

Keynote Session: Mobile Business Executives Roundtable

Wednesday, May 6

8:30-9:45

Opportunities and Challenges Ahead for Mobile COmmerce

- Technology: Are we sufficiently wired-up now to transact as we please? Do we need to wait for NFC, or can 'NFC-lite' solutions get commerce going?
- Security: Is it safe enough? Will it need to get safer? What's the security-upgrade path for SIM vs. non-SIM?
- Deployment: Is contactless at POS the best entry-point for mobile payments in the U.S.? What needs to be in-place for this idea to succeed?
- Consumer adoption: Are consumers ready to transact with handsets? How do we address their apparent concern for safety (vs. the mag-stripe)?
- Merchant adoption: Are merchants willing to play? On what terms? What business cases for what types of merchants will work best?
- Issuer adoption: Where are the cards/devices? Are there really 40 million of them out there? How do we get the banks involved more aggressively (a la Barclays)?
- Value-added (1): What other functionality can be leveraged by contactless-at-POS? Coupons (in-store and LBS)? Loyalty programs (both store and bank/merchant combinations)? Other services?
- Value-added (2): If mobile commerce in the U.S. *can* be jump-started with contactless at POS, will online and pure-mobile purchasing follow (or be obviated by smart-phone/Internet access applications)?
- Value-added (3): What payment options at what fees will drive the necessary adoption economics and attract more usage? Can we arrive at a mutually agreeable business model for all parties? When?