

TULEVAISUUS TÄNÄÄN on mobiili



**WORLDWIDE,
MORE PEOPLE HAVE CELL PHONES THAN TOILETS;
IN 2016 THE NUMBER OF MOBILE DEVICES WILL
EXCEED THE NUMBER OF PEOPLE ON EARTH**

**55% OF PHONE USERS TEXT WHILE DRIVING;
DRIVING WHILE TEXTING IS THOUGHT TO BE 6 TIMES MORE
DANGEROUS THAN DRIVING DRUNK**



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**68% OF PEOPLE WITH SMARTPHONES CHECK THEIR EMAIL
BEFORE 8A.M.
50% IN BED
38% AT THE DINNER TABLE**



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40% OF PEOPLE CHECK THEIR PHONES ON THE TOILET



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80% OF 18-24 YEAR OLDS SLEEP
WITH THEIR PHONES NEXT TO THEM – 50% OF ALL



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40% OF YOUNG PEOPLE WOULD CONSIDER USING A 100% ONLINE BANK WITH NO BRANCHES



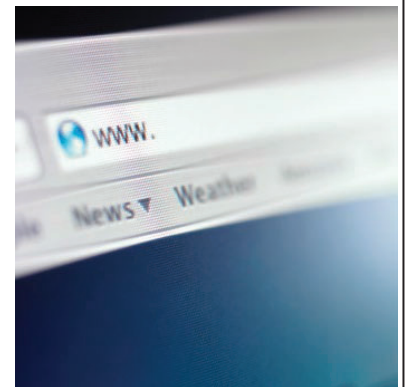
New class of customers called Digital Activity Customer (DAC)

* Source: Report Accenture. The Digital Disruption in Banking. 2014. US Consumer Data

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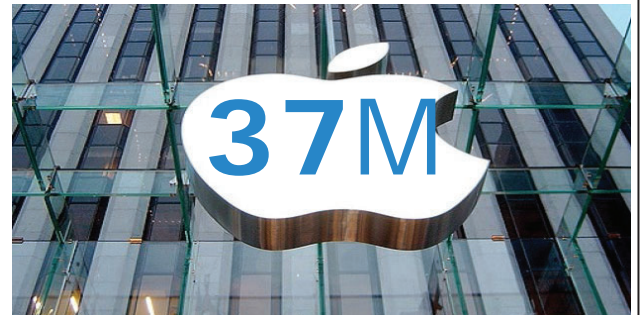
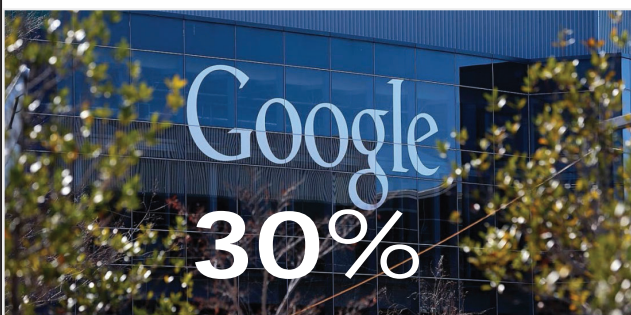


72% of young people would be willing to have a **banking relationship with new non-financial players**



30% of consumers would use **Google** as a bank if it offered financial services

Apple would gain **37 million customers** in a day if it became a bank (Bank of America has 50 million)



Do you recognise this sound?

