ERICSSON

GET PHYSICAL

ERICSSON IPX – PAYING WITH YOUR MOBILE PHONE

MOBILIZE YOUR BUSINESS

Expand your business from “over the counter” into “over the mobile” by letting your customers make purchases with their mobile phones. E-commerce has revolutionized the way we make purchases, but it has limitations. Consumers are now comfortable using their handsets for more than calls and texts, so using them to pay for physical goods and services such as tickets, parking and vending machine items is the next logical step.

M-commerce helps you improve and grow your business in a number of ways: improving customer service by simplifying payment for services, and removing the hassle of carrying change for small purchases. Expand your market by providing the option for cashless payment to anyone with a mobile phone.

- Offers a range of payment options
- All payments delivered through a single provider
- We manage everything – no need to worry about what network or handset your customer uses

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BUSINESS BENEFITS

- Improve customer service by offering customers easier and more convenient payment options
- Reduce the need to handle cash for sales
- Expand your market by accepting mobile payments
- Receive all payments through a single aggregator
- Make m-commerce easier with no need to consider network or handset type
- Get reports tracking user behavior and purchase patterns
- Monitor transactions in real-time

NEW SERVICES FOR YOUR WORLD

SMS Payment – Make it easy for consumers to select and pay for goods and services on any mobile phone, by simply sending a text message. The amount is charged to their mobile account and you are notified of the payment immediately. There's no need to know which operator or handset the customer is using – we take care of this.

Online Payment – Take m-commerce to the next level by selling your goods and services through a mobile browser. The amount is automatically deducted from the consumer's prepaid account or added to their mobile phone bill. Online payment can be accessed by a potential 2 billion customers across 60 mobile operators in 15 countries including the UK and US.

Web Pin Opt-in – Allow customers to browse your products on the web and then pay for them using their mobile phone. Consumers simply enter their mobile number to receive a four-digit PIN via SMS which is used to authorize the transaction, and they are charged on their next mobile phone bill. It is fast and simple without the need for a credit card.

THE SHORTCUT FOR PHYSICAL GOODS

- Documented global reach
- Real-time information on completed as well as failed transactions
- Local sales staff and technical support with local knowledge
- Standalone delivery mechanism means no need to outsource sensitive data
- High delivery rates, stability and 24/7/365 monitoring of suppliers ensure cost-efficient routing
- Communicate with customers globally through a single connection to IPX
- Direct billing connections and long-term relationships with operators
- Revenue assurance from a financially stable and respected company
- Clear future product roadmap
- Very high system availability (99.9 percent)

APPLICATIONS FOR PHYSICAL GOODS

Transport Ticketing – Transport is ideally suited to mobile ticketing. Remote stations and stops are costly to staff and ticket machines are expensive to buy and service. Instead, why not let customers buy a ticket for the bus while they are waiting for it to arrive?

Parking – Searching the car for change could be a thing of the past. Let drivers pay for parking tickets by simply sending a text message, with the amount charged to their mobile phone account. This also increases security and reduces costs by removing cash from ticket machines.

Vending Machines – Make buying a drink or snack as easy as sending a text message. An SMS purchase option increases security and reduces maintenance costs by removing cash from unattended machines. Experience has shown that people purchase more from machines with this option. Vending machines also become an important source of information about buying habits and a potential direct marketing/advertising channel.

Online Payment – E-commerce is now an essential channel for any retailer. However, it is limited to those with credit cards. Open up your potential market and offer more choice to your customers by letting them use their mobile phones for payment.

GETTING STARTED

The communication between customers' systems and IPX is based on standard web services technology (SOAP/XML). This platform-independent API can be easily integrated, with the whole setup process often completed within a few days. Customers connect directly to IPX, which handles integration to the operators.

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