

Lecture 6

Application Domains II: M-Payment II



Mobile Business II (SS 2015)

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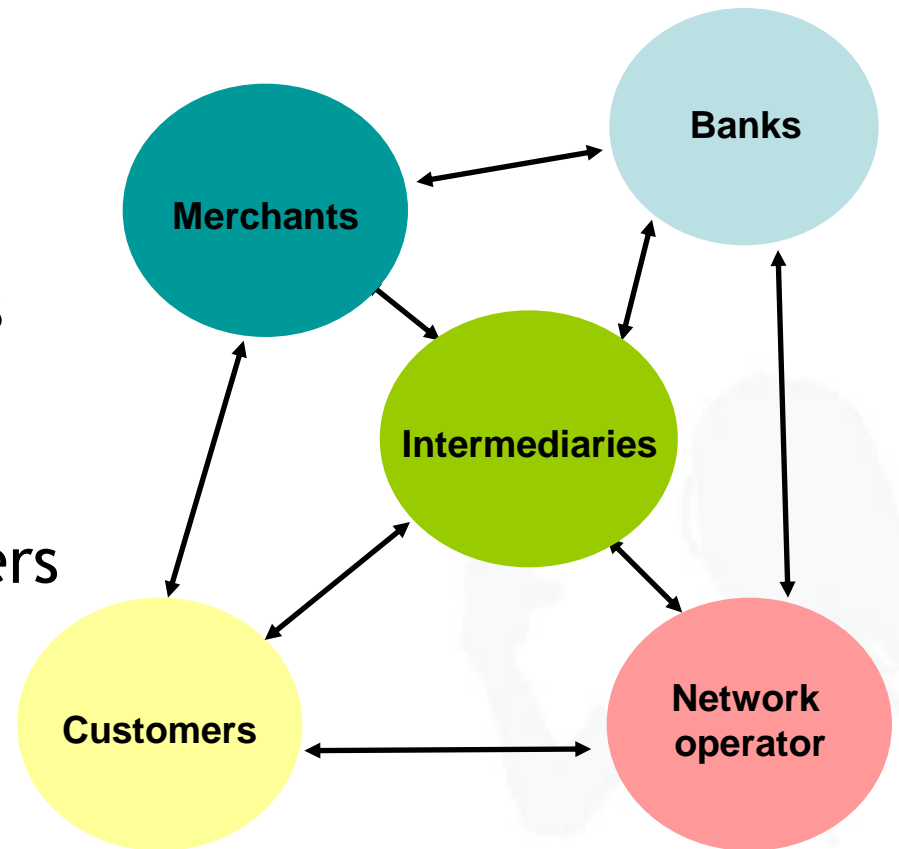
- Introduction
- M-Payment Parties
- Different Interests & Conflicts
- M-Payment Infrastructures
- Examples of M-Payment
- Conclusion

- The mobile payment space is becoming more and more competitive, with both established leaders and start-ups entering the market.
- All parties are staking their claim for market share and consumer acceptance.
- In addition to differences in the applied technologies (cf. Lecture 5), these solutions also differ in their business models, the involved parties and their interests.

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Different parties with different interests

- Customer and merchants
- Network operators
- Intermediary
- Financial Service Providers



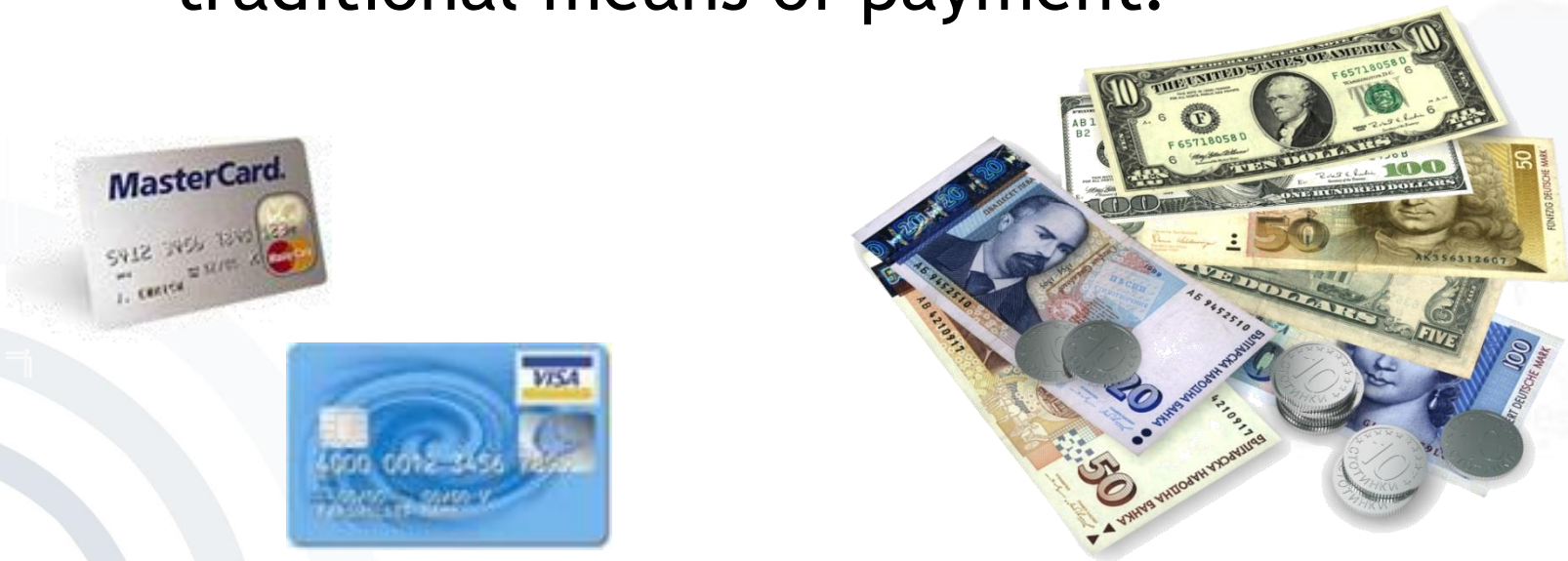
It was often argued that mobile payment services provide several advantages to customers such as:

- Mobility properties enable the efficient utilisation of travel and waiting time.
- Increased comfort & user friendliness through the independence towards time and place (particular due to the fact that there are less and less branches).
- In conjunction with personalised offers, spontaneous, time-independent shopping & payment is enabled.
- Enhanced security with regard to payment transactions in the on- & offline-world.



But: Are these “advantages” obvious to customers?

And: How do these “advantages” relate to traditional means of payment?



