

Case study: SIM-based mobile NFC deployment

Brief



- Optima were engaged on a full-time interim basis (programme director) to **support a mobile network operator** to launch a SIM-based NFC product.
- The complex project had been underway for some months but executives were **not confident with the delivery** or plans.
- The launch was required to **align with a major re-branding** of the main MNO.

Approach



- We first undertook a **formal project review** to document and baseline the critical success factors.
- Using our industry expertise, we were able to **challenge and clarify** the programme of work.
- We **strengthened the governance process** across the entire stakeholder group including the key third parties.
- We introduced **key co-location days** to **increase the delivery momentum** and focus.

Results



- Despite the **technical complexity and scale** of the testing and first-time certification required, the product was **successfully launched commercially** to the public in July 2013.
- All newly issued PAYM SIMs by the client (XMM) had been **updated to be compatible with the service** and all new Android flagship devices were supported.
- The product was able to be included with the **major rebranding activity**.

Impact



- The client was able to **position itself as market leading on innovation** and provide a **unique selling point** against the other MNO's in the market.
- The **business started to learn** a great deal about customer appetite for payments and add-on services and the support models required.
- Industry changes with tokenisation/HCE for android and a **more efficient customer journey** led to the business withdrawing the product in 2016.