



Tablet Banking Series: Edition 3

More than just the iPad?

To be delivered February 2012

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WHAT YOU NEED TO KNOW

It has been over a year since we wrote the second tablet report in the series. A lot has changed since then.

In this report, we will look to see how the market has changed and where the tablet really fits into the banking proposition. A number of new banking apps have been launched that go beyond the traditional online banking experience and include the integration of personal finance management tools and social media. There is plenty to report on.

Of worthy note, the tablet itself is developing into a solid platform for publishers to push content to consumers. Is this a renewed opportunity for banks to educate customers better and to engage with customers closer?

Over the last year, some new tablets have come and gone and some are providing a real alternative to the iPad. We will also be looking at how banks have handled tablet banking away from Apple's latest offering.

At Mapa, we have monitored this space very closely and provided a range of services across the mobile banking spectrum. The third report in the series promises to be an insightful and useful reflection of how the market has moved on, and what you should be doing to get the most out of the tablet opportunity in 2012 and beyond.

Suggested report format

As with the earlier reports this report will include a selection of screenshots of both public and logged in areas, market data, specific technical tablet device comparisons, and of course our comments and opinions on how banks should optimise the opportunities presented. Subscribers should expect the final report to comprise around 70 pages in total.

The purpose of the report is to enable banks to prioritise and “fast track“ their own Tablet offerings by learning from and exploiting current best practice.

Proposed Structure

1. Executive summary
2. Learnings from the Mapa tablet series Edition 1 and 2 reports
3. Market statistics, news and consumer data - The Demand
4. Tablet devices compared (a comparison of the most recent tablets available to consumers) - The Supply
5. Selected Financial Services examples (screenshots and commentary of current and best practice)
 - Retail Banks
 - Wealth Management
 - Other retail
6. Exploiting the tablet opportunity - a blueprint for success



Is there anything you are interested in that we are not proposing to investigate? Please let us know; there is a little scope for adding additional research within the subscription cost.

An Introduction To The Tablet Banking Series

The Edition 3 report is a part of a Mapa tablet market insight series, this series comprises:

Edition 1: In 2010 it was all about the iPad of course. Here the app accolade went to Banco Sabadell in Spain; who through concentrating in building something specifically for the platform were undoubtedly the most successful bank in taking up the iPad challenge.

Edition 2: In 2011 it was all about the tablet banker this time; and still all about the iPad. Our exclusive consumer research showed just how switched on tablet users were to Financial Services. Good news indeed and encouraging for the rest. One of the other interesting findings was how much the tablet computers were being used to save and read at leisure considerable quantities of information. **See the following slides for example content.**

Edition 3: 2012 the current proposed edition.

Edition 4: as we are observing such a dynamic market a tablet 4 will be produced during second half of 2012 to keep you up to date with the latest innovations within tablets.

Whilst the series is aimed at producing reports for internal consumption, Mapa can also provide strategic consulting, user workshops and initial analysis research that will compliment internal activities. We have 60+ active bank accounts around the world that we log-on to simulate the customer experience on the device under test. Continued access to the logged in area makes our