- Intermediaries are processing payments between the different parties (e.g. between the bank of a merchant and the bank of a customer) and therefore charge transaction fees.
- Many of the intermediaries are owned by other M-Payment parties such as merchants, operators or banks:
 - Click and Buy (owned by Deutsche Telekom)
 - Paypal (owned by eBay)
 - Yapital (owned by Otto Group)
- Some intermediaries try to push their own hardware into the market (e.g. Apple Pay, Samsung Pay)
- Intermediaries can act with bank license (e.g. Paypal) and without bank license (e.g. Yapital).

- Credit card companies were the first movers using the NFC technology with contactless credit cards.
- Nowadays they are trying to virtualize their credit cards and position themselves into the different mobile wallets.



Visa
payWave

MasterCard
paypass™

- Banks are currently not as present in the M-Payment market as online payment providers and operators. But they have the following assets:
 - Established large customer bases
 - Extensive experience in risk management, security, fraud mitigation, and payments processing
 - Possession of the only true gateway to the payments infrastructure (card issuing, automated clearing house, and wire)
 - Data from card and check usage that can be used to identify broad buying behaviors and individual customers who generate a large number of transactions
 - Relationships with merchants — both on the credit/cash management side and on the acquiring side

- Merchants are faced with a large amount of different M-Payment solutions.
- They need to install new hardware (e.g. NFC terminals), new software (e.g. QR Code Payment) and train their employees to adopt these new processes.
- Up to now it is not clear which technology will be adopted by the customer.
- Therefore, most merchants are holding back the introduction of new technologies.

- Network operators such as Telekom, Vodafone and Telefónica all developed their own wallet solution.
- Therefore they are cooperating with credit card companies and online payment providers for payment processing.

My Wallet
(Deutsche Telekom)



Vodafone Wallet



O2 Wallet
(Telefónica)



M-Payment Standardisation Bodies and Consortia (Sample)



Any mobile payment scheme involving an **exclusive link to the operator would face serious challenges** in attracting merchants, since the absence of a national (or multinational) standard could lead to a situation where each operator is pursuing an own solution.

Most commonly, such alliances **will be between operators and the financial services industry.**

[Source: Frost & Sullivan 2002]

- **EMPS**, Finland (Nokia, Nordea, Visa International)
- **M-Pesa**, Kenia (Safaricom, Vodafone)
- **MobilMat**, Italy (Wind TLC, Banca Sella)
- **Mobipay**, Spain_(Telefonica, Vodafone, Amena, BBVA, BSCH, Sermepa, Sistema 4B, Euro 6000) - till 2009
- **Moxmo**, Netherlands (since beginning of 2002), Germany (since end of 2003), both till 2004
- **mpass**, Germany (Vodafone, O₂)
- **NFC Forum**, U.S. (NXP, Semiconductors, Sony, Nokia), Since 2004
- **Obopay**, U.S. and India (Nokia and other investors)
- **Omnipay**, Italy (Omnitel, Visa International, BankAmericard)
- **Orange Mobile Payment**, Denmark (Orange Denmark, PBS, Gemplus)
- **Paielement CB Sur Mobile**, France (Orange France, CB, SFR)
- **Paybox**, Europe (Deutsche Bank, Debitel – till 2002)
- **Simpay** (T-Mobile, Telefónica, Vodafone, Orange, O₂, TIM, Debitel), till 2005

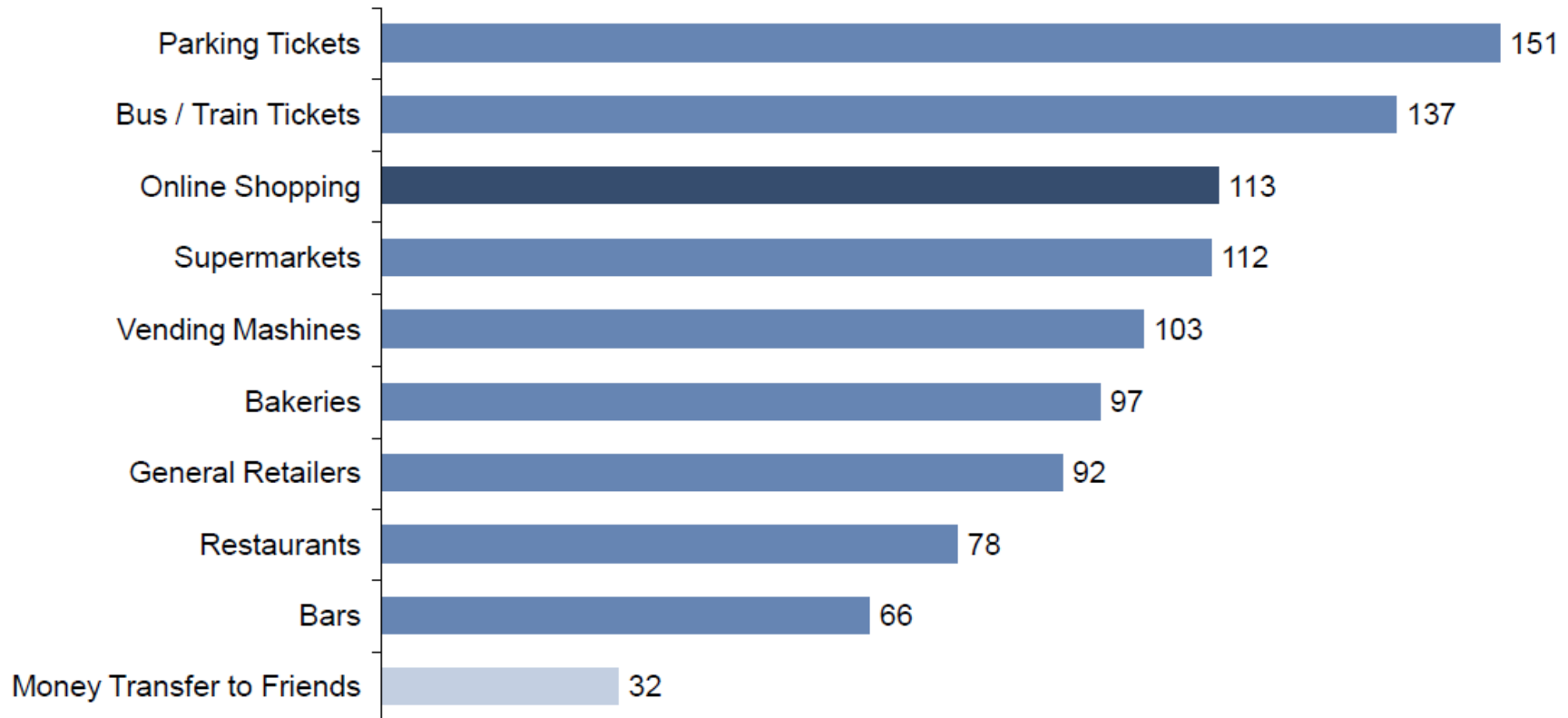
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- ***Customers:***
Only a small number of (trustworthy) parties should have access to personal financial data.
- ***Merchants:***
Accepted payments should be enforceable.
- ***Network operators:***
Offering of new (security-relevant) services (e.g. billing-services), increase customer loyalty and decrease churn rates
- ***Banks: Controlling*** the payment-process
- ***Central Banks:***
No direct C2C payments to avoid a shadow currency

