

# Monitise to showcase mPOS opportunity for banks at Nordic Card Markets and Future Payment Solutions event

LONDON,, LONDON, UNITED KINGDOM, December 6, 2013 /EINPresswire.com/ -- Global Mobile Money specialist Monitise (LSE: MONI) is set to share insights on how banks can best service their small business

and merchant customers effectively via mobile, at the [Nordic Card Markets](#) and Future Payment Solutions event being held in Copenhagen, Denmark on January 20-21, 2014.

The Monitise logo, consisting of the word "monitise" in a bold, lowercase, black, sans-serif font, with a small "TM" trademark symbol to the upper right.

As part of a series of sessions taking place at the event focused on why the needs of the customer need to be at the heart of any card services strategy, Monitise's Senior Vice President Strategy Richard Johnson will discuss what Mobile Money means for small businesses and merchants and how banks can ensure they have front screen status for these customers. Johnson will also share insights on how mobile Point of Sale (mPOS) is the entry point to an effective SME service capability for banks and which value-added services will present new revenue streams for banks in the mobile space.

**“** We are delighted to be speaking at the conference alongside an impressive line-up of speakers from leading payment companies and banks.”

*Richard Johnson*

Commenting on Monitise's presence at the event, Johnson said: "The Nordic region is one of the most fast-paced and developed Mobile Money markets in Europe, experiencing high levels of innovation and adoption. We are delighted to be speaking at the conference alongside an impressive line-up of speakers from leading payment companies and banks."

According to a [recent survey by ATH](#), 65% of business customers say their most desired mobile functionality is card acceptance. The mPOS space is becoming increasingly crowded as non-traditional payment providers jostle to offer banks' small business and micro merchant customers affordable and fast-to-market alternative card payment solutions which in turn sees them collect valuable consumer and transactional data and cut banks out of the equation.

Johnson added: "mPOS is a low-cost, fast-to-market entry point for banks, opening up the

opportunity to access the previously challenging, but large micro and small business market. Our mission is to defend the bank-to-merchant relationship by extending banks' existing capabilities into the card acceptance business, through a roadmap of indispensable and innovative mobile banking and payment services."

Richard Johnson's presentation on 'Servicing the SME sector effectively on mobile' is taking place on Monday, January 20, at 10:50am.

SMi's 13th annual Nordic Card Markets and Future Payments Solutions conference will be held in Copenhagen, Denmark on January 20-21, 2014. For more information about the programme and speakers visit the [website](#) or contact Mohammed Malik: +44 (0) 20 7827 6166 / mmalik@smi-online.co.uk

For more information on Monitise's services, including mPOS, visit [www.monitise.com/insights](http://www.monitise.com/insights)

#### About Monitise

Monitise (LSE: MONI) is a world leader in Mobile Money - banking, paying and buying with a mobile device. Leading banks, payments companies, retailers and mobile networks utilise Monitise's technology platforms and services to securely connect people with their money. Already over 24 million consumers benefit from our patented technology to 'bank anywhere', 'pay anyone' and 'buy anything' accounting for over \$50 billion of payments, purchases and transfers annually. More information is available at [www.monitise.com](http://www.monitise.com)

For further information

Monitise plc Media Relations

Gavin Haycock

0362

[Gavin.haycock@monitise.com](mailto:Gavin.haycock@monitise.com)

Tel: +44(0)203 657

Mohammed Malik

+44 (0) 20 7827 6166

SMi Group

[email us here](#)

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