



# One Wallet for Entire World



The new mobile solution that implements the "one world – one mobile wallet" concept was presented last autumn by MeaWallet to the payment industry. Now, a year later, we talk with Maris Cakste, Country Manager Latvia / Business Development CEE and CIS, MeaWallet, about the MeaWallet™ solution.

– **What is the MeaWallet solution? And how is it different from other mobile wallet solutions?**

– What we provide is a complete turnkey solution for a secure Mobile Wallet.

MeaWallet provides a modern, secure and flexible mobile wallet solution that covers most needs and that eliminates the need for multiple wallets or applications. It is a One Wallet for all digital cards (payment, loyalty, access, tickets, etc.). The open eco-system makes it possible for all types of virtual cards and other services to easily be enabled into the wallet service.

Key components of the solution are shown on Fig. 1.

Not many companies are there which are doing things we are doing. The time is right for bringing the entire contents of your wallet into your smartphone, not in a multitude of apps, but in one secure mobile wallet. The expansion of our portfolio will take our services to the next level.

– **What payment technologies can be used with MeaWallet solution?**

– Our MeaWallet solution incubates payment technologies like HCE (Host Card Emulation), Tokenization, BLE (Bluetooth Low Energy), NFC (Near Field Communication), and cloud based Secure Elements (cSE). We are considering other payment technologies that are inline with MasterCard and VISA Cloud Based Payments strategy.

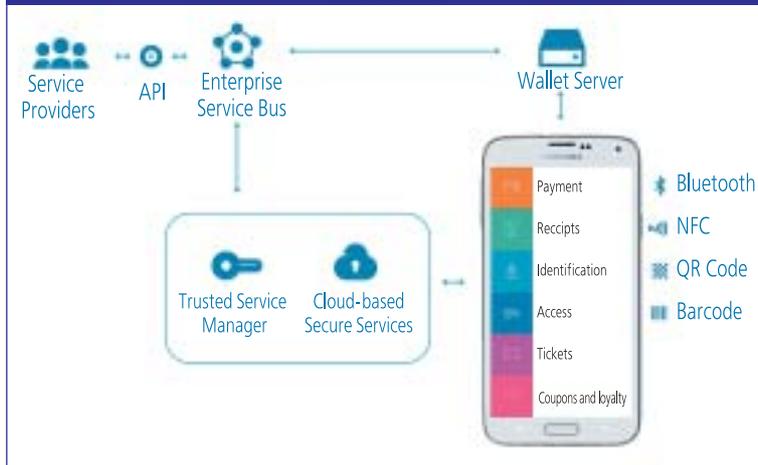
We have already used some key technologies in other forms of solution. For example, in Scandinavia we collaborated with Bravida Fire & Security to provide a mobile wallet which stored all the key-cards used in accessing buildings. The key-card data was personalized and was provisioned to a secure element on the smartphone or on the cloud.

– **MeaWallet recently announced plans to implement tokenization for mobile payments and other services in its mobile wallet. What are the advantages of tokenization?**

– The payments industry is evolving to support payment form factors that provide increased protection against counterfeit, account misuse, and other forms of fraud. While EMV chip cards can provide substantial protection for card-present transactions, a similar need exists to minimize unauthorized use of Cardholder account data and to reduce cross-channel fraud for card-not-present and emerging transaction environments, which combine elements of card-present and card-not-present transactions. Payment Tokenization systems hold substantial promise to address these needs.

In order for Payment Tokens to provide improved protection against misuse, the Payment Token is limited to use in a specific domain, such as to a specific Merchant or channel.

**Fig. 1. Key components of the mobile wallet solution.**



In other words, tokenization is even more secure solution and gives a variety of possibilities to be used for proximity payments using smart devices.

Also MasterCard and Visa have recently released the technical specifications for tokenization. Tokenization is the next generation security for mobile cloud based payments and other secure mobile services.

**– What platforms and mobile devices can MeaWallet solution run on?**

– Our aim is to be platform and devices agnostic – multiple modes through microSD, HCE, Beacons, SIM, popular devices like iPhone, HTC, Samsung – and establish a common standard.

In other words, MeaWallet service can run on iOS, Android, and other popular operating systems, respectively on iPhone, Samsung, HTC, Sony, Huawei, LG, and other smartphone manufacturers' devices.

**– What about the adaptation to local markets? How does MeaWallet solution depend on local Mobile Network Operators in different countries?**

– Since we are an independent Mobile Wallet service provider we can find solution to adapt to localization needs in particular country. In countries that are more strict about data protection we are happy to discuss with local companies that are already in a payments business the cooperation form (if necessary) and technical deployment that would allow to deploy the solution accordingly. We have to discuss what is the exact service that the Bank or other issuer gets. Other localization topics like language support we are flexible in adapting this need.

MeaWallet is not dependent on local MNOs (Mobile Network Operators). Only in the case when it is about the SIM centric solutions MeaWallet needs to integrate with the MNO's TSM. However, the trend and our observation tell us that the NFC and other types of mobile payments go towards Cloud Based security, and that is also widely discussed in the payment schemas such as MasterCard and VISA.

**– Please, tell us about your company. Who are MeaWallet's partners?**

– MeaWallet is currently Europe's only end-to-end secure mobile wallet solution provider. Our headquarters is in Oslo, Norway, but we have regional offices in Latvia, Estonia, Sweden, UK and US.

Our products not only meet current market needs, but due to its platform agnostic 'toolbox', MeaWallet is ideally positioned to fulfill client needs in up to six verticals.

We are working with partners including IBM, Tieto, ABnote, Elavon, ChipCard, Visa, and MasterCard to develop solutions supporting all types of smart devices and secure elements.

In particular, we tied up with Tieto for providing payment cards solutions to financial services industry, which includes issuing a bank payment card in a mobile wallet as well as integration and consultation services.

We tied up with ABnote to integrate their TSM solution and support the over-the-air & over-the-internet provisioning and management of applications on mobile devices. We have different other partnerships and cooperation in regional perspective and we are looking forward to find new partners in European and CIS regions.

**- MeaWallet launched the Mobile Wallet in cooperation with Tieto. What about the integration of Tieto and MeaWallet solutions?**

– MeaWallet and Tieto are glad to bring innovative solutions in the market that are in line and on top of the market trends. We are working on cases and projects that we are planning to launch during 2015.

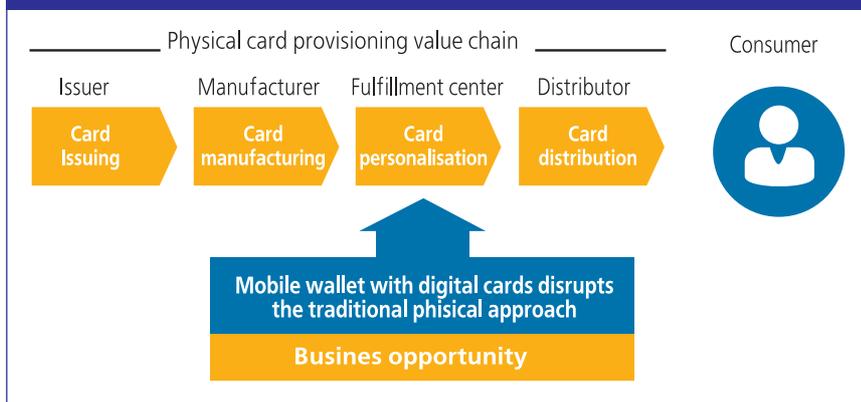
The MeaWallet & Tieto integration as such gives banks and other issuers an additional benefit – a possibility to issue payment card on a smart device and to use that smart device as a payment instrument. Moreover, it is not only about doing a physical payment at the POS, but also direct communication and some value added features that smartphone can do instead of a plastic card (balance check, transaction history, direct messages).

**– What benefits can banks get through the implementation of MeaWallet solution? What is the business case for a bank?**

– In order to compete, banks must execute a digital strategy using innovative technology, such as the mobile wallet framework and vertical applications provided by MeaWallet.

At the present time, for the Bank to provision a physical card it involves several steps including chip- and magnet stripe production, personalization (name and VISA/MasterCard number), card manufacturing, distribution etc. These services are provided by an established ecosystem of card manufacturing-vendors, including back-end technology and service providers.

**Fig. 2. Digital cards using mobile wallets is more efficient than the current physical card provisioning solutions.**



Cost savings are among the key benefits. MeaWallet supports digital cards in mobile wallets based on a virtual Secure Element in the cloud, rather than physically implemented in SIM-cards, microSD chip or Embedded in the phone – which we also support. Provisioning digital cards using mobile wallets is much more efficient and significantly less expensive (cost savings estimated to 50-70%) than the current physical card provisioning solutions ecosystems (Fig. 2). Moreover, a digital solution is user-friendlier and equally secure, compared with SIM-card solutions.

Also, bank benefits from value added services. Since smartphone is a device that can get information or present information, the mobile wallet gives more additional value added services to the end user, such as balance check, transaction check, direct messages from-to bank, and other potential in future. For the Bank it means additional sales and communication channel to its customers that is more personalized approach.

#### – What about the time of implementation of MeaWallet solution in banks?

– Suppose the interface MeaWallet & Tieto is ready than we would speculate on 6-9 months for the implementation in a banking environment. This of course depends on the exact scope of what needs to be implemented and what other existing Bank systems/solutions are parts of the integration project (i.e. e-banking, core banking), as well as certification of the digital card as a product in the payment schemas. But all in all we have so far analyzed this time period of 6-9 months.

#### – How many banks are already implementing the MeaWallet solution?

– Currently we are in process on implementation with some Banking customers. And it takes round about 6-9 months time to implement such innovative project. During the fall of 2015 we expect to launch the NFC payment card with 3-5 banks in Europe / CIS. Currently it would be too early to disclose the names.

#### – What functions and services does MeaWallet provide?

– MeaWallet delivers services within the following six verticals: Payment and Gift Cards, Loyalty Cards, Coupons and Tickets, ID's, Access Cards, and Receipts.

In a step-by-step approach these services will be enabled and available in the users own mobile wallet.

Payments and gift cards. All types of virtual payment cards (debit, credit and prepaid) can securely be provisioned, activated and life time managed. The solution supports international and domestic payment

schemes that are based on EMV technology. Transactions support is with or without Host Card Emulation (HCE) and implementation for cloud based payments, based on licenses for MasterCard Cloud Based Payments (MCBP) and Visa Cloud-based Payments (VCP) are in route. Virtual gift cards are easily provisioned, stored and used in the wallet.

Loyalty cards. All cards can easily be provisioned or transferred into the mobile wallet. Via a simple integration online use cases like points status, transaction history and use of points at a purchase can be performed.

Ticketing and coupons. Support for all transportation and events tickets based on and using barcode, QR-code and NFC. Tickets and coupons can be provisioned, stored and used.

Access cards. Provision or transfer the virtual access card into the mobile wallet, access is enabled using for example QR, NFC or BLE. Implementation using tokenization is in plan.

ID's. The high security in MeaWallet, means that any card can be transferred into the wallet; e.g. from membership cards to ID cards and passport/national ID (need further approvals). For authentication and signing, MeaWallet and its partners also can use local approved schemes like for example the Swedish mobile bankID.

Receipts. Support of any national or international electronic receipt system.

#### – What are your future plans?

– In near term we will continue focusing on Cloud Based payments and Tokenization solutions in line with MasterCard and VISA cloud based payments strategy. We are certain that this in the future that will massively arrive during 2015.

Our future road map also consists of solutions and additional features such as geolocation service tied with mobile wallet, mobile ID, mobile commerce via Wallet, sharing on money and points wallet to wallet, mobile prepaid cards, mobile receipts, other.