



# ***Het Nieuwe Betalen: De M-Commerce (R)evolutie***

*This is your wake-up call*

Marketing Information Event 2010  
23 Nov, World Forum Den Haag

# **VOOR WE BEGINNEN... WIE HEEFT ER EEN SMARTPHONE?**



# ***M-COMMERCE- GROEI & POTENTIE***

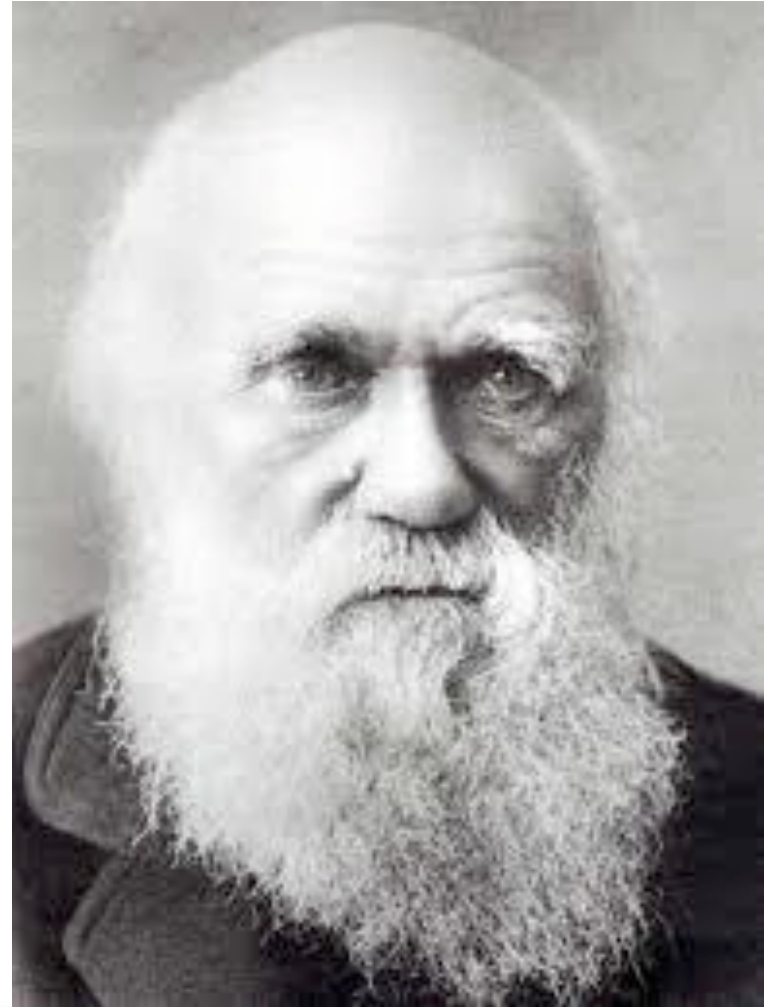


# HET NIEUWE BETALEN: DE MOBIEL – ALTIJD BIJ JE



**MOBILE**  
= personal

# **HET NIEUWE BETALEN DE M-COMMERCE (R)EVOLUTIE**



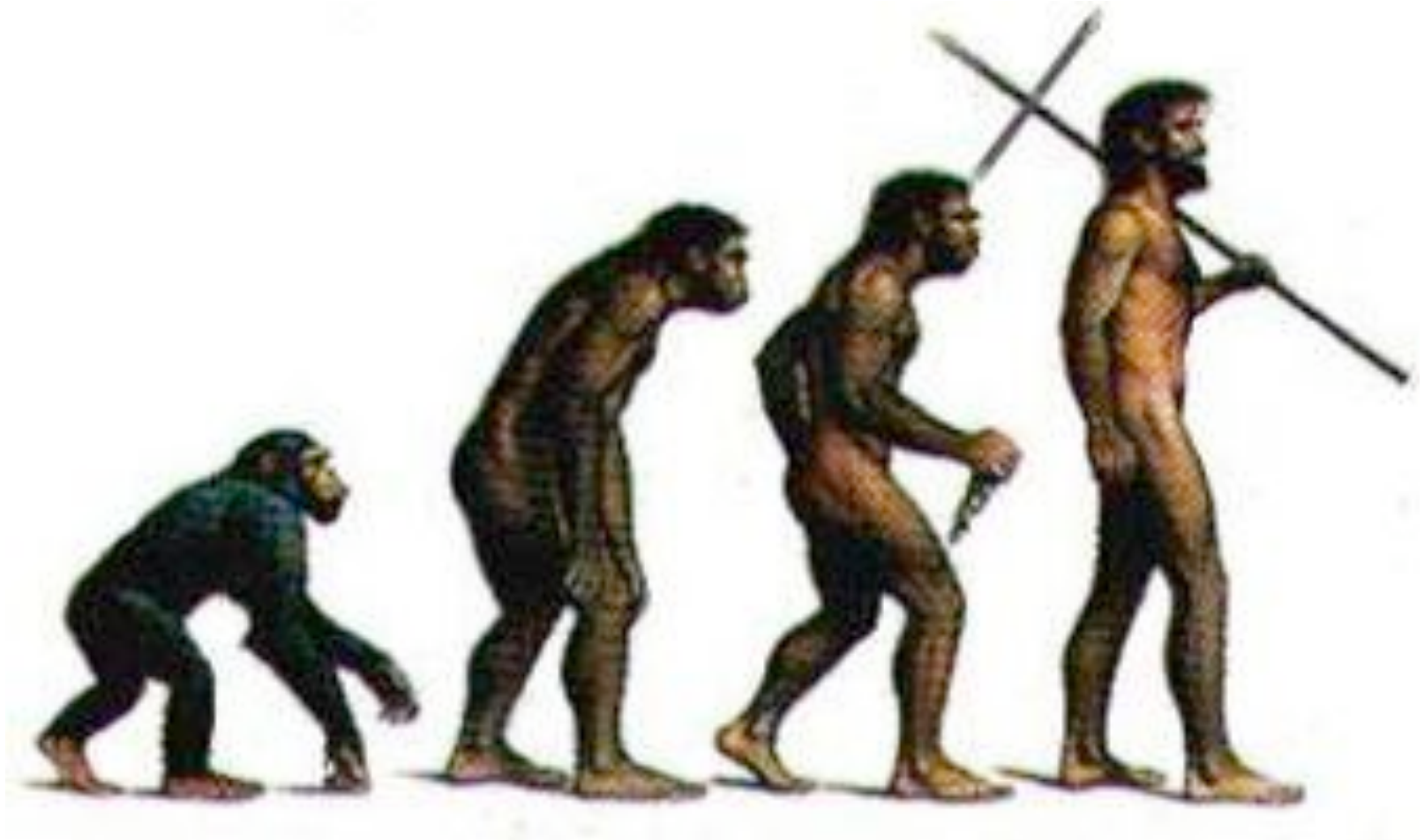