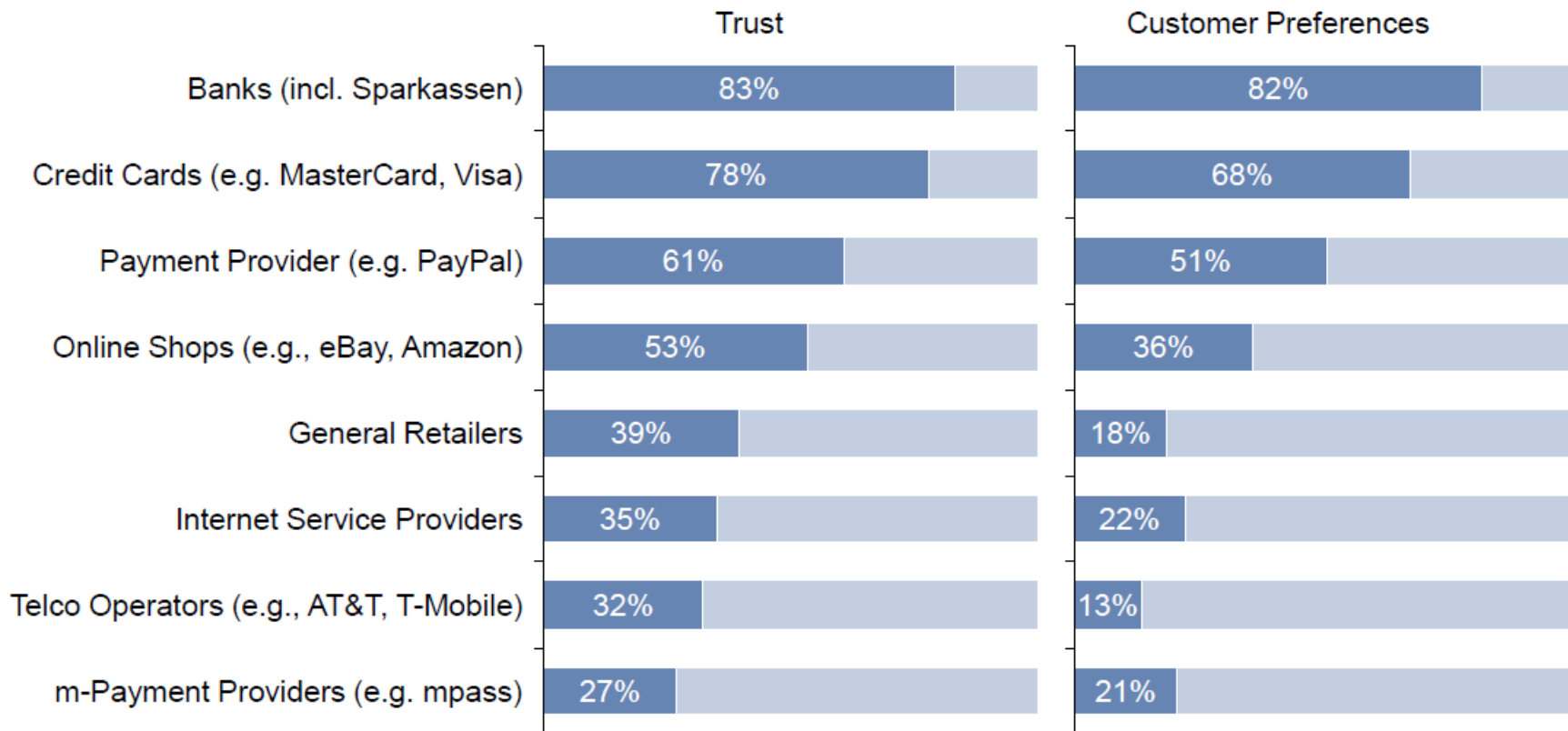
Different Drivers for M-Payment

	Banks/ card networks	Mobile operators	Online payment providers	Retailers
Cash replacement	✓		✓	✓
Speedier transactions				✓
Customer retention	✓	✓		✓
Promoting own payment service	✓	✓	✓	✓
Extending reach to physical world		✓	✓	
Reducing capex/opex	✓			✓
Seeking extra revenue stream(s)	✓	✓	✓	
P2P payments	✓	✓	✓	

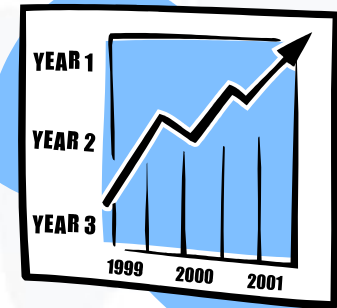
- A survey among German customers highlighted some use cases for mobile payment solutions:



- A survey among German customers highlighted some use cases for mobile payment solutions:



- Factors affecting the acceptance of mobile payment services:
 - Perceived usefulness
 - Perceived ease of use
 - Perceived credibility
 - Perceived self-efficacy
 - Perceived financial cost



