

1. Importance of Mobile in Retail

Introduction points: timing and education, inhibitors that exist today, coming together of various players,

a. Customer Loyalty and Marketing

- i. Personalized communication (based on CRM?)
- ii. Reaching beyond the PC channel interface (m-commerce)
- iii. Targeted Promotions
- iv. Location based services (find store and in store events)
- v. Brand Marketing including analytics of awareness
- vi. Enhanced customer shopping experience, M-commerce and In-store

b. Payment - alternatives and convenience

- i. Payment Enhancements including private channel/cards
- ii. Contactless, Pin Debit, Electronic checks, Credit

c. New and Enhance store operational processes

- i. Alternative POS form factor
- ii. Self Service enablement
- iii. Cost optimization through self service, Sales increases and reduced churn.
- iv. Product look-up and store/shelf location
- v. Employee efficiencies (e.g., inventory Control, labor management)

2. Business Case Studies (Actual examples of current use and Use case for future implementations)

a. Current Business cases for Mobile Services in retail (Include EMEA, AP and USA)(Examples that have been implemented and are used today, may need different terminology)

i. Mobile Coupons (Repeat sub headings for all)

1. Description
2. Related Standards as applicable to this case
3. Security requirements
4. Privacy considerations
5. Results (metrics/ROI)

ii. Mobile Payment (Remote and Proximity based)

iii. Mobile commerce transactions (m-commerce vs. E-commerce)(personal Shopping cart?)

iv. Integrated Mobile Marketing (cross channel marketing, and integration in to common marketing methods)

v. Loyalty cards

vi. Targeted & Personalized special offers

vii. Mobile Social networking

viii. Store locator

ix. Product search and information

b. Use case of future services (these are for future uses that are proposed, may need revision)

i. Mobile Receipts (Digital Receipts display forms)

ii. Mobile CRM (Employee client telling info and realtime CRM)

iii. Gift cards via Mobile (top off and adds)

- iv. Remote Expert/Call Center assistance
- v. Digital signage integration with Mobile location
- c. Lessons Learned and Best Practices

3. Implementation Strategies

a. What is Mobile?

i. User interface methods

1. Messaging clients (Native Applications)
2. Browser (Mobile Internet)
3. Smart Client (add-on Applications)
4. Voice

ii. Technology methods

1. Wireless: Bluetooth / NFC
2. ISO 14443 – Contactless Payment standards and ISO 7816
3. IVR and Voice recognition
4. Camera (barcode reading and augmented reality)
5. E-mail
6. SMS / MMS
7. Location Awareness via GPS, ZIGBEE, NFC and WiFi (Retailers have both Zigbee devices today as well as services available using WiFi for both Customer and Retailers needs)
8. Migration and complementary technologies (e.g., NFC Stickers and Smart chip cards, Contactless cards)

b. Status and forecast for Mobile

i. Statistics - current global installed base and forecasts (available in NFC Forum)

1. Number of phones (e.g., more phones than credit cards exist today)
2. NFC equipped (items and devices)
3. Bar Codes / Images (1D and 2D barcode uses)
4. Smart phone adoption (Growth rates)
5. Standards based browsers
6. etc

ii. NFC is coming faster than many realize

1. Timing and education

c. Providing Global standards

i. Mobile Standards

1. Chips, security, transports, etc (reference appendix of players)

ii. Technology standards

1. HTML CSS, HTTP, SMS, MMS, Etc (provide references and pointers)
2. ISO 14443 and ISO 7816 – Contactless Payment standards
3. NFC

iii. Retail Standards

1. ARTS – Digital receipt, POSlog, Payment, RTI, Stored Value, PCM, Video Analytics, Customer, Loyalty, etc...
2. GS1 – Identifiers

d. Approach to Mobilization/ Path to Mobile

- i. Business Strategy (More how do you get into it...what do you need to do)
- ii. Mobile Governance
 1. A new element in IT Governance
 2. Organisational Impact
- iii. Mobile Front-Side Bus (how it ties into the Enterprise Service Bus and SOA)
 1. Providing High Availability in the Mobile Channel
- iv. Security, Privacy and other concerns
 1. Opt in requirements
 2. End to End encryption
 3. Authentication

4. Creating a Mobile infrastructure

- a. Equipment
- b. Software
- c. Application
- d. Cost estimate

5. Guidelines for creating ROI

6. Appendix

- a. Players (e.g., Mobile Ecosystem, providers,)
- b. Glossary
- c. Reference links
- d. Develop Group or Forum