

EXECUTIVE REPORT

Mobile Banking: Best Practice and Case Studies

Overview:

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This executive report provides a view of current global best practice in mobile banking through a selection of international case studies. The report highlights an amazing level of creativity within the mobile banking sector and the ability to transform ideas into solutions.

The report is split into two sections: the first section focuses mainly on retail banking case studies, while the second proposes an optimal approach to the development and implementation of a mobile banking strategy, by considering a series of core issues.

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