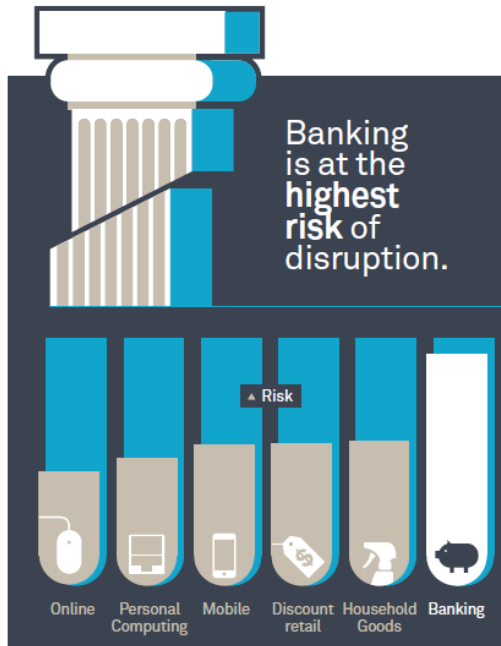


71% would rather go to the dentist than listen to what banks are saying

* Source: Scratch – Viacom Media Networks – Methodology: three-year study at the hands of teens to thirtysomethings in USA (1981 – 2000). The MDI identifies the industries most likely to be transformed by Millennials, the largest generation in American history (84 millions) . As consumers their expectations are radically different than any generation before them - 2013

THE MILLENNIAL DISRUPTION INDEX (MDI)

For US consumers between the ages of 15 and 35, the change will be seismic



33% Believe they won't need a bank

The 4 leading banks in the USA are among the brands that are worst rated by "millennials"

68% Believe that in 5 years, the way we access our money will be totally different

* Source: Scratch – Viacom Media Networks – Methodology: three-year study at the hands of teens to thirtysomethings in USA (1981 – 2000). The MDI identifies the industries most likely to be transformed by Millennials, the largest generation in American history (84 millions) . As consumers their expectations are radically different than any generation before them - 2013

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INDUSTRIES THAT HAVE GONE THROUGH DIGITAL TRANSFORMATION

Traditional industry

Digital disruptor



Music



iTunes



Books



Amazon



Traditional photography



Digital photo



Travel agencies



Virtual agencies



Fashion



Virtual agencies



Films



Virtual films



New native online players have introduced a drastic change into the business model

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8 GLOBAL TRENDS ARE SETTING THE SCENE FOR DISRUPTION IN PAYMENTS



Changing consumer expectations



Growing regulatory intervention



New technological innovations



Costly battle for liquidity



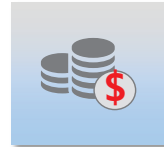
Increased competition



New ways of monetization



Growing role of infrastructures



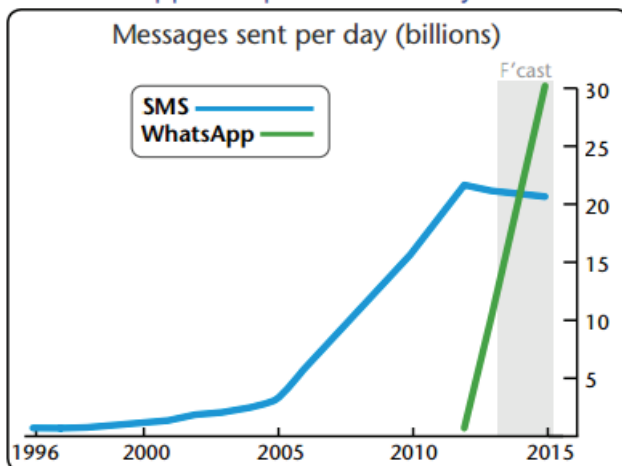
New cost paradigm

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SOURCE: McKinsey Payments Map