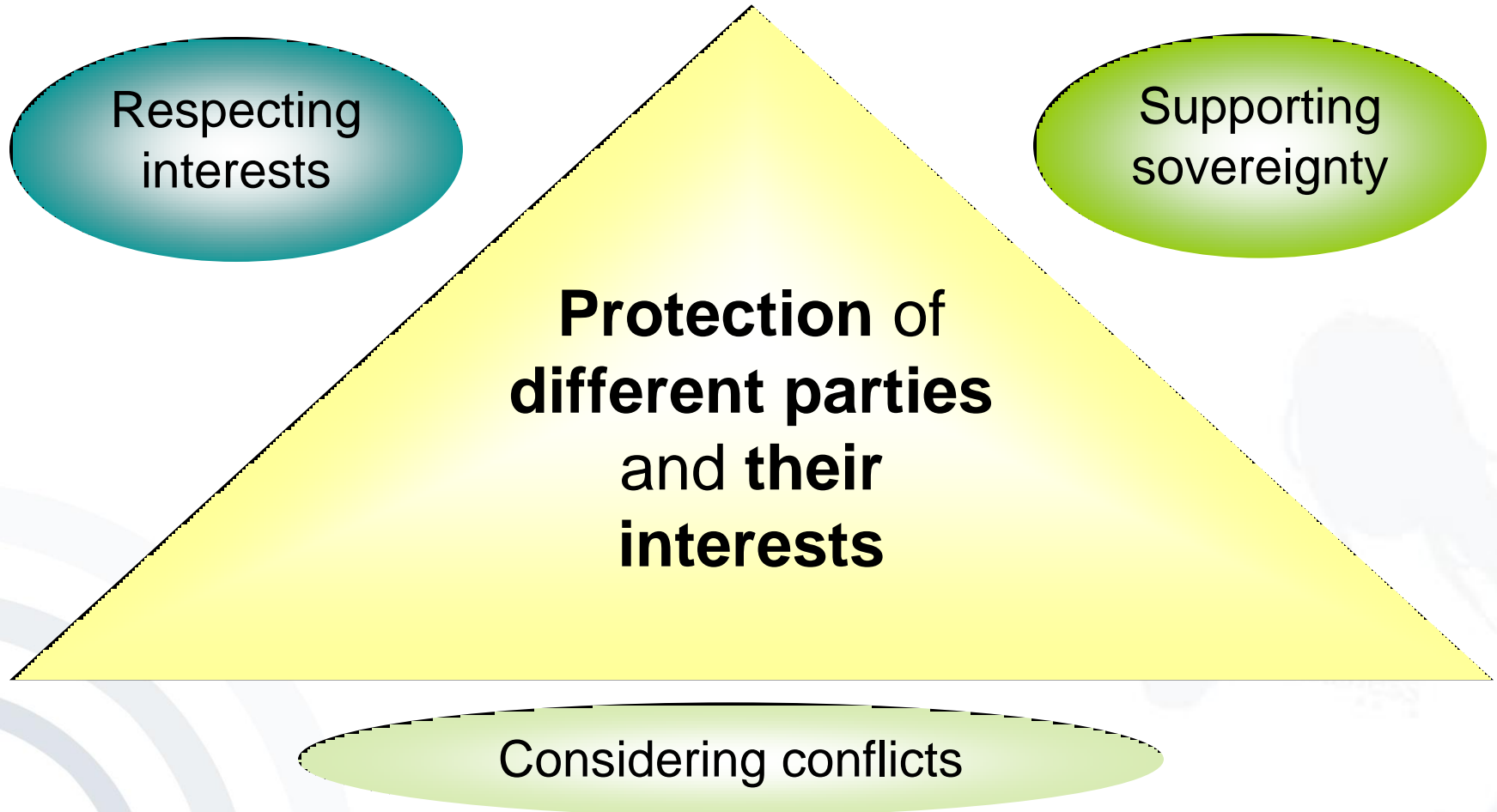
[Luarn and Lin 2004]

- Customers are not willing to pay more to use M-Payment.
- Merchants want to keep as much as possible of the money and are not willing to pay more than 2-3% transaction fee.
- Banks, credit card companies and intermediaries want to maximize their share.

M-Payment Transaction Fees

- By covering the whole value chain between merchant and consumer, mobile online payment solutions can claim a relatively big share of the transaction fee.

	Merchant	Merchant-acquiring bank	Payment network	Card-issuing bank
Cash	100%			
Credit/ debit cards	CC: ~98% Offline DC: ~99% Online DC: >99%	0.4% (shared w/processors) 0.25% (shared w/processors) 0.16% (shared w/processors)	0.1% 0.1% 0.05%	1.5% (shared w/processors) 0.77% (shared w/processors) 0.25% (shared w/processors)
Checks	96%	US\$0.25 per transaction (verification) AND 2% + US\$0.15-0.25 per transaction (guarantee)		May collect banking fees from consumers
Online P2P payments	~97% ~98%	PayPal: 1.9% to 2.9% + US\$0.30 per transaction Google: 2% + US\$0.20 per transaction		
mPayments	~97%	<1%	0.1%	~2%



Respecting interests

- Parties can define their own **interests**.
- Conflicts can be **detected** and **negotiated**.
- Negotiated **results** can be **enforced**.

Supporting sovereignty

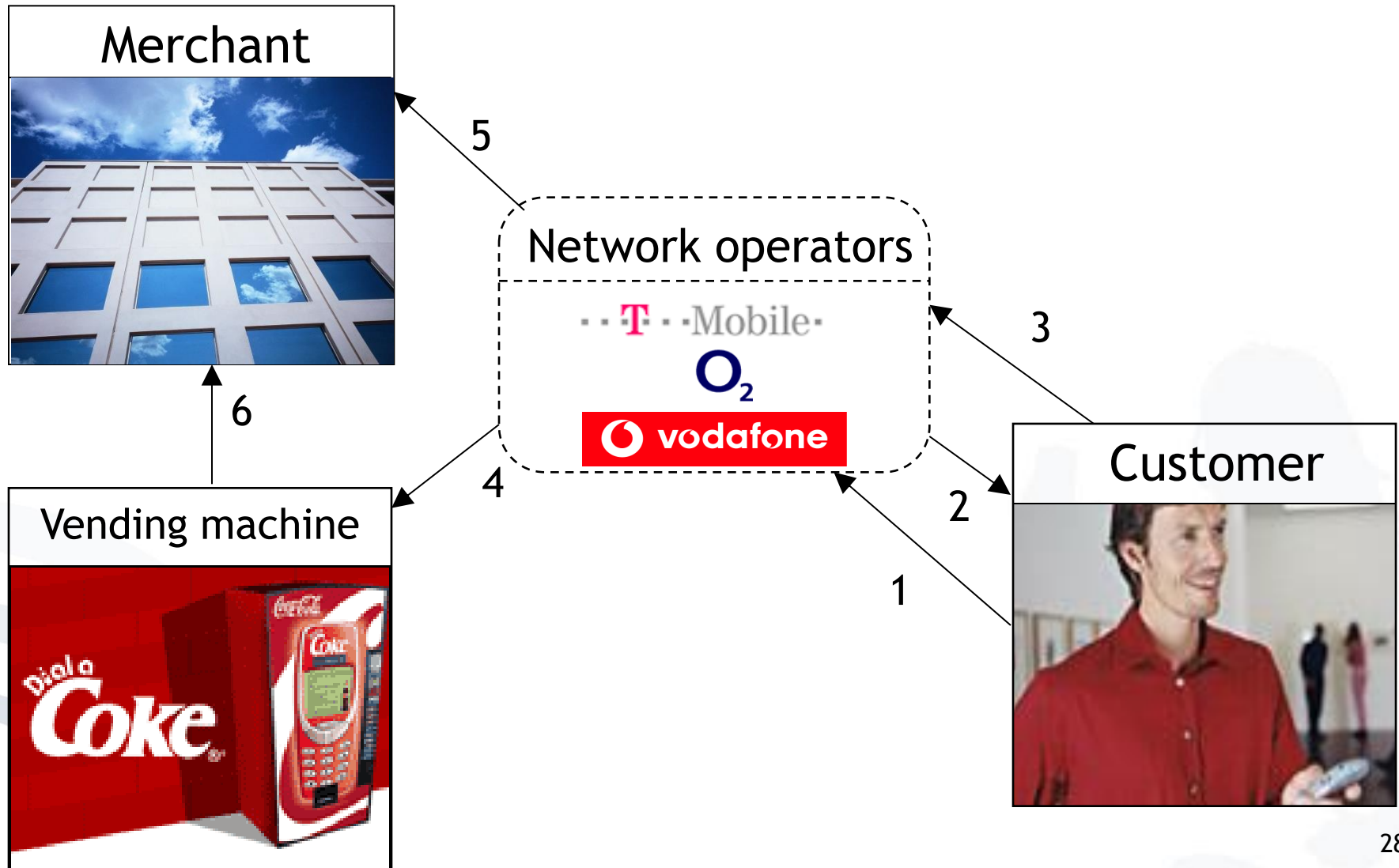
- Parties aren't forced to trust **other parties**.
- Parties only need a **minimum of trust** into the **technology** of others.

➡ Security of **different parties** and **their interests**

Multilateral Security & M-Payment?

- Trade-Off: On the one hand usage should be easy to use, on the other hand it should be secure, for example:
- TAN input vs. TAN storage on the telephone

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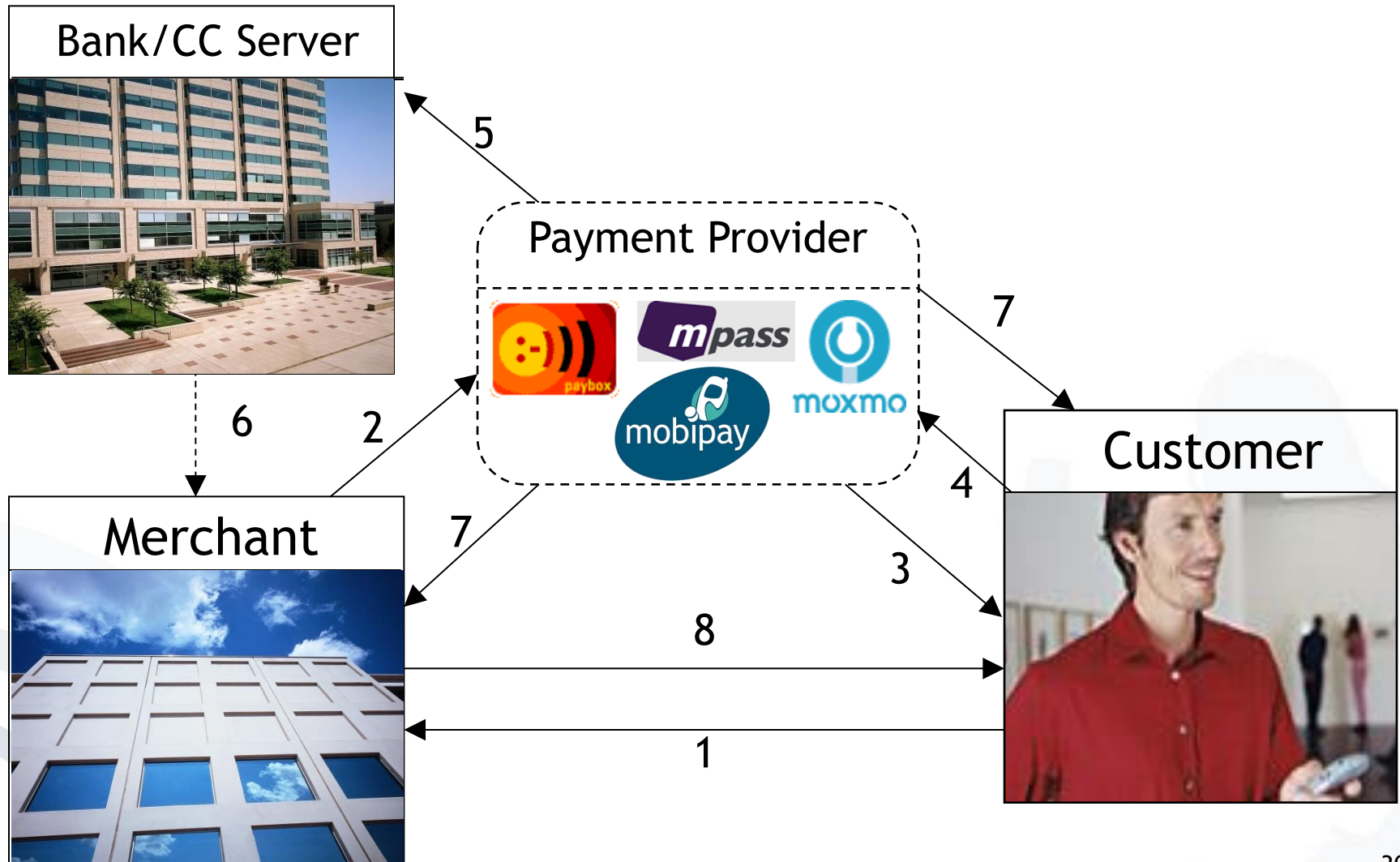


- 1 Customer **requests a transaction** by calling a **product-specific number**, displayed on the vending machine.
- 2 Network-**operator** responds with transaction-details (product information, costs) and **asks for PIN**.
- 3 Customer **enters PIN** and **confirms transaction**.
- 4 Network-operator **verifies PIN**, checks details of the customer-account and **orders** the vending machine to **hand out** the product.
- 5 Network **operator informs** the **merchant** (in this case the owner of the vending machine) about the transaction.
- 6 Merchant receives **stock-level information** from the vending machine.

mobile business

M-Payment Infrastructures

Transactions processed by a Payment Provider (1)

