

# Using Big Data and new tools and technology to deliver future payment solutions

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/EINPresswire.com/ -- The card and payments solutions market is at an important tipping point. Technological innovation has yet to be translated into concrete commercial opportunities by card issuers. The payments market as a whole is in flux and is being disrupted by innovation from new

payment market entrants. SMi's [Nordic Card Markets](#) and Future Payment Solutions tackles these issues and more providing you with the only conference you need to attend in 2014.



Research, product development, Big Data and disruption conference sessions

Future payments research - how will customers handle new payments methods?

- What does research tell us about how consumers view current payment methods?
- What are consumers looking for in the payment solutions of the future?
- What do the results tell us about how the payments market needs to adapt to engage with consumers?

Mikkel Freltoft Krogsholm, Head of Danish Payments Lab, Future of Money, CFIR

How to migrate to virtual cards for mobile

- How should you decide between SIM based, handset based, or cloud based solutions?
- What additional services do you need to provide to increase uptake of m-payments?
- Will ease of use overcome any concerns over security for consumers?

Kasimir Hirn, Vice President, Head of Cards, OP Pohjola Group

Leveraging the value of Big Data being created today to understand merchants and customers to drive card usage

- Using new and enhanced technologies coupled with the availability of vast pools of structured and unstructured data for real-time insight
- Gathering and analysing information from sources including transaction data and geo-location data to deliver targeted real-time offers to consumers

- Utilising data analytics in order to provide a more complete view that allows for better customer insights

Nikolaj Nørgaard, CEO Danmark, Kaplan

How will Bitcoin disrupt the future payments market topology?

- Will the Nordic region champion and drive Bitcoin adoption owing to its aversion to credit and instinct for payment on demand?

- Are m-payments and Bitcoin a perfect match?

- Will low-denomination, person-to-person transfers drive Bitcoin acceptance?

Michael Gronager, Chief Operating Officer, Payward

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