBAction)paymentButtonPressed {
    App55BrowserViewController * app55Controller = [[App55BrowserViewController alloc] initWithCorporateCustomer:@"App55Corp" andResponseDelegate:self];
    [app55Controller paymentOf:@"Your demo order" forAmount:[NSNumber numberWithInt:totalPrice] inCurrency:@"GBP" toMerchant:@"APPSLIMITEDM1"];
    // Display view
    [self.navigationController pushViewController:app55Controller animated:YES];
    [app55Controller release];
}
```

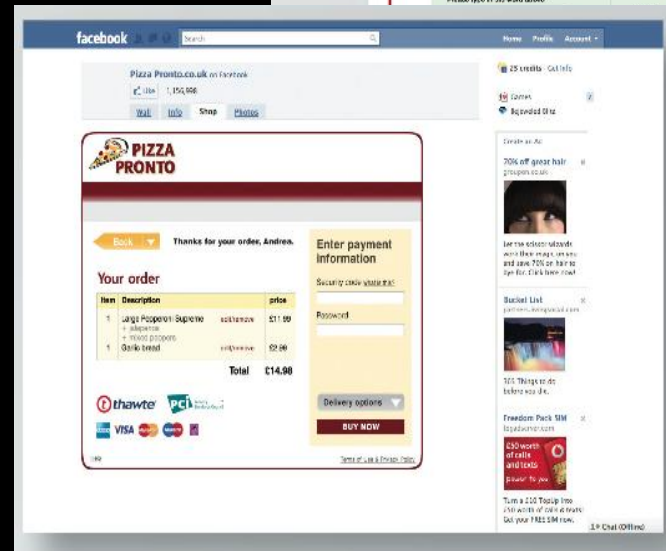
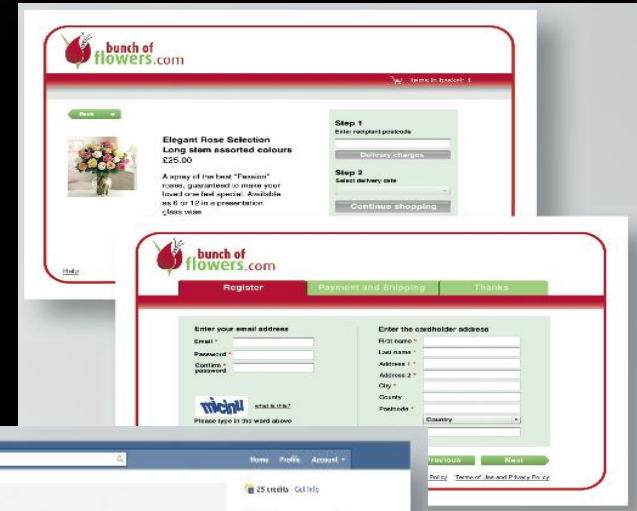


... and other channels

The App55 solution...

Supports multiple devices and channels

- Web
- Smartphone
- Tablets
- Facebook Commerce



But more importantly

You have the payment engine. What next... build on that?

- The key digital commerce places
 - The start
 - The end
- The key principal
 - Join one to the other
- How do you get more?
 - Understanding social and digital evolution
 - Prepare your infrastructure to maximise the funnel
 - Get more in to get more out



So what's stopping you?

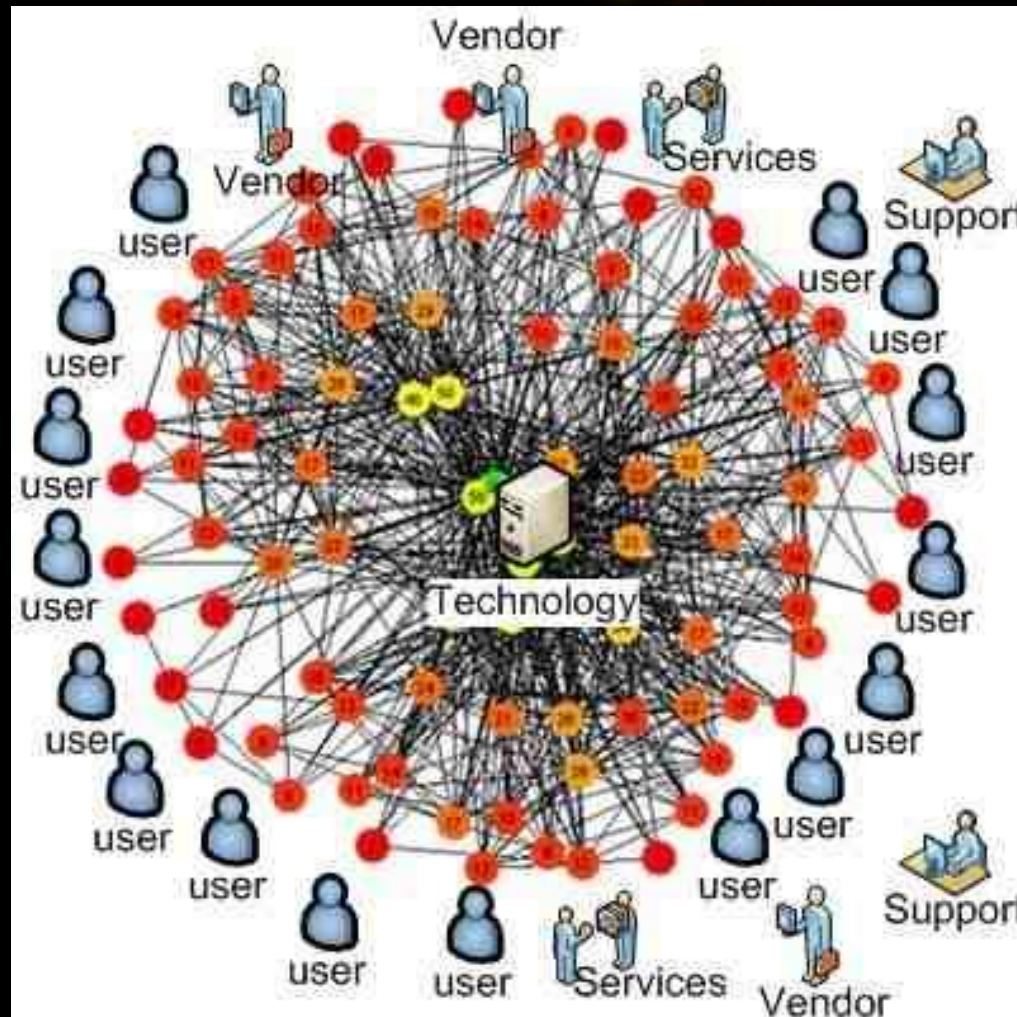
Existing infrastructure embedded in core enterprise platform:

-ve integration

- Usually a tangled mess
- High levels of entropy
- Change is :-
 - Expensive , disruptive, has unexpected impacts
- High cost of
 - Integration, skills acquisition, security, regulation, operations



Sound Familiar?



Starting the journey in wrong place...

So what do I do?

+ve integration

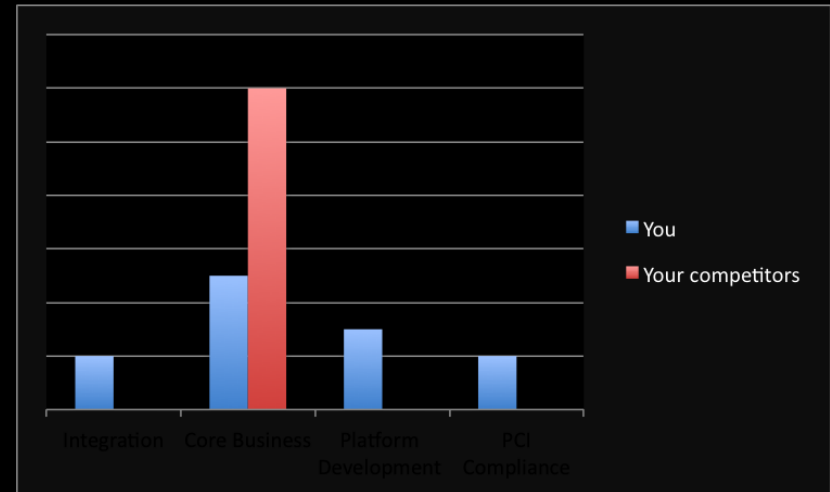
- **Positive Integration**
 - Reduce the impact of change
 - Optimise release schedule
 - Less software (not more)
 - Reduce skills acquisition
 - Reduce operating costs
- **But more importantly...**



Maximise the Opportunity

Increased Opportunity

- **Move investment for...**
 - Core business
 - Levering the digital ID's captured by App55
 - Release data trapped in Legacy into new killer applications
 - New offering
 - Improve funnelling
 - Digital and social commerce
 - Better design, U/X to capture and keep
 - ...



