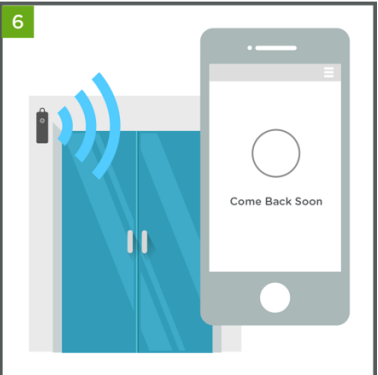
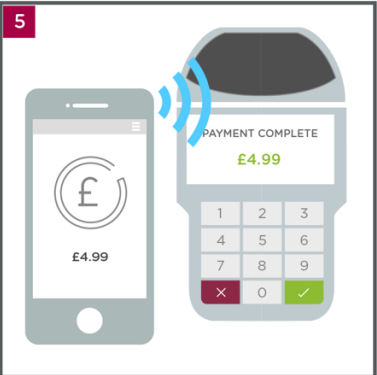
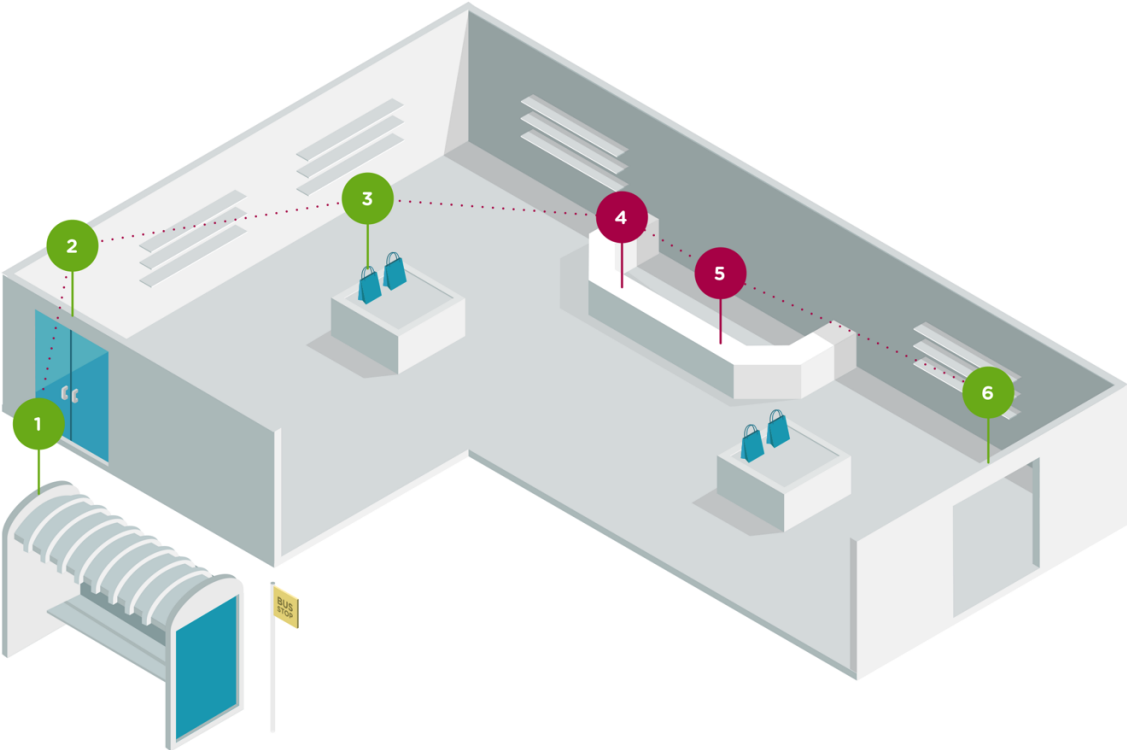


Delivering Value Added Services

Andy Ramsden

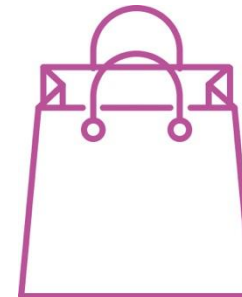
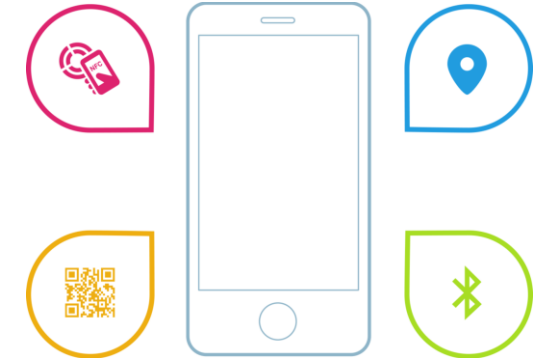
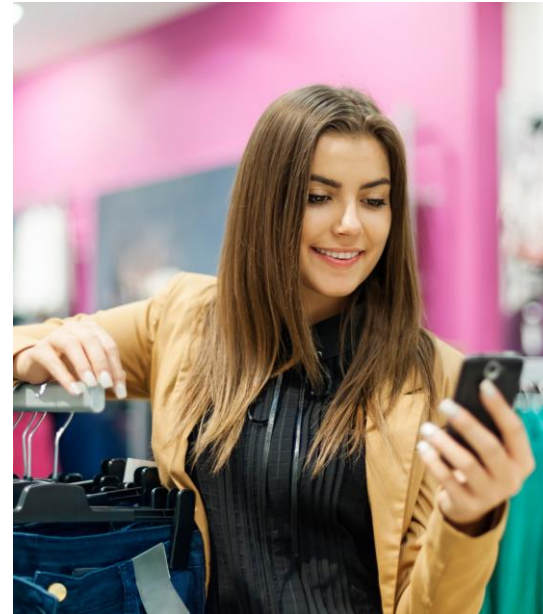


What are Value Added Services?



Discussion Topics

- What does VAS mean to you?
 - Retail focused or banking focused? - Loyalty, vouchers?
- Who are the Service Providers?
 - Retailers? Brands? FMCG? Bank issuers, processors?
- What is/are the business cases(s)?
 - Retailer funded? Upsell? Churn reduction?
- Technologies
 - Service discovery, redemption, content delivery
 - NFC, BLE, GPS
- Standardisation
 - do we need it?
- Barriers to success?
 - Standards, ecosystem, appetite, disruption, implementation?



Thank you for your time

Delivering Value Added Services

For more information, please visit us at Proxama.com

Alternatively, you can contact us via:

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