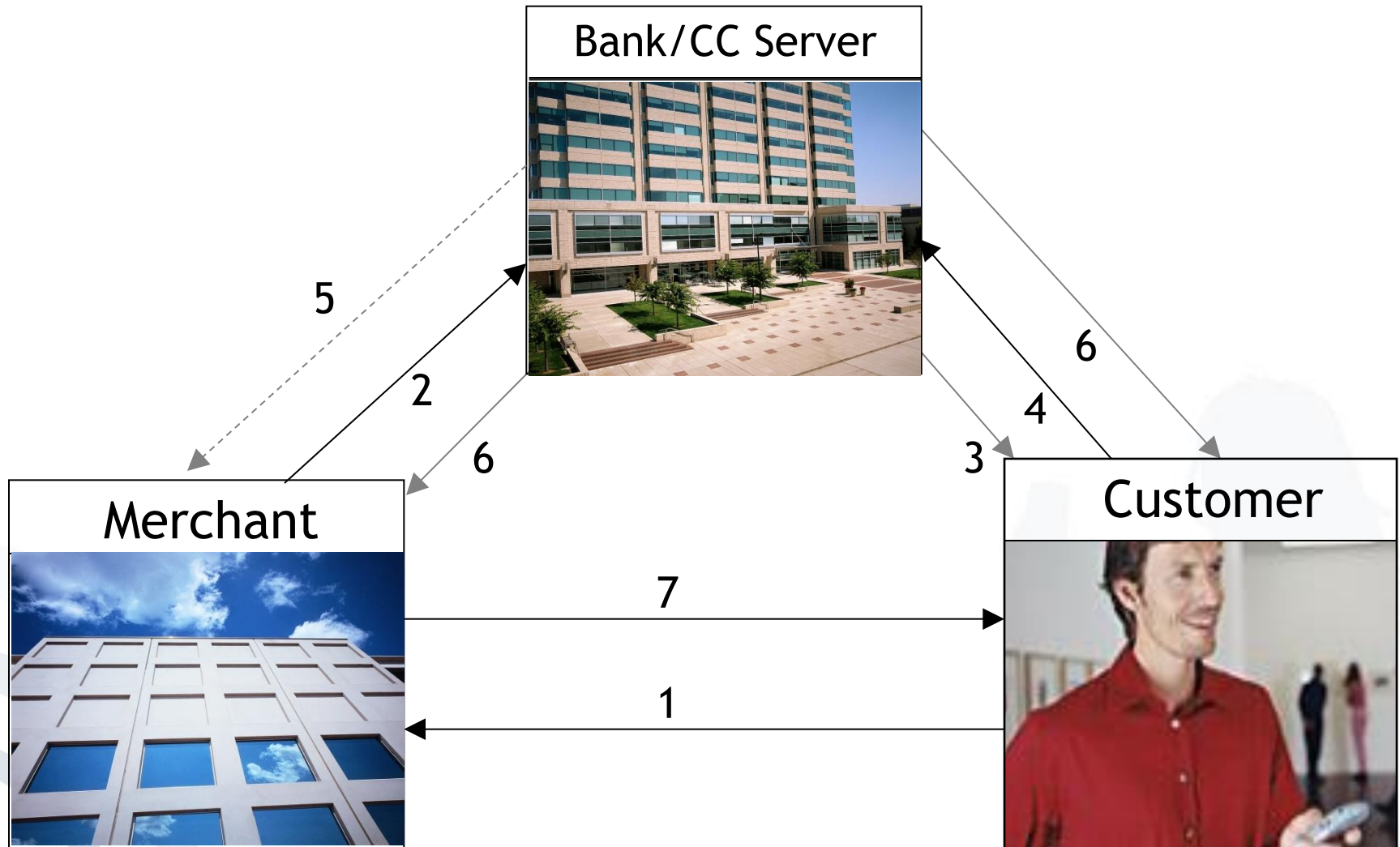


- 1 Customer requests a transaction on the merchant's website by entering an identification-code (for example his mobile phone number (MSISDN)).
- 2 Merchant contacts the payment provider and passes details about the transaction (product information, price).
- 3 Payment provider contacts the customer and asks for PIN and confirmation.
- 4 Customer confirms the transaction and enters the PIN.
- 5 Payment provider verifies PIN and instructs the bank or credit institute to transfer the money to the merchant.
- 6 Bank or credit institute transfers the money to the merchant.
- 7 Payment provider sends transaction confirmation to customer and merchant.
- 8 Merchant executes transaction and sends a receipt to the customer.

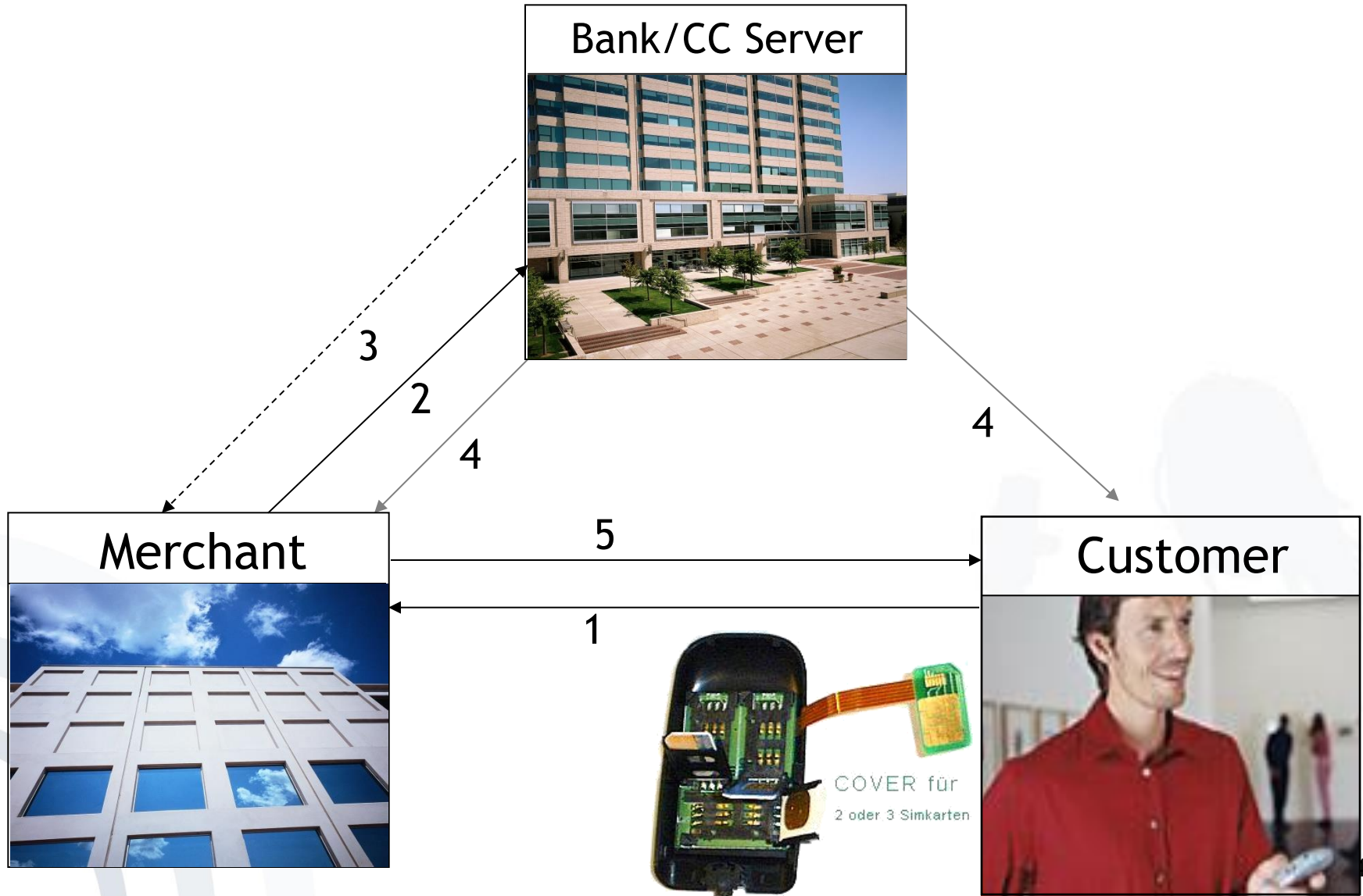
M-Payment Infrastructures

Transactions processed by Banks (Server Wallet)

(1)



- 1 Customer asks for transaction on merchant's web page and selects whether he wants to pay with credit card or bank card.
- 2 Merchant sends order details to the bank or credit card server.
- 3 Bank or credit card server sends order details to the customer and asks for confirmation.
- 4 Customer enters PIN and confirms the transaction.
- 5 Bank or credit card server verifies PIN, checks details of the customer account and authorizes the transaction. Then the server transfers the money to the merchant deducting service charge.
- 6 Bank or credit card server informs merchant and customer that the transaction was authorized.
- 7 Merchant confirms transaction & customer receives an "m-bill".