CASE WHATSAPP: FROM NOTHING TO EVERYTHING

How One App Disrupted an Industry

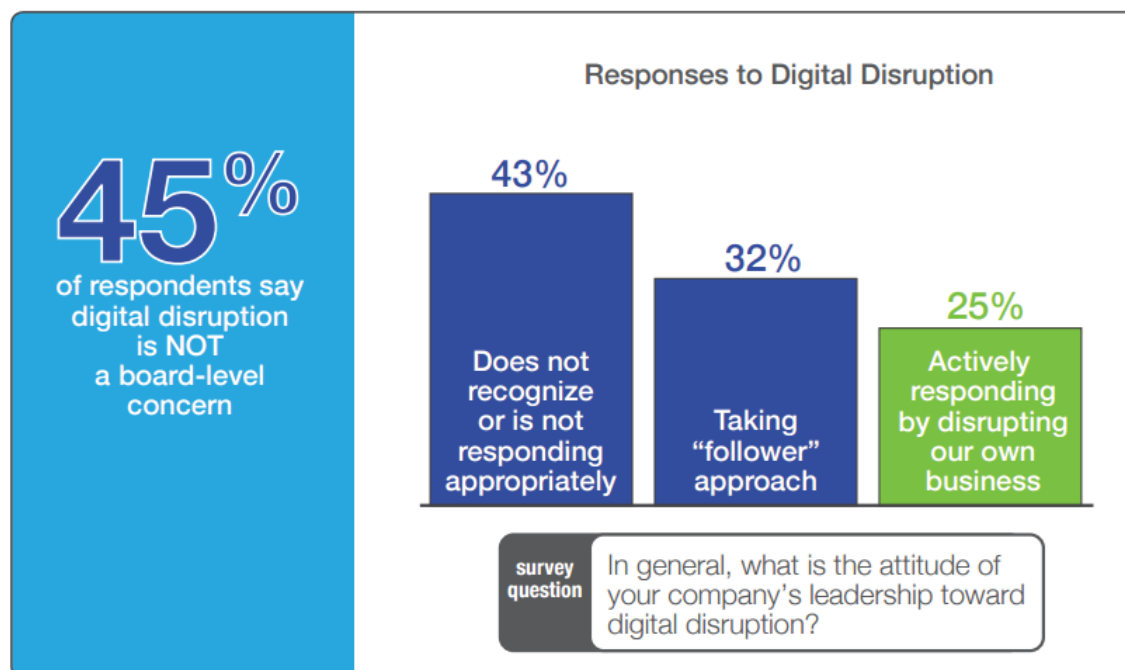


Sources: Portio Research, a16z, The Economist, 2015

- Facebook bought WA for \$22B (22 Miljardia!)
- Free text, free voice
- P2P payments for 800M users
- WA /FB is testing a business model that would help Facebook challenge Google's domination of the mobile advertising market:
- charging businesses for the right to contact its users directly

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WHAT – ME WORRY?



Source: Global Center for Digital Business Transformation, 2015

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PSD2 WILL OPEN THE MARKET FOR THIRD PARTIES

Payment Initiation Service (PIS)

- TPP offering a service to initiate a payment order at the request of the payment service user with respect to a payment account held at another payment service provider

Account information services (AIS)

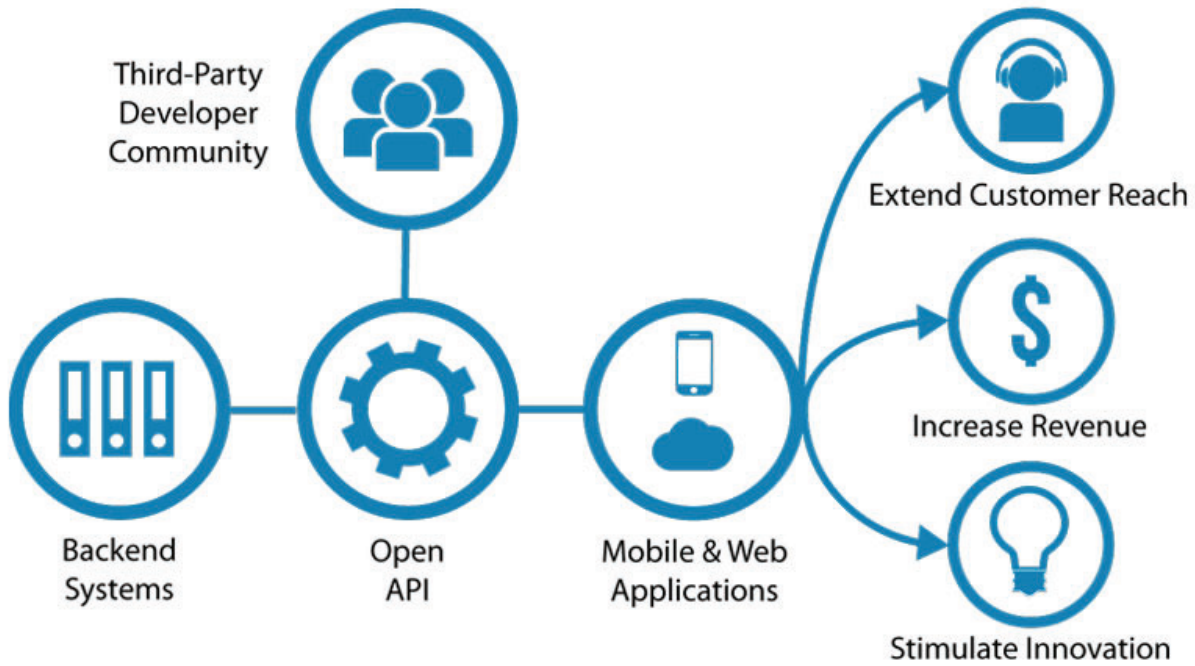
- Possibility to integrate and view / use / utilize all transactions and account information

