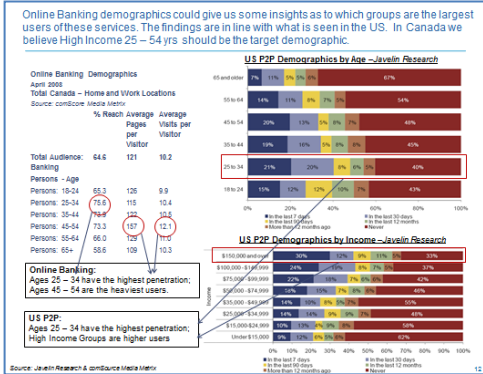


Mezzanine helped a global payment giant better understand the Canadian person-to-person (P2P) payment market and developed a strategy to launch their P2P solution in Canada.



Domestic P2P: CIBC has launched a Mobile Banking application for all smart phones (incl iPhone and Blackberry). This application leverages on *Interac Email money transfer* and is a viable P2P solution. This is being heavily advertised currently in Canada.

CIBC Mobile Banking for Smartphones

The convenience and security of everyday banking for smartphones. CIBC Mobile Banking now offers an enhanced banking experience for many models of smartphones.

With CIBC Mobile Banking you can:

- Check Account Balance
- Pay Registered Bills
- Review Transaction History
- Transfer Funds
- See Upcoming Transactions
- Send "SENDIT" Email Money Transfers

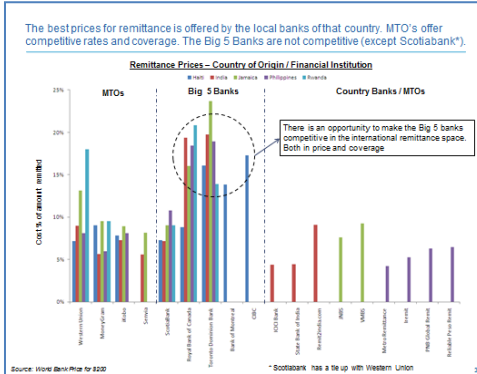
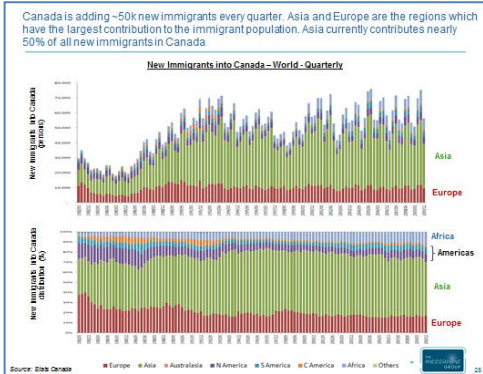
Other banks may be planning similar mobile applications shortly. TD and Scotia are rumored to be close.

Challenge

- The payment landscape is changing very quickly around the world.
- Our client wanted to better understand the payment landscape in Canada in the person-to-person (P2P) payment space and engaged Mezzanine to propose a strategy for their product offering

Solution

- Mezzanine conducted extensive secondary research through sources including Statistics Canada, World Bank, OECD and Bank of Canada to better understand and quantify the market opportunity in Canada
- Mezzanine conducted interviews with senior executives in leading financial institutions, telecommunications companies and retailers to better understand their payment needs as well as perceived gaps in their payment solutions
- Mezzanine conducted an in-depth competitive review of the offerings in this space as well as their value propositions
- After carefully analyzing the results we were able to identify the key areas of opportunity for our client



Result

- Mezzanine established that the opportunity for the client was in the international remittance space
- We also helped our client understand which banks would be a fit for their offering and developed a comprehensive strategy for their product rollout

We have categorized the qualitative customer feedback we have received into three categories.

KEY CUSTOMER INSIGHT	1 Marketing	2 Consumer	3 Competitive
	Gain insights on how to market P2P product and get customer acquisition and adoption	Understand Consumer behavior in the P2P space and functionality they are looking for	Review the Canadian Competitive landscape and functionality from a P2P perspective.
	There is a need to spend large marketing dollars to get the adoption needed to make a P2P solution successful	Security, Ease of use and speed of money transfer are the key features that consumers are looking for in a P2P solution	Banks are looking at solutions to eliminate cheques as the cost of cheque processing is increasing. P2P can potentially fill this gap

