



Case Study

Analysis of Emerging Opportunities in the Near Field Communications (NFC) Market

About the Client

- The client is a leading telecommunication service provider in Europe

Business Objective

- The client wanted to know about emerging opportunities in the NFC market globally. The focus areas were:
 - Mapping of different applications/uses of NFC technology across various industries
 - Competitive landscape of commercially available services, and the one's in pilot or seed stages
 - Opportunities and challenges related to integration of NFC technology into mobile phones

Results & Value Add

The study helped the client in:

- Understanding the current landscape for NFC-based services and applications that are likely to shape up the markets at regional levels going forward
- Assessing the suitability of NFC for offering various services across several industries
- Studying the drivers and challenges, and framing strategies towards future investment

Research Methodology and Approach

- An in-depth secondary research was conducted for this assignment
- The main study priorities were outlined, which included market overview, pilot and live NFC projects, application by industries, future trends
- Various data points such as current and future growth potential of NFC based services, pilots in various regions, adoption of NFC by industries, patents filed by different NFC participants, projects funded by various government bodies and applications/projects awarded by industry associations were identified
- Key sources for secondary research were publications from NFC World and forum, analysts' reports and mobile service providers
- Data was collated to prepare a detailed presentation on the NFC market

Screenshots

NFC is currently being tested and used across several applications spanning diverse industries like Healthcare, Transport and Financial Services



Pilot Projects & Live Services in the Americas¹

In the Americas, use of NFC has been limited for mobile payments, consumer loyalty programs and marketing services. While majority of initiatives are in pilot stage, the US has witnessed a few commercial launches

| Industry Segment | Key Project Partners | Year | Pilot / Live Service | Country |
|--|--|---------|----------------------|--------------------|
| Mobile Payments | MasterCard Canada, Citi Cards Canada and Bell Mobility | 2008-09 | Pilot | Canada (CA) |
| Mobile Payments | Visa, Claro, VisaNet Brasil, Banco do Brasil and Bradesco | xxxx | Pilot | Brazil (BR) |
| Mobile Payments | Sheetz Convenience Stores, Wright Express Corporation and Vivotech | xxxx | Pilot | United States (US) |
| Mobile Payments & Reward Services | La Junta (the State Bank in Colorado) and Bing Nation | xxxx | Live | United States (US) |
| Mobile Payments at University | Brigham Young University – Idaho, RFinity and Gesecke & Devrient | xxxx | Pilot | United States (US) |
| Mobile Payments | MasterCard Canada, BMO Bank of Montreal and RIM | 2009-10 | Pilot | Canada (CA) |
| Mobile Payments | EnStream (JV between Bell Mobility, Rogers and Telus) | xxxx | Pilot | Canada (CA) |
| Mobile Payments & Reward Services | Adirondack Trust and Bing Nation | xxxx | Live | United States (US) |
| Consumer Loyalty & Marketing Services | International Dairy Queen and Tetherball | xxxx | Pilot | United States (US) |
| Marketing Services (combined with social networking) | Transfinity and LA Live | xxxx | Live | United States (US) |

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