

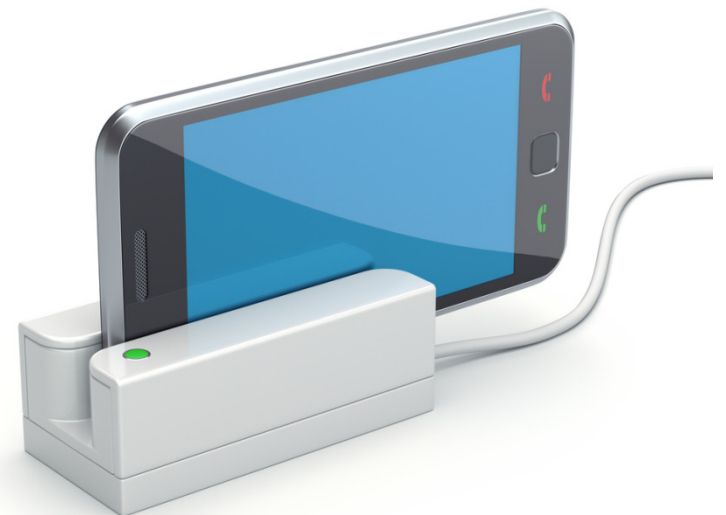
The Future of Money

Where Mobile Technology is Taking Us

World Credit Union Conference 2013

Ian Shelley

BLACKLINE CONSULTING



Disruptive Technology

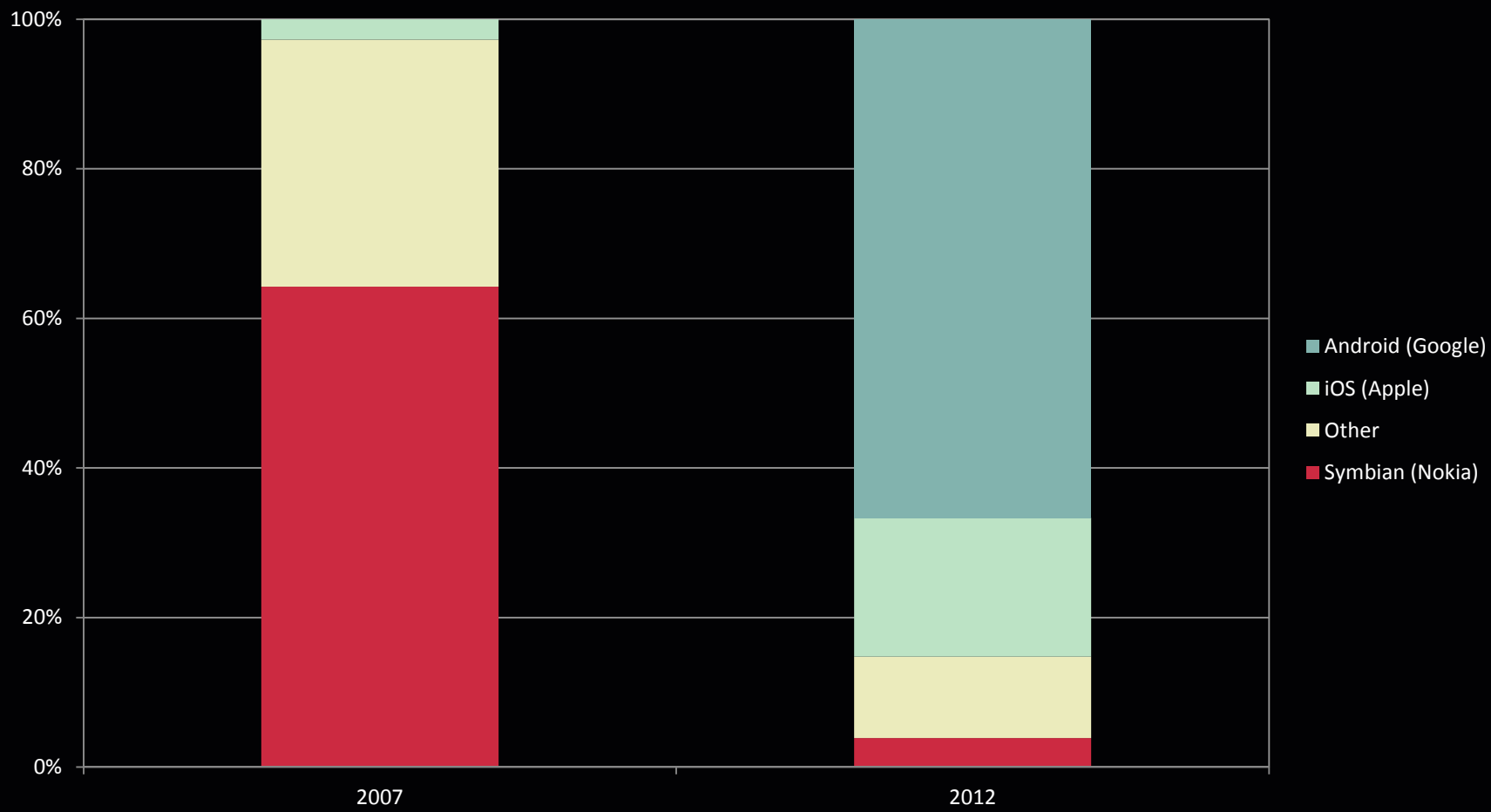
new technology that unexpectedly
displaces an established technology

helps create a new market and
value network

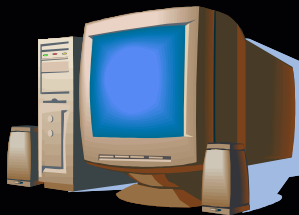
eventually goes on to disrupt
existing participants

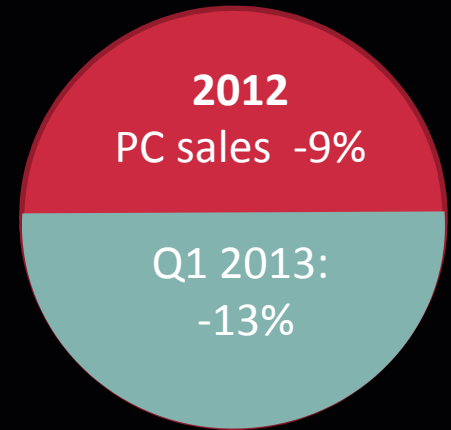
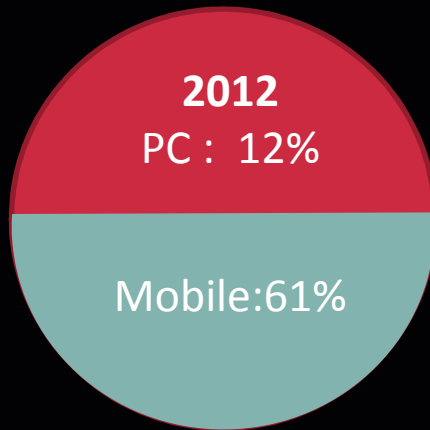
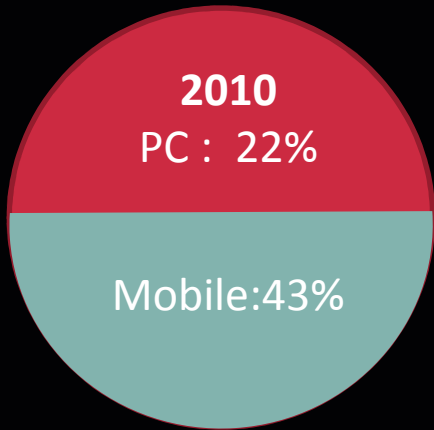
Disruptive Technology





Disruptive Technology





Disruptive Technology



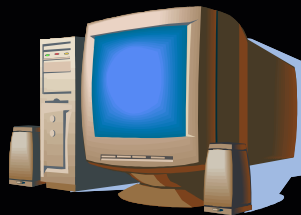
Books and magazines

Cameras

Music players

Remote controls

City maps and GPS



Four Characteristics

- ▶ Mobile exchange of information
- ▶ Increases convenience
- ▶ Links to my digital life
- ▶ Consolidates

Four Drivers

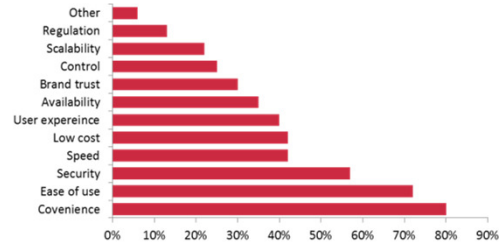
- ▶ Changes in consumer behaviour
- ▶ New technology
- ▶ New competitors
- ▶ Standards and regulation

Consumer behaviour

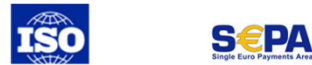
► Exchange of value



► Understanding security



► Consistency



► Interoperability



► Modernization



Standards and regulation

New technology



- Credential
- Channel
- Communication
- Repository



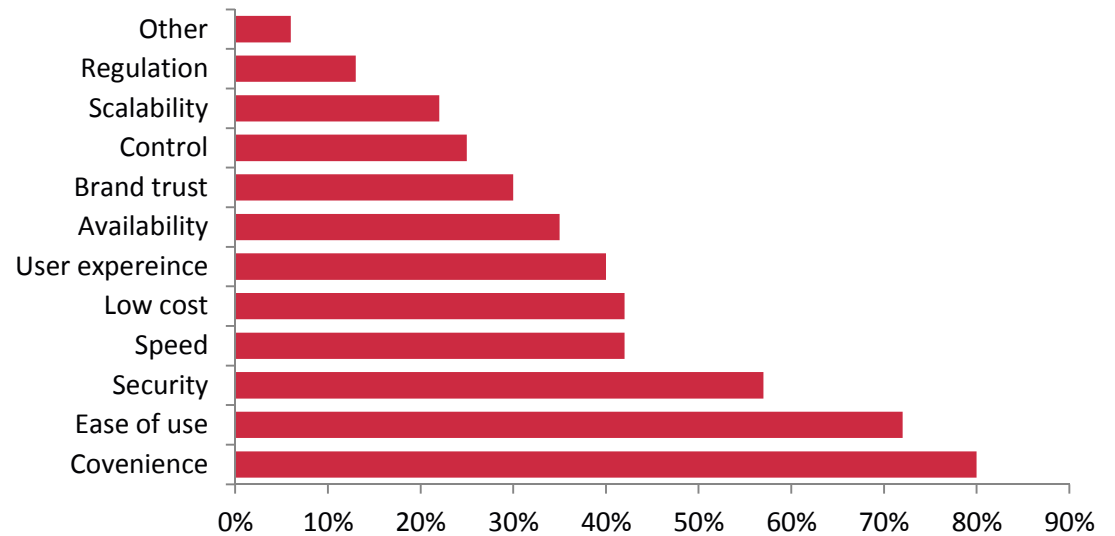
New competitors

Consumer behaviour

► Exchange of value



► Understanding security



New technology



- ▶ Credential
- ▶ Channel
- ▶ Communication
- ▶ Repository

▶ Consistency



▶ Interoperability



▶ Modernization



Standards and regulation

Credential

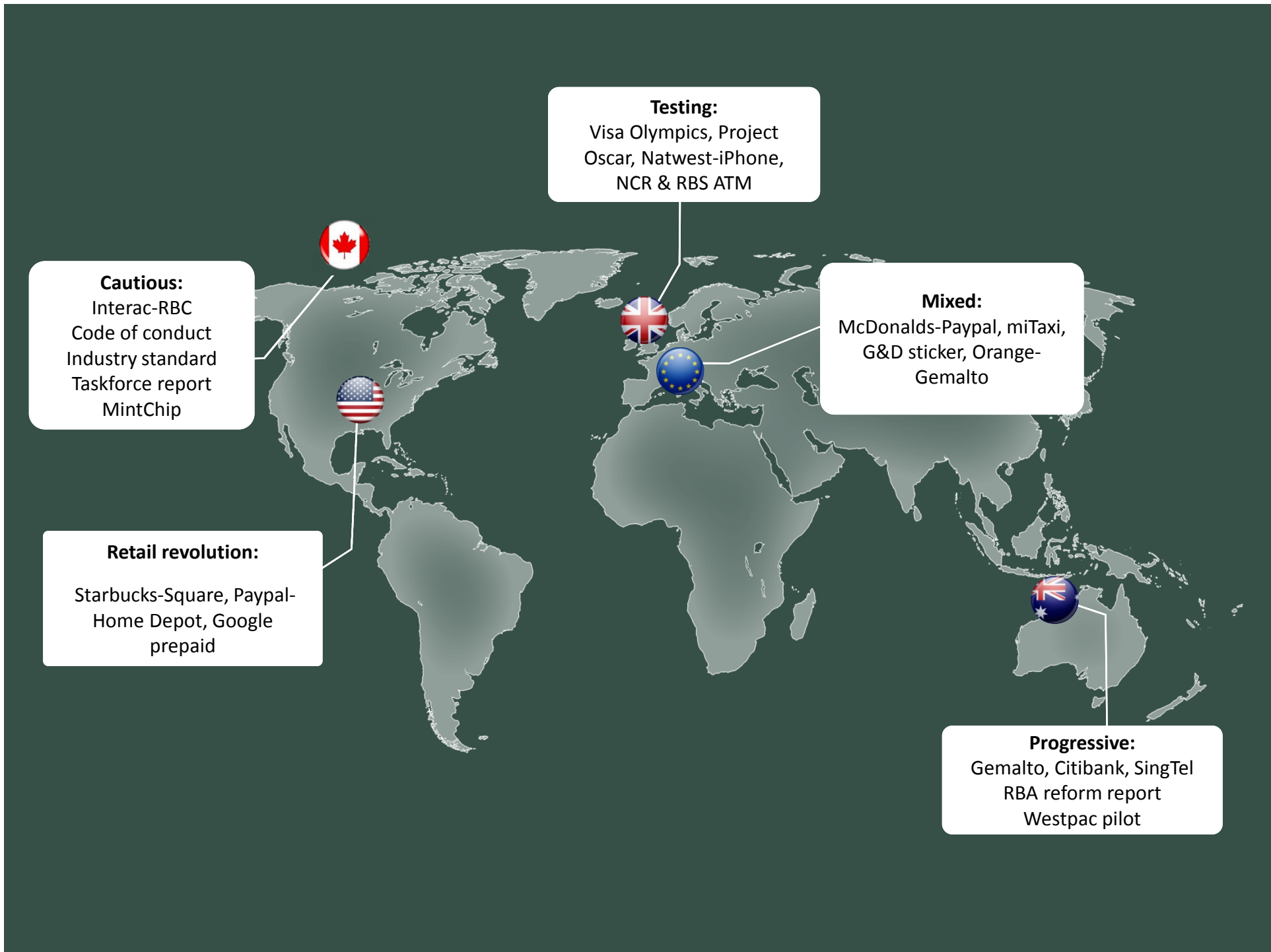
Channel

Communication

Repository



New competitors



Testing:
Visa Olympics, Project Oscar, Natwest-iPhone, NCR & RBS ATM

Cautious:
Interac-RBC
Code of conduct
Industry standard
Taskforce report
MintChip

Mixed:
McDonalds-Paypal, miTaxi, G&D sticker, Orange-Gemalto

Retail revolution:
Starbucks-Square, Paypal-Home Depot, Google prepaid

Progressive:
Gemalto, Citibank, SingTel
RBA reform report
Westpac pilot







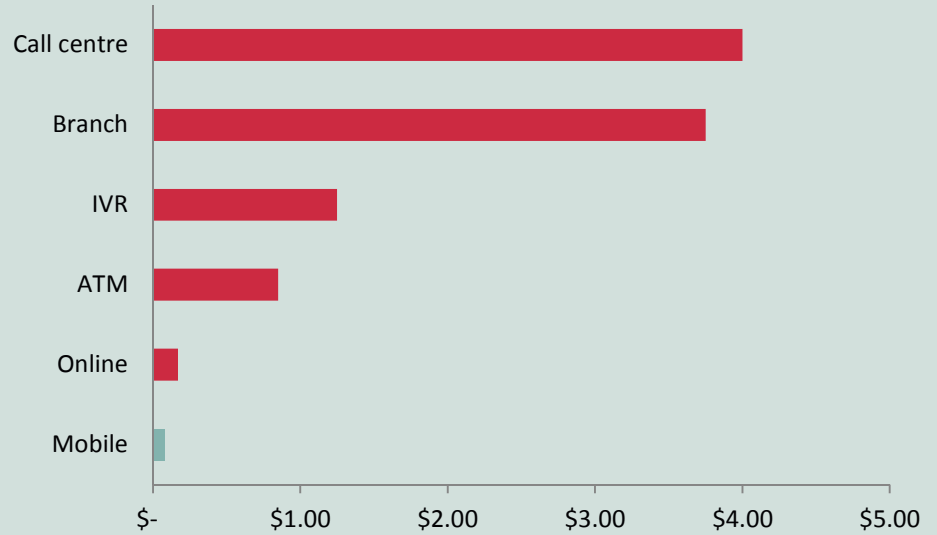


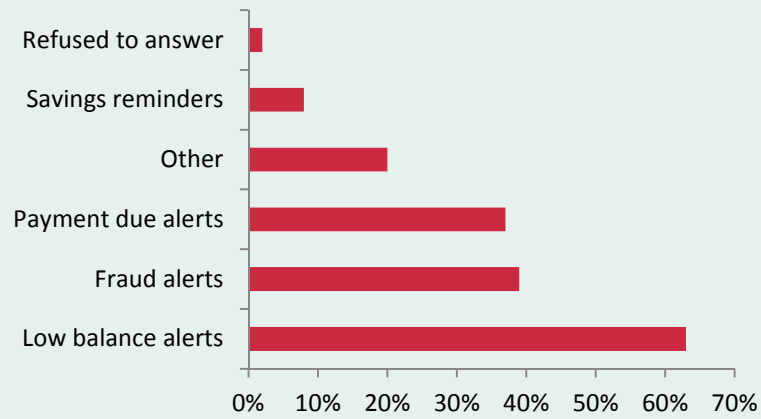
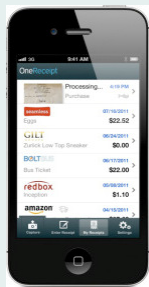






27%





66%

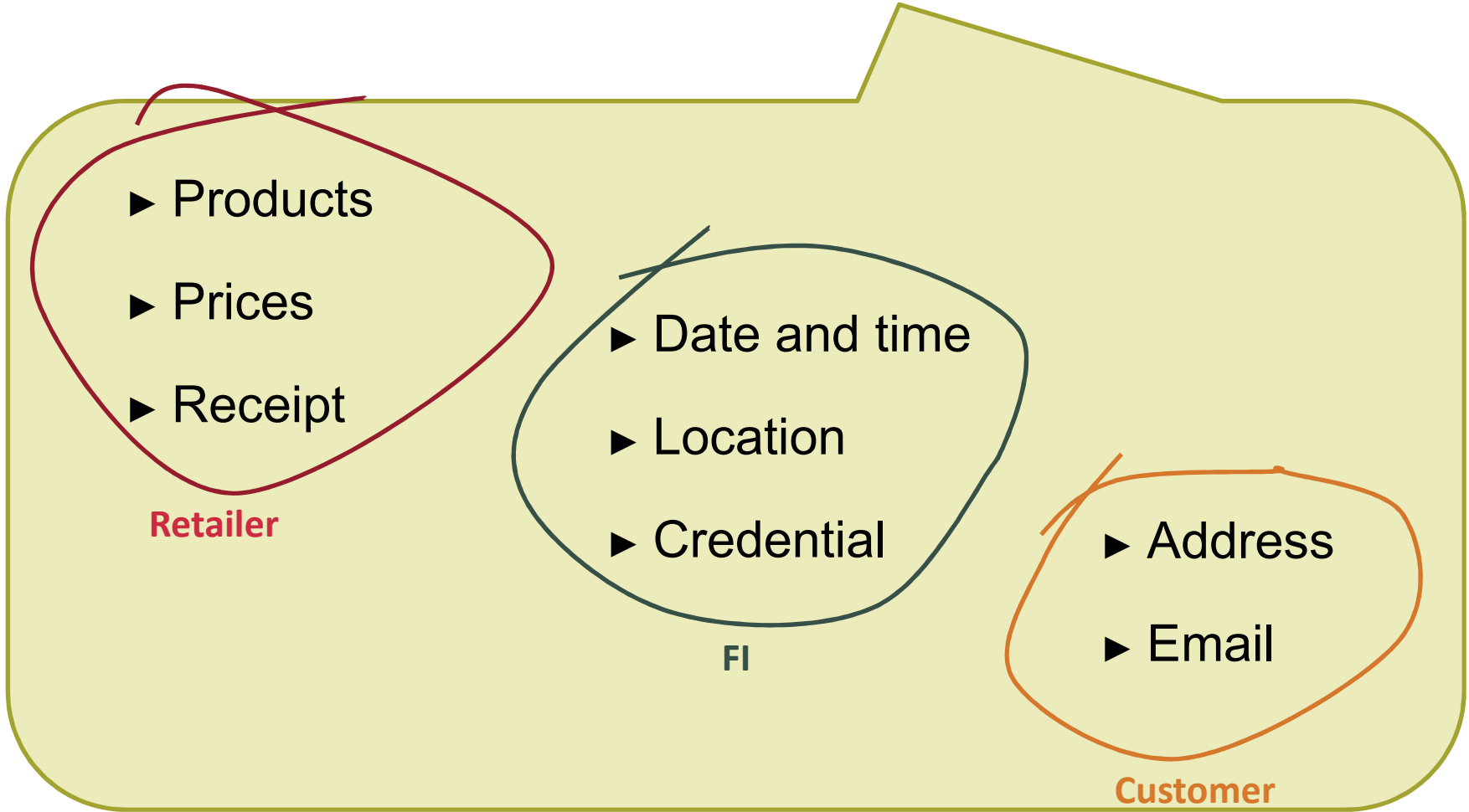
PFM tools would strongly effect remaining a customer

98%

Retention rate for a US credit union providing PFM

80%

Prefer to manage their finance through their FI

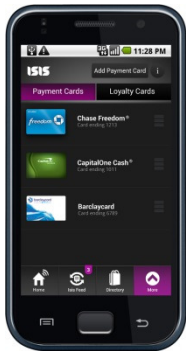


Transaction

Functionality

Data

Integration



Mobile technology will disrupt the payments ecosystem

You will have to adapt to a new set of competitors

The range of products in the market will consolidate to a small number in the long term

Increase convenience, consolidate activities and integrate with other aspects of daily life

Find your space in the spectrum and the partners that can complete the solution

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