Payment Instrument Issuing (PII)

- payment service provider contracting to provide a payer with a payment instrument to initiate and process the payer's payment transactions

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FEAR AWAY – OPPORTUNITIES ARE HUGE! API ECONOMY IS HERE TODAY



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1969




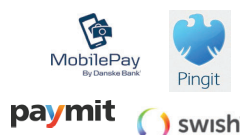










1972



1991



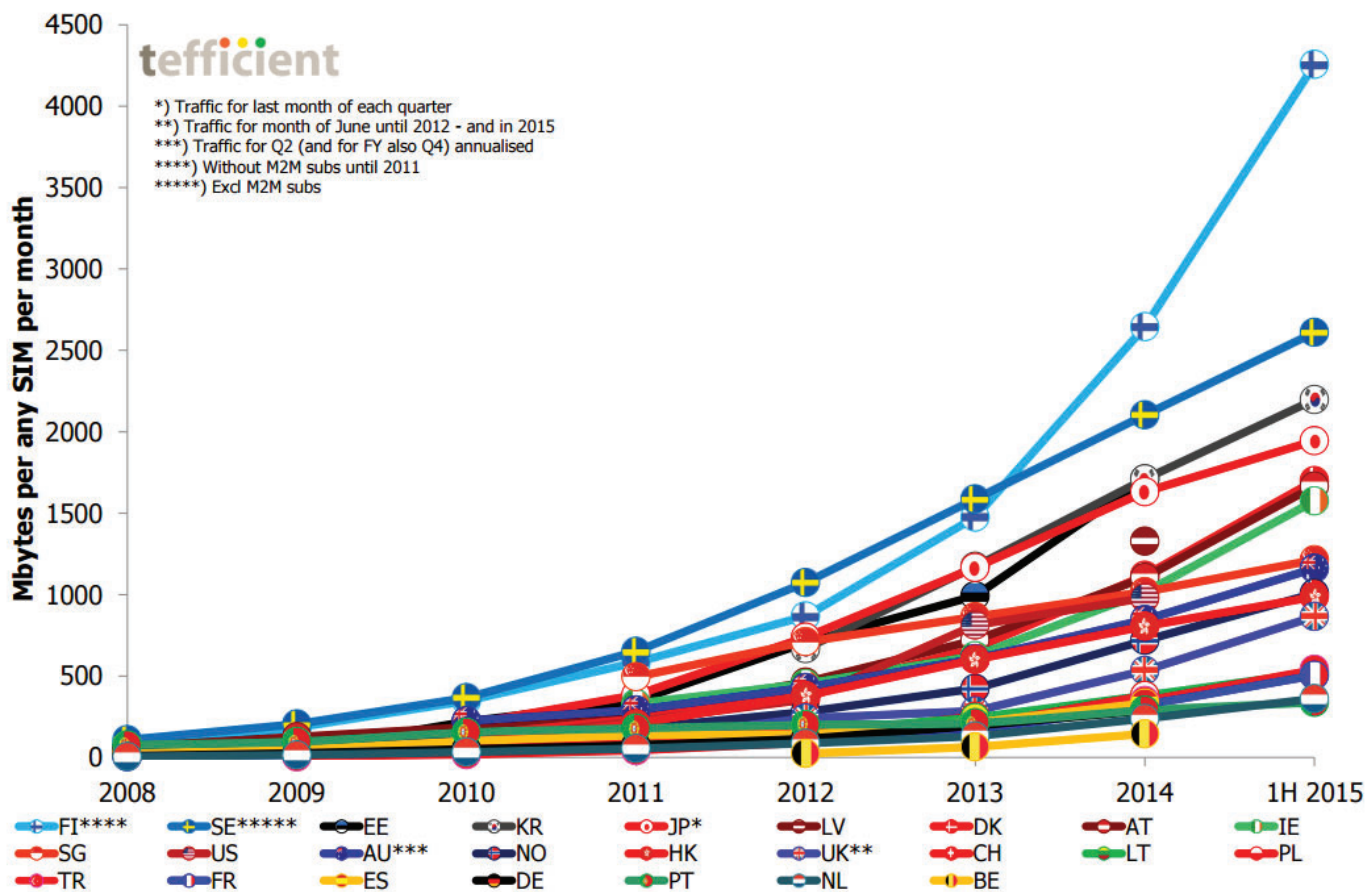
HOW TO RESPOND TO THIS DISRUPTION?

