

MOBILE SECURITY

The Road to uCommerce Adoption

Consumers like the immediacy of shopping on a mobile device. But, they are wary of changing their shopping habits due to security concerns. So, the road to a true uCommerce landscape must be built on a bedrock of security and transparency that consumers understand.



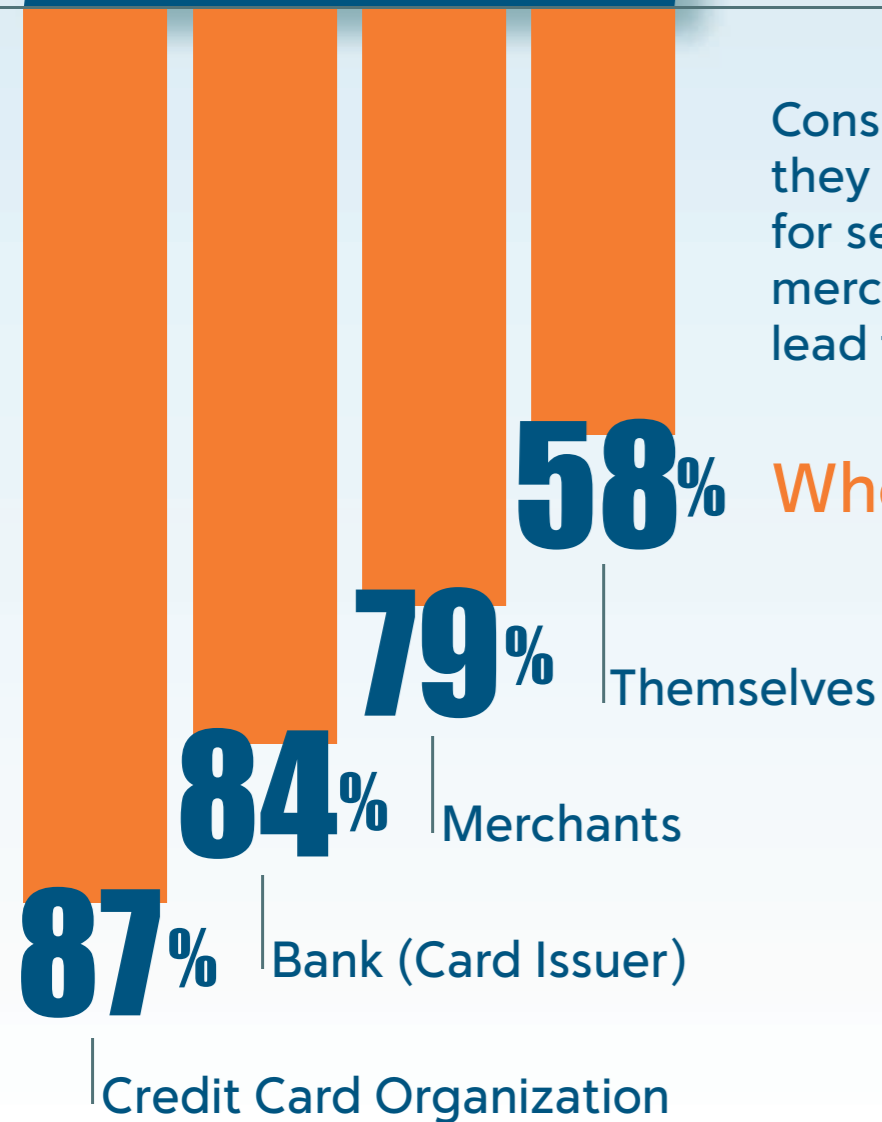
SHARE RESPONSIBILITY



BUILD CONFIDENCE

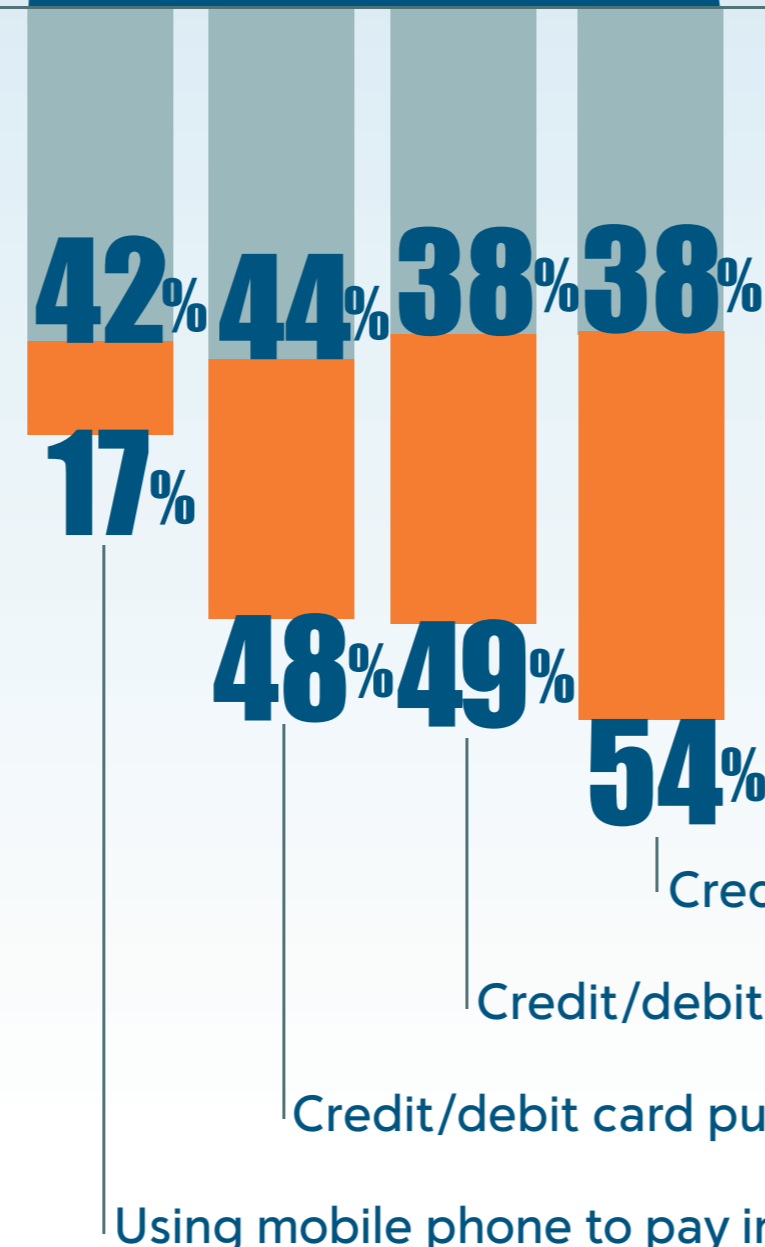


OFFER LAYERS OF SECURITY



