



23 Aug 2010 by [Matteo Rizzi](#)

What SWIFT has to do with Mobile?

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Potentially, a lot. Mobile's business (payments and remittances) is all about infrastructure, standards, and market reach, and all of it is what SWIFT does best.

The state of the art, today, is the following, and comes from **Olivier Denis (SWIFT)**, who – by the way – will co-moderate the face to face debate at Sibos on Remittances and Mobile payments:

SWIFT is not offering mobile payment services to retail banks. SWIFT service/business model is not changed, as of today, for mobile payments. Our primary business focus, as set for the 2010 KPIs, is and remains on interbank messaging for remittances in the correspondent banking market. We are enriching our WR value proposition with new messaging guidelines for instructing mobile person-to-person payments.

So we could say this is our starting point. The man (organisation) in the middle.

Could SWIFT do something else, or more?

The least we can say is that mobile market today is a constellation of local initiatives, all of them with the ambition to become global (otherwise not sustainable).

Technology is there. Devices are there. Market need is there as well, understandably different in developed countries and in not-yet-developed-high-potential ones.

At Sibos, in the **Innotribe stream**, we're going to talk about all this, and more.

Let me know first introduce the two main sessions and their speakers. Both of them are on **Tuesday, October 25th**.

Keynote Mobile Session

Daniel Marovitz, Head of Product Management, Global Transaction Banking, Deutsche Bank

Carol Realini, CEO, Obopay

Diane Reyes, Global Payments Head, Citi

Cenk Serdar, Director, Global Mobile Payments at Vodafone, Vodafone M-Pesa

Ron Van Wezel, CEO Mobey Forum, Deutsche Bank

Face to face debate

Jennifer L. Schenker (Moderator), Founder and Editor-in-chief, Informilio

Anthony Belpaire, General Manager Mobile Wallet, Alcatel Lucent

Khalid Fellahi, Senior VP, Western Union

Abhi Ingle, Vice President, Industry & Mobility Application Solutions, AT&T

Daniel Marovitz, Head of Product Management, Global Transaction Banking, Deutsche Bank

Diane Reyes, Global Payments Head, Citi

Gerhard Romen, Director of Strategic Alliances, Nokia

David Sear, Managing Director, Travelex Global Business Payments

As you might know already, we're not going just to talk.

The **Mobile Lab** will underpin all Innotribe at Sibos stream from Monday to Thursday afternoon, and in this lab we're going to select one idea and work on it, with a final submission to a jury on Thursday before the plenary.

The **Mobile lab** is going to be facilitated by

Jonathan Bye, GTS, Market Infrastructures, The Royal Bank of Scotland

Matthaus Krzykowski, Mobile Expert, VentureBeat

Jennifer L. Schenker, Founder and Editor-in-chief, Informilio

Ville Sointu, Director, Mobile Internet Services Offering Development, Tieto

One last message. If you have an idea to submit to the crowd, go to www.innotribe.com and post it into the Sibos idea box (you will see the category "mobile" in it).

More to come, stay tuned!

Matteo

Comments (3)



30 Aug 2010 by [Sakar Shrestha](#)

Mobile banking is the happening business in almost all countries. It will be beneficial to all if swift can provide its service through mobile

Join the community dialogue

considering all the security concern.

looking forward to hear some new developments in this regards.



26 Aug 2010 by [Hazem JAHJAH](#)

Although mobile is the best platform in my openion for several services like workers' remittances, yet the information to fill in by mobile user should be limited in count and length.

Not to mention the many other implementation of security for sending payments via GSM networks.

am i right or am i missing something?



23 Aug 2010 by [jodi engelberg](#)

Matteo,

There is no question that mobile is **the** platform. Financial institutions must get bolder and learn how to exploit and benefit from this platform.

Africa (m-pesa) has already leapt ahead of Europe and the Americas. I'm looking forward to learning about the 'best of's' around the world and the next trends.

I've been doing some work in AR (augmented reality) on mobile platform. It, too, has immense possibility for customer engagement and new, profitable apps.