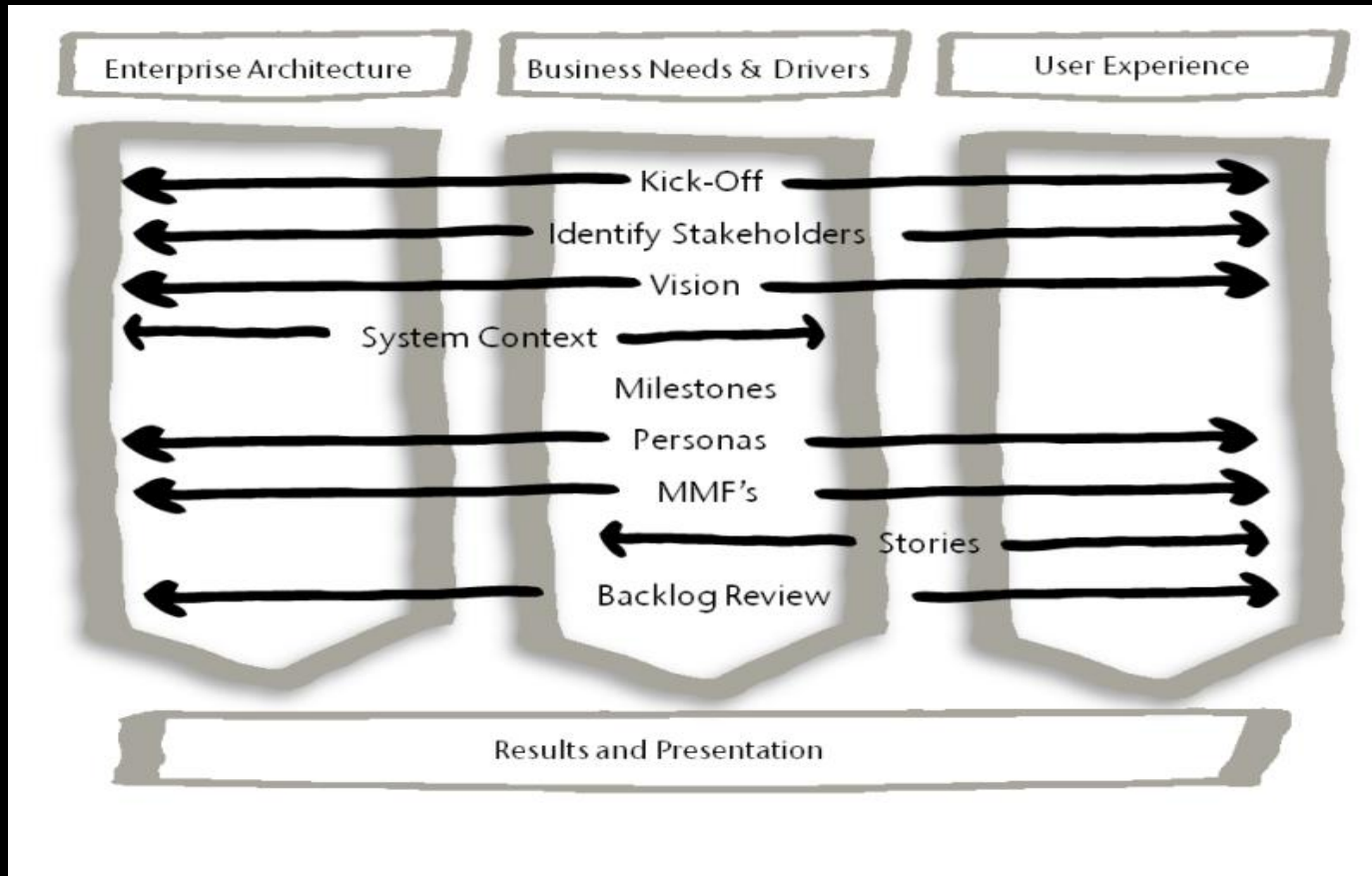
How did we do it?