Consumers understand they share the responsibility for security, but banks and merchants will need to lead the way.

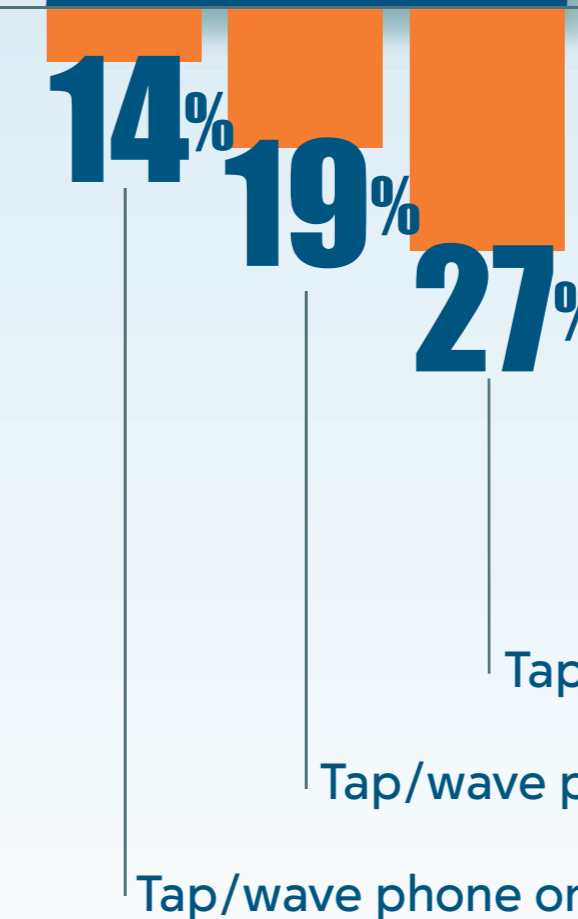
Who is Responsible:



Neutral on Security of Payment Type

Consumers trust payments they know. New options will gain ground as consumers become familiar with them.

Believe Payment Type is Secure:



Consumers value layered safeguards of standard security around mobile payments. Solutions that offer these layered safeguards will help to build consumer confidence.

Believe Mobile Safety Measures are Secure: