



Navigating Mobile Payments Wallets

What's your wallet strategy? What do customers want? Merchants?

We believe that banks need to make calculated choices and 'smart bets' as the industry evolves

	Description	Devices Supported	POS Technology	Security	Payment Networks	Issuers	Merchants	Considerations
	Launched by Apple in October 2014 – commercially available	Apple's iPhone 6 and iPhone 6 Plus (watch coming soon)	Contactless NFC (near field communication)	Tokenization (PIN for watch)	American Express, MasterCard, Visa	Broad interest – national, regional community banks and credit unions	In store and in app – 250,000+ merchants	New issuer expense Loyalty integration Transaction data Slow ramp
	Mobile payment system developed by Google – launched 2011	Android phones (limited carrier support)	Contactless NFC (near field communication)	PIN protected Financial credentials on secure element HCE	American Express (?), Discover, MasterCard, Visa	Major issuers (credit / debit cards) and Google Wallet card Direct to consumer model	In store and online About 300,000+ merchants Gmail integration	Loyalty, gift cards, e-coupon support Ad driven economics Low adoption
	Mobile payments network brand for Merchant Customer Exchange (MCX) -2011 – in pilot	Major smartphones (new, old iOS / Android)	Secure paycode / QR code (compatible with existing POS systems), Bluetooth	Passcode protected Financial data in cloud Token placeholder for transactions	MCX – (merchant owned) Service to launch in 2015	Consumer DDA, gift cards, retail P/L (no bankcard credit) Direct to consumer model	110,000 locations (Broad set of merchants across major verticals, exclusivity clause)	Merchant focused Low payment cost (for merchants) Leverage of merchant data, offers, loyalty, rewards at POS
	JV between AT&T Mobility, T-Mobile USA and Verizon Wireless - 2010 (Salt Lake City pilot 2012)	Android and Windows phones	Contactless NFC (near field communication)	PIN protected Secure element holds payment data Unique transaction ID	American Express, Discover, MasterCard, Visa	American Express (and American Express Serve), Chase, Wells	200,000+ national and regional merchants	2-sided revenue model Has not scaled Restructuring in progress Google in acquisition talks
	Starbucks mobile payments wallet / app – launched 2009	iPhone and Android	2D Barcode / QR code (POS scans barcode)	Password for funds replenishment (credit / debit card information in app)	Proprietary – closed loop system (Starbucks)	Starbucks prepaid card Direct to consumer model	14,000 Starbucks stores (worldwide)	Feature rich; strong relevancy, loyalty Robust use – 7MM trans./wk. 16% of all Starbucks trans.

For an in-depth discussion on key industry trends and how we can assist please contact:

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