Valtech Inception

- **Breakdown the problem into small manageable pieces**
Get the product to the market earliest
- **Understand the cone of uncertainty**
Analyse just enough at the last responsible moment
- **Prioritise features sympathetically to business drivers**
Marketing effort demands demonstration of solution
Legislation demands
- **Show what the business can have when**
Define a release plan so the business has options



How did we do it?



Why this way?

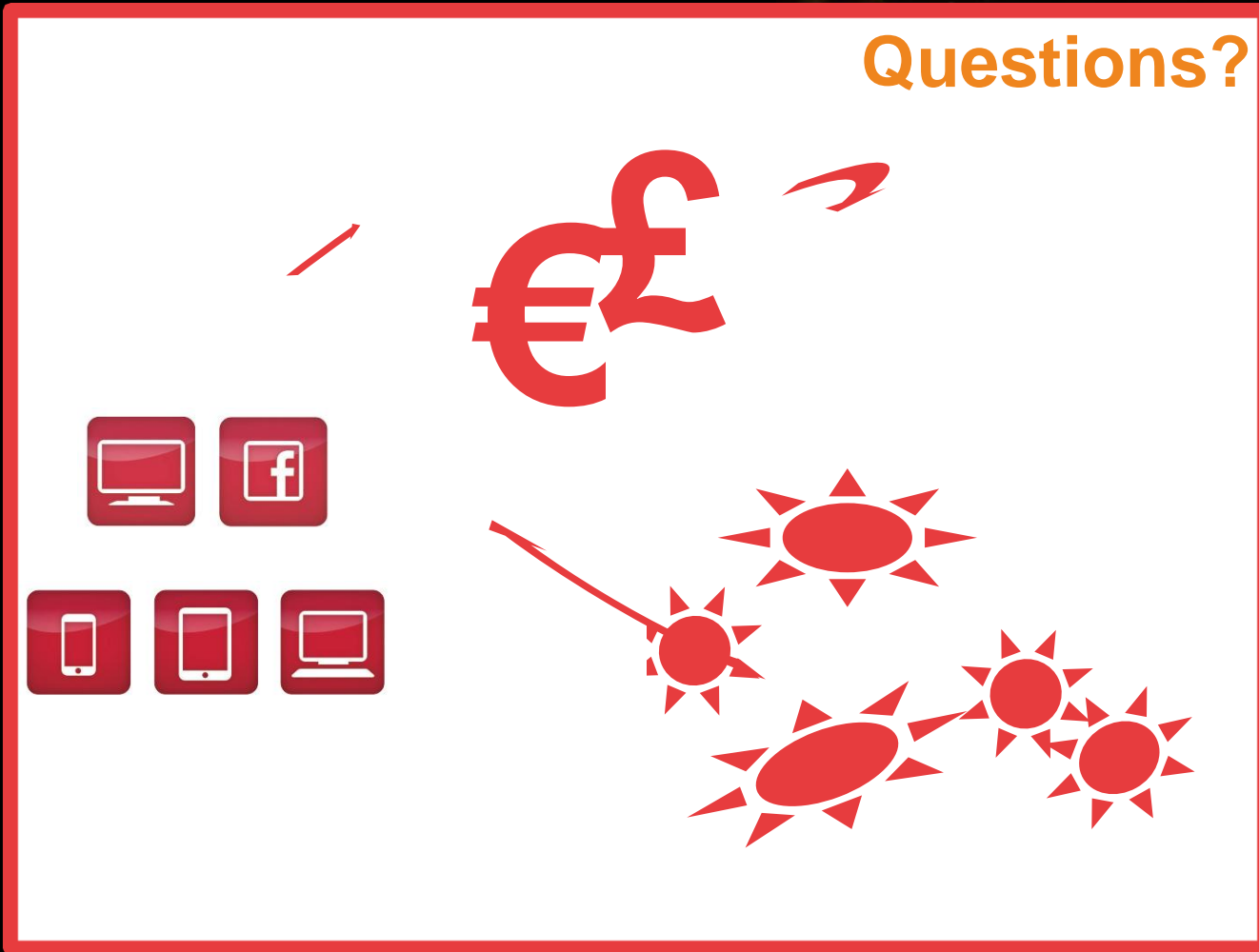
To Support...

- **Flexibility to meet business demands**
Sales / partner needs change – No Panic!
- **Flexibility to meet market demands**
Need to change the order of feature sets - No Panic!
- **Reduce time to market**
Deliver to market in the smallest possible increments that add value



Your choice

Questions?



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