# VOORIN OF ACHTERIN HET TEMPO BEPALEN



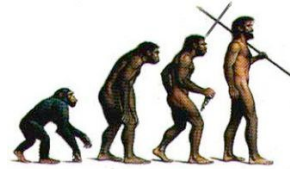
# ***GEDRAG VERANDERT***



# 3 VOORNAME VERANDERINGEN

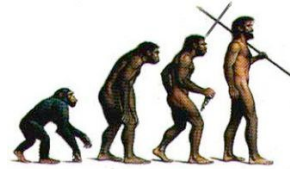


# 3 VERANDERINGEN

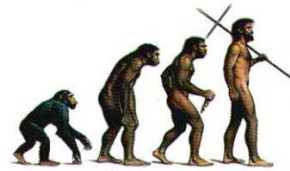


*Gemak dient de mens*

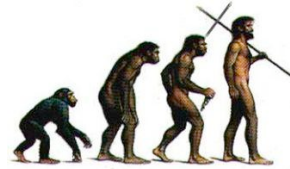
# VAN JAGER...



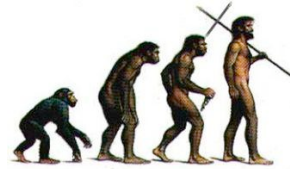
**BOER...**



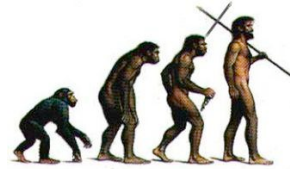
# SHOPPER...



