

Mobile Payment Masterclass



Solutions

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Mobile Payment Masterclass

The mobile device is unquestionably one of the most important customer touch points for a commercial organization. Not only do mobile devices directly offer services to customers, but they also serve as a channel to leverage engagement, maintain retention and facilitate transactions. These domains together largely form the scope of mobile payment, which often extends across different channels and means while offering additional value-added services. As you may expect, there has been an explosion in activity in this space over the last few years.

As mobile payment technology matures, companies are working diligently to stand out in this increasingly competitive arena. In our training, we will discuss the most important market drivers behind this current revolution.



What will you learn

- How to move from card payment to mobile payment
- Digitization and tokenization
- Solutions leveraging scheme token service provider (MDES/VTS)
- Go-to-market strategy
- How and when tokenization can improve security



Key topics

- User and issuer journey: payment and life cycle management
- Authentication verification frameworks
- Cloud-based payment
- HCE and Cloud-based Payment



Who should attend?

- Business analyst, system analyst
- (Technical) project manager
- Product owners
- Solution architects and designers
- Acquirers and issuers
- Software engineer, quality assurance engineer



Agenda

Mobile Payments Basics

In this module, we will introduce and discuss the concept of mobile payment, identifying all the macro components that define the mobile payment experience. We will then use this foundation to track the mobile customer journey, which involves creating a unique service offering, developing strong customer engagement, emphasizing customer retention and tracking payments.

From Card to Mobile

This module will discuss digitization and tokenization, the two most important processes of moving from card payment to mobile payment. We will begin by exploring the most important aspects of digitization, such as the impacted entities within the payment system and critical consideration points. Next, we will clarify the concept of tokenization, stressing the difference between authentication tokens and tokens as a surrogate value for the PAN. We will also illustrate how the industry intends to use tokenization to simplify the mobile payments ecosystem. Finally, we will explain how and when tokenization can improve security — and when it cannot.

User and Issuer Journey: Provisioning, Payment and LCM

One of the biggest differences between mobile and card payments is the provisioning process. In this module, we will discuss a generic provisioning process both from consumer and issuer perspectives. Main topics include critical steps during a provisioning journey, and measures for secure enrollment and provisioning, such as consumer ID&V and device fingerprinting.

After looking at the provisioning journey, this module will describe the journey of payment and lifecycle management from both user and issuer perspectives. The key processes will be identified and critical aspects of each step will be examined in detail.

Hardware-based Mobile Payments

From this module, we will start diving into one of the most popular mobile payment implementations; hardware secure element hardware-based mobile payment. This module will cover the following topics around hardware based solution:

1. Actors, roles and responsibilities in a hardware-based mobile payment ecosystem
2. Issuer impacts when different options are chosen
3. Go-to-market strategy for issuers or service providers adapting to this technology
4. Limitations and challenges of the hardware-based mobile payment solution.

HCE Mobile Payments:

HCE has garnered quite some attention lately in the mobile payment industry because it opens the possibility to perform NFC card emulation without using the Secure Element (SE) in mobile handsets. Industry attention is further increased by the publication of Visa Cloud Based payments and MasterCard HCE specifications. In this presentation we will explain

1. What HCE is and how it works
2. The functional and ecosystem impact
3. The associated risks and mitigation options.

Agenda

HCE Cloud-Based Payment

In this module, we will explore two of the most common HCE/cloud-based payment products, namely the MasterCard and Visa payment specifications. We will see how payment schemes have specified their cloud-based products to mitigate the potential risks due to the nature of software-based solutions. The key components of each of the solutions will be explained, and we will also examine the external interfaces. We will explain the new fundamental concepts involved, such as single use keys, limited use keys, device and app finger prints, and more.

Digital Enablement Platforms

In this module, we will start with the concept of the digital enablement program and examine the problems it solves and the impacts on the entire mobile payment ecosystem. After that, we will introduce the concept of the Token Service Provider (TSP), as well as its functional architecture. Based on that concept, we will explore the impacts of TSP on the mobile payment ecosystem at different lifecycles, including enrollment, payment and lifecycle management.

Digital Enablement Onboarding

This module will focus on the onboarding process to a digital enablement service platform, such as MDES/VTS or another third-party TSP. Both issuer onboarding and wallet service provider onboarding processes will be described, which will help both parties understand the gaps and the required efforts.

OEM Pays

We will provide a glimpse through the looking glass at the mobile payment wallets offered by tech giants such as Apple, Samsung and Google. These companies are often referred to as original equipment manufacturers, or OEMs, so this area is defined as “OEM Pays.”

Defining Successful Mobile Payment Strategy

This module will serve as a guide for the decision-making process of defining an optimal mobile payment product strategy. We will discuss the following important aspects that may impact the choice of the product: acceptance status of the market; service provider’s situation, targeting customers and ambitions; coexistence of different solutions; and differentiator of the product (e.g., suitable value-added services).

Alternative Mobile Payment Methods

Mobile payment is not only about NFC payment at point of sale (POS), but also across channels and means. In this module, various mobile payment methods will be introduced. From a payment channel perspective, in-app and in-browser mobile payments will be discussed in terms of the mechanisms behind them and the impacts to different players within the ecosystem. As for POS payment, QR-based payment has been drawing a lot of attention, so different ways of implementing QR-based payment will be discussed.



General Information

Course format: Course can be delivered in-person/onsite, or online

Course duration: 2 days for onsite, or online. Each session is around 2.5 hrs for online.

Language: English

Location: Worldwide

Registration



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