- 1 Customer asks for transaction on merchant's WWW/WAP page, selects whether he wants to pay with credit card or bank card and enters his PIN. Then information on purchase order, transaction information and details of the account and delivery address is transferred.
- 2 Merchant sends details on the order to the bank or credit card server.
- 3 Bank or credit card server verifies the PIN, checks details of the customer account and authorizes the transaction. Then the server transfers the money to the merchant.
- 4 Bank or credit card server informs the merchant and the customer that the transaction was authorized and completed on the side of the bank.
- 5 Merchant executes transaction and transfers the "m-bill".

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Example of a Proprietary Payment Provider: PayPal Mobile (1)



- Text message-based mobile payment system introduced by PayPal (an eBay Company) in April 2006.
- Users need a regular PayPal account to use this service. Furthermore, to activate the mobile component, one has to sign up separately for the mobile payment service.
- The service is integrated into the eBay auction and clearance system.
- PayPal surpassed the 130 million account mark in 2006 (use of existing customer base important due to network effects).

Example: Sending money by text:

1. In the first step, a text message is sent to PayPal, containing the recipients phone number and the amount to be paid.
2. In the second step, the payment system calls the user, and the PIN is entered to authorise the transaction.
3. In the third step, PayPal notifies the recipient of the payment and tells him/her how to claim it.



Text to 729725
(PAYPAL)



Confirm with PIN



Recipient notified

Example of a Proprietary Payment Provider: PayPal Mobile App

- PayPal app available for iOS, Android, and Windows mobile devices
- Requirement for payment: a PayPal account
- How to make payment:
 1. Log into your PayPal Account on your app
 2. Enter the mobile phone number or the email of the recipient of the payment
 3. Enter the amount of the payment
 4. The recipient has to confirm the receipt, or reject it (in the latter case, the payment is cancelled)
- Payment can be made in different currencies
- A fee is paid for every payment, depending on the amount.

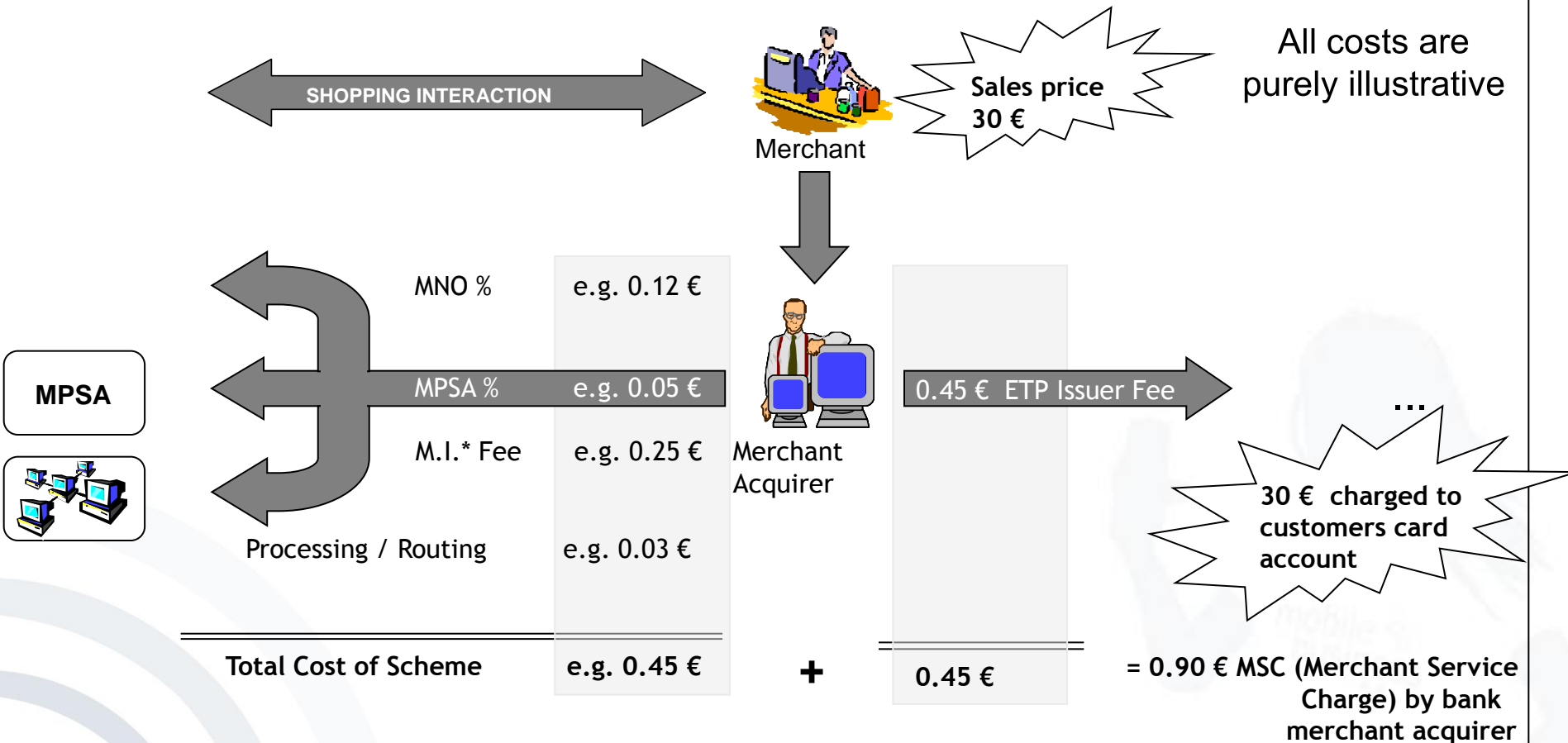


- Origin in Spain
- Participants: Amena, Telefónica Moviles, Vodafone and about 80% of Spanish banks
- Development up to now
 - 00-02: Project announced
 - 01-03: Mobipay founded
 - 02-09: Pilot trial in Madrid
 - 03-06: 54.000 merchants incl. > 10.000 taxis
 - 06-05: 6.500 merchants including 2.500 taxis
- Investment (total): 42 Mio. €
- Closed in 2009

- Nonprofit company, founded by Orange, Telefónica, T-Mobile and Vodafone
- An open m-payment-standard, represented by one single brand with following advantages
 - A new mobile payment-standard which allows customers to do big or small purchases on a mobile infrastructure
 - An easy and secure mobile standard to use existing credit- and bank-cards.
- Therefore, a unified brand strategy and platform with open interfaces was implemented.



