The Mobile Banking Imperative

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Mobile is the Biggest Innovation in Retail Banking, Maybe Ever
Each New Computing Cycle = 10x Prior

Devices or users in millions; logarithmic scale

Source: Internet Trends 2014, Mary Meeker, KPCB, May 2014
Delivering a Great Mobile Customer Experience is Hard
50 Billion Connected Things by 2020 – IOT

Source: How Systems of Automation Improve the Customer Experience, Forrester Research, June 2014
Growing Design and Delivery Complexity

**Interfaces**
- Web UX / Responsive
- Mobile Web UX
- Mobile Apps
- Widgets / Views / Glances

**Operating Systems**
- Windows IE / Chrome / FF
- Mac OS Safari / Chrome / FF
- Native iOS
- Native Android

**Form Factors**
- Workstations
- Laptops / Netbooks
- Mobility
- Kiosks

**Connected Devices**
- Handhelds
- Wearables
- Home
- Vehicles

**Communication**
- Email
- Text
- Voice
- Chat
- Video
- API’s

Illustrative and representative, but not exhaustive. Use as reference.
People Have Vastly Different Expectations

Communication Preference

- **Call me**
- **Email me**
- **Text me**
- **Find Me**

*Traditionalists*  
*Mechanical*

*Boomers*  
*Analog*

*Gen X*  
*Digital*

*Millennials*  
*Social*

Ingrained Experience
We are Easily Distracted
Security / Authentication
Security / Authentication

- Two factor is no longer sufficient
- Touch ID for Mobile authentication was launched in September 2014
- Face and voice recognition in development
- Our goal is to eliminate passwords

Concept phase, not in production
Security / Authentication

Personal banking team

Concept phase, not in production
Security / Authentication

Freeze Debit Card

On prioritized list
DISCOVER GLOBAL NETWORK

Emerging Payments: Current & Future State
The future of commerce is driven by **DIGITAL**
MOBILE is becoming the de facto digital platform
2 in 3 consumers are **CONNECTED** at all times

Source: 451 Research's Global Mobile Forecast, June
New players are resetting customer expectations - and they are much higher.
84% of consumers are concerned about security*

Source: ChangeWave Research, a service of 451 Research, December 2014

Remain **diligent** and **focused** on Mobile Security

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What are EMV (aka Chip) Cards?

- Chip card = plastic card with an embedded computer chip that stores information, does calculations, & makes decisions
- More secure way of storing and processing data
- Still has magnetic stripe on the back
- Contact vs. contactless

**Contact** chip card is inserted into terminal and remains in the terminal until the transaction is complete.

**Contactless** chip card is waved or tapped near reader. (“Tap & Go”)
Thank You