

mCommerce Strategic Planning



Solution Overview

Mobile Commerce (mCommerce), the use of the Mobile Telephone along with the network and proximity technologies to conduct business, represents a business model which can completely transform an organization. To launch the exploration of new opportunities and challenges faced by an organization, JCO Group offers our Solutions Platform's mCommerce Strategic Planning Methodology developed specifically for issuers, acquirers, processors, and services providers evaluating the mCommerce space.

Business Needs

Your organization understands the importance of ubiquitous access and mCommerce is an enabling factor that can't be ignored. Often there are more questions than answers, especially around the communication standards and related technology shaping the market. Understanding the landscape to capitalize on the opportunities include technologies like SMS messaging, smart chips, POS integration and handset hardware issues or viable commercial partners. JCO Group can support you at whatever stage you are in the cycle:

- Where should you start? What technology is gaining traction?
- What do your customers expect from your organization? Will you play a role in selling content AND goods? Can you take your online services to the physical POS world?
- What is the difference between SMS, RFID, and NFC?
- Who are viable partners? What is a strategy and product roadmap?

Business Solutions

JCO Group's approach combines our extensive experience in delivering card industry solutions with our experience in delivering mCommerce oriented business solutions to provide a unique, card industry focused approach to mCommerce strategic development. We will work with your organization to confirm the overall corporate strategy and develop a mCommerce vision that supports the high level corporate strategy.

Company Information

JCO Group provides planning, analysis, definitional, advisory and marketing services to leading organizations in the payments industry that seek to improve their performance, efficiency and profitability through the use of best practices and technology. JCO Group has assisted many clients around world implement practical, cost effective solutions to address the challenges and opportunities that clients face.

mCommerce Strategic Planning
A Proven Path Process

PROJECT PHASE	PROJECT DELIVERABLES
Step One: Confirmation of Corporate Strategy	A concise statement of your organizations mission, goals and strategies
Step Two: High-Level Requirements	High-level statement of mCommerce business goals and requirements supporting your overall goals and strategies
Step Three: Functional Alignment	A detailed evaluation of key business functions and their alignment with the mCommerce goals
Step Four: High-Level Execution Plan	A report with recommendation for next steps, estimated time frames and costs as well as long-term recommendation