	Description	Examples
A	 Launching new generation of customer focused solutions <ul style="list-style-type: none"> Need for commerce rather than transactions Create solution across the customer journey Establish solutions along different paths 	
B	 Leverage and upgrade your payments infrastructure <ul style="list-style-type: none"> Develop solutions for access-to-account (XS2A) ahead of tech players Build tokenization solution to secure identify Leverage instant payments 	
C	 Address efficiency difference with leading attackers <ul style="list-style-type: none"> Review sourcing strategies Establish new service level agreements Use blockchain appropriately!! 	
D	 Rapidly integrate digital skills <ul style="list-style-type: none"> Make digital capabilities part of the banking core operating model 	
E	 Capture the adjacent revenue pools rapidly <ul style="list-style-type: none"> Shift pricing to services instead of transaction Charge for access to the ecosystem Extract value from security and trust 	
F	 Develop partnerships to access the skills & build the ecosystem <ul style="list-style-type: none"> Create local ecosystem of developers Evaluate long term impact of partnerships 	

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SOURCE: McKinsey Payments Map

SUOMI JOHTAA MOBILIDATAN KÄYTÖSSÄ



VUODESTA 2014 SUOMEN MBYTES KASVU HÄKELLYTTÄÄ

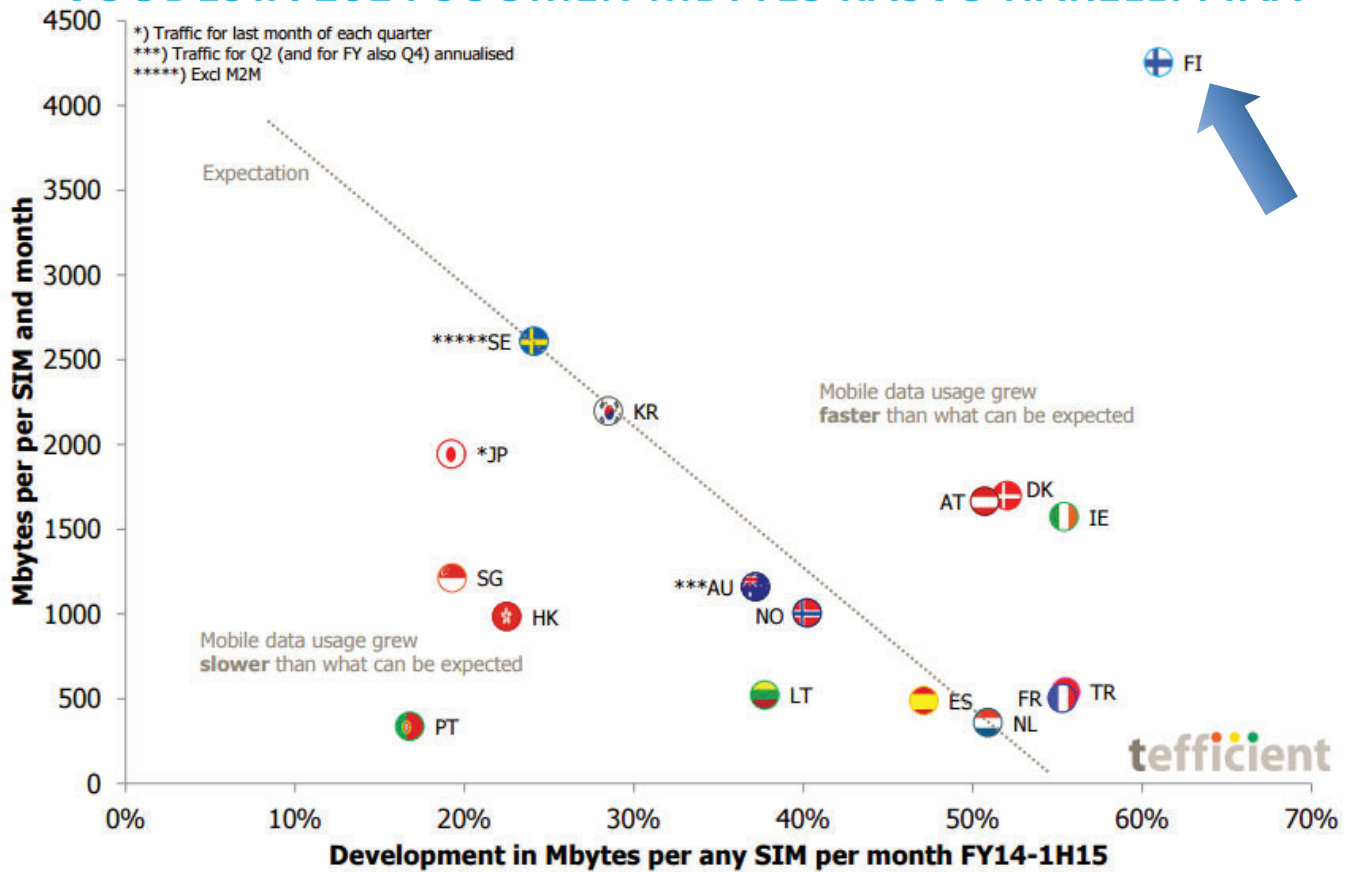


Figure 3. Mobile data usage vs. its development from 2014

OUR COMMITMENT

The future of financial services