Simpay's business model



MNO: Mobile Network Operator

M.I.* Fee: Mobile Internet Fee

MPSA: Mobile Payment Solution Alliance

ETP: Enabled Third Party Payments

[Source: T-Mobile]



- Debit payment system initiated by Vodafone and Telefonica O2, later also Telekom (but not limited to customers of these providers)
- SMS-based (initially)
 1. User visits online shop
 2. User enters mobile phone number and mpass PIN
 3. User receives SMS
 4. Confirmation by replying to that SMS
- Security
 1. By mpass PIN and TAN for online purchase
 2. By possessing the mobile phone - external NFC Chip for on-store payments

- Connection to “bank account” with WireCard bank
 - Registration of customer information is required.
 - Every transaction needs to be authorized by WireCard bank.
- Online payment using the computer or through the mpass mobile app
 - PIN and TAN required
 - TAN sent to mobile phone
 - In-store payment possible (Tap & pay):
 - Examples in Germany: Vapiano (Frankfurt), McDonalds (Frankfurt)
 - Payment through the external NFC sticker (chip)
 - PIN required for payments over 25 EUR
- Customer-to-customer money transfers (in real-time)
- Payment modes:
 - Prepaid cash: money preloaded on the mpass account
 - Direct debit: transfers from the customer’s own (registered) bank account
- Future integration of the NFC chip inside the phone planned



- Concept for Obopay occurred during a stay in the Democratic Republic of Congo in 2002
 - Interesting phenomenon: People carry mobile phones even if they don't carry a wallet
 - Combine the prevalence of mobile phones and the lack of much-needed financial services would be a great opportunity
- Operating in the U.S., India, Kenya, Senegal
- Nokia invested \$70 million into the start-up (March 2009)



- What can you do with Obopay?
 - Send, spend and receive money from mobile phone to mobile phone (P2P)
 - Obopay uses a prepaid model
 - 25 cent per transaction (sender pays)
 - No fees for receiving money
- Preconditions:
 - Obopay account
 - Existing bank account (needed for registration)
 - Any kind of mobile phone
- Transaction process is similar to PayPal mobile
 - But no additional authorization call, just the PIN
 - Money is send directly to recipients' mobile
- Obopay system is called “social money”.

mobile business

Example of NFC Wallet Payment Apple Pay Storage of Card Details

- Card details are stored on the handset
 - In a dedicated memory (Secure Element)
 - Which is only available since iPhone 6
 - Older devices can use Apple Pay together with Apple Watch (Secure Element is on the Watch).
 - Secured by Touch ID thumbprint
 - Not synced with iCloud
 - New cards can be added by taking a picture of it.



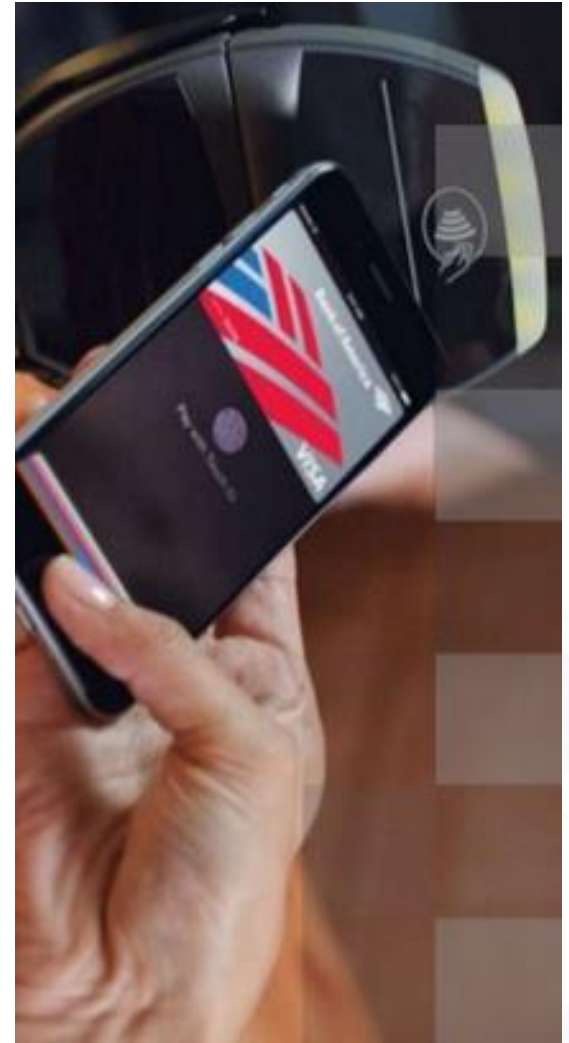
[Source: Masabi]



Example of NFC Wallet Payment

Apple Pay - How it works

- How it works:
 - Place thumb on Home button (for Touch ID)
 - Tap on contactless ePOS unit
 - Payment is performed
- None of this requires a network signal or cellular data connection.



Example of NFC Wallet Payment

Apple Pay - DAN vs PAN

- Instead of saving and transmitting the Primary Account Number (PAN) which identifies a credit card or debit card, Apple Pay uses a new identifier: The Digital Account Number (DAN).
- DAN is assigned by the Payment Network (e.g. Visa Tokenization Service / Mastercard MDES) and is not Apple specific.
- Advantages:
 - DAN and PAN can be cancelled independently if phone or credit card gets lost.
 - DAN on its own is useless (only valid with single-use EMV format cryptogram.)
- Issue:
 - Physical card will appear different from same card on iPhone. This may have impact on daily/weekly caps.

Example of NFC Wallet Payment

Apple Pay - What's in it for Apple?

- Apple does not
 - clear the payment
 - get conventional interchange fees
- But banks/networks will give Apple a cut of interchange fees made via Apple Pay
 - 0,15% of any transaction
- Apple left the card companies at the centre of payments, but reduced risk due to Touch ID & Secure Element.

mobile business Example of NFC Wallet Payment

Apple Pay - Where is it available?

- 2014 in US only
 - Usable at 220k contactless ePOS systems
- Global rollout is planned for 2015
 - In Europe 1.5m contactless ePOS systems are available. But the DAN detokenization infrastructure is still rolling out.

Example of NFC Wallet Payment Apple Pay vs Credit Card



- Apple Pay replaces 2 app screens with 1 Apple Pay screen and gets rid of all data entry.



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- M-Payment is ONE important factor for the success of mobile commerce.
- The successful use of M-Payment solutions requires explicit respect of customers' interests.
- Today it is still uncertain who will dominate the M-Payment market.
- Identification is not necessary for mobile payment.



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