# GEMAK VOOR ALLES

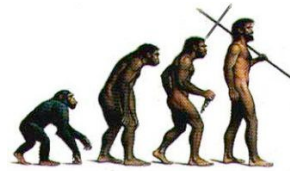


# 3 VERANDERINGEN

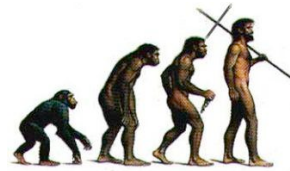


*Altijd en overal*

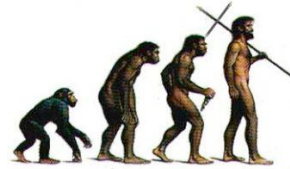
# NAAR JE TOE...



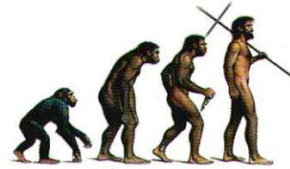
# IN DE BUURT...



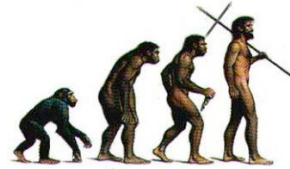
# ALLES BIJ ELKAAR...



# ALTIJD EN OVERAL

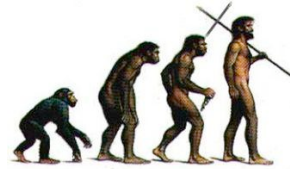


# 3 VERANDERINGEN

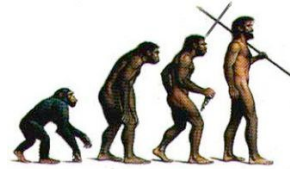


*Veiligheid van transactie*

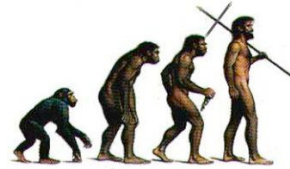
# ***BEGINNEN EBAY...***



# VEILIGER MAAR BEPERKT GEBRUIKT...

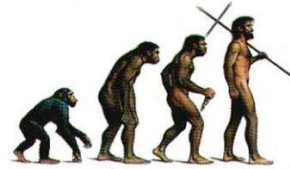
A screenshot of a 'euro-acceptgiro' (euro-accept giro) form. The form is yellow and contains several input fields for account numbers, amounts, and dates. It includes a section for 'op rekening van' (to account of) and a section for 'betaalwijze' (payment method). The form is designed for use in euros and is intended for use with various banks.

# ***E-COMMERCE STIMULANS...***



***PayPal***<sup>tm</sup>

# VERSCHILLENDE UITGANGSPOSITIES



# PayPal X<sup>tm</sup>



amazon.com<sup>®</sup>

Google<sup>™</sup>  
Checkout

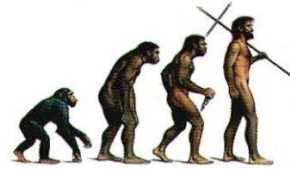
facebook<sup>®</sup>

ZONG<sup>®</sup>  
mobile payments

boku<sup>™</sup> PAY BY MOBILE<sup>™</sup>

fortumo

# HET NIEUWE BETALEN: MAKKELIJK, VEILIG EN OVERAL



# HET NIEUWE BETALEN: OP ELK PLATFORM



# SMARTPHONE- GEBRUIK



1. **Gaming**  
61%
2. **Social Networking**  
49%
3. **Nieuws**  
36%
4. **Navigatie/ Maps**  
50%
5. **Shopping**  
21%

**Bron: Nielsen State of Mobile Apps - Sep 2010**

# M-COMMERCE – DE PRAKTIJK WIJNHUIZZ CASE





# PayPal™

## **M-COMMERCE** **MOBIEL BETALEN**



PayPal™

M-Commerce (R)evolutie



## **OVER WIJNHUIZZ**

- No nonsense
- Verfrissend en toegankelijk
- Indexering: S,M,L,XL
- Online en mobiel kanaal
- Selectie partner - Sixpack