Mobey Forum brings together thought leaders of the industry to identify commercial drivers and create insight for building better banking and commerce.

Mobey Forum's members meet to analyse business strategies and technologies.

Mobey Forum is a non-profit organization and our members' benefit is our benefit. We can't predict the future, no one can for sure, but together we can see a long way forward.

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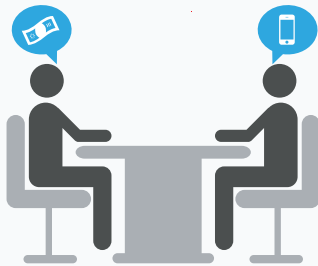


Mobey Forum is a global industry association empowering banks and other financial institutions to lead in the future of financial services.

MOBEY FORUM- STAYING AHEAD OF THE CURVE

As a global industry association, our aim is to empower banks and other financial institutions by bringing them together to talk in an open atmosphere, where sharing and networking is encouraged.

We are not out to sell you anything, or even to make profit.



- 01 FOCUS 1-5 YEARS AHEAD
- 02 WE ANALYZE BUSINESS STRATEGIES AND TECHNOLOGIES
- 03 WE IDENTIFY COMMERCIAL DRIVERS AND DISRUPTORS
- 04 OPEN CONVERSATION ON CHALLENGING MATTERS AND COMPLICATED TOPICS CREATE INSIGHTS THAT MONEY CANNOT BUY

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KIITOS!



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Join our next Member Meeting: Munich 21-23 June, hosted by Giesecke & Devrient

Download: [The Game of Phones: The Giants' Power Play in Mobile Payments](#)

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