## ***MOBIEL INTERNET VS 'APPS'***

- Normale websites niet geschikt
- Dekking en bandbreedte
- Gebruik hardware (gps, camera, etc)
- Gebruiksgemak en snelheid
- Persoonlijker en loyaler
- AppStore > 3 mld downloads
- Toekomstvisie: hybride apps





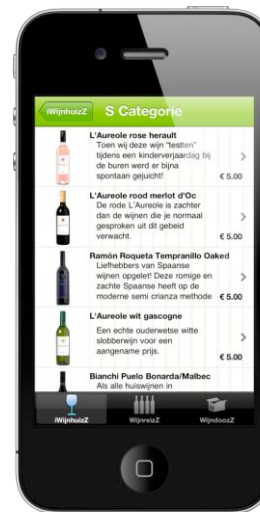
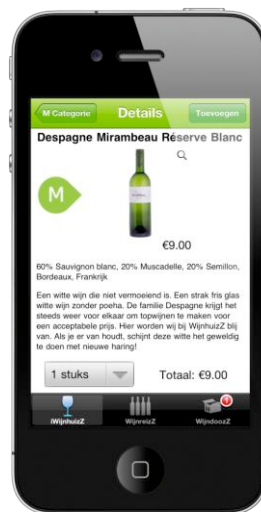
## ***WIJNHUIZZ IPHONE APP***

- m-Commerce primeur
- Eerste PayPal implementatie binnen iPhone app



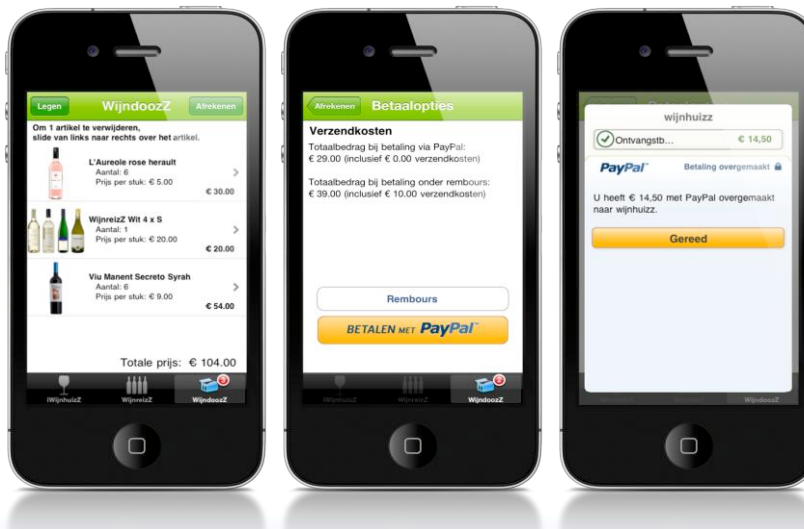
# IWIJNHUIZZ IPHONE APP

- Assortiment bekijken
- Altijd actueel vanuit webshop



# ***IWIJNHUIZZ IPHONE APP***

- Winkelmand (WijndooZ)
- Bestellen en betalen: direct vanuit de app!





## ***WIJNHUIZZ IPHONE APP***

- Content centraal managen (artikelen, prijzen, aanbiedingen)
- Direct bevestiging per mail (webshop en PayPal)
- Afhandeling van order centraal
- Veilig betalen
  - PayPal API technisch + review
  - Apple – review
- Proces betaling





## **CONCLUSIE M-COMMERCE**

- Mobiel is belangrijk en biedt enorme kansen
  - Apps zijn hot en 'here to stay'
  - Mobiele visie is belangrijk
  - Verwachting klant!
  - PayPal is momenteel de enige echte mobiele oplossing!
  - M-Commerce: the next generation e-Commerce
- 'The Future is mobile'***





## ***Dank voor uw aandacht***

*Richard de Veer – marketing manager zakelijk*

*Boudewijn Verkerk – CEO Sixpack Apps*

[www.paypal.nl/zakelijk](http://www.paypal.nl/zakelijk)

[www.sixpackapps.nl/](http://www.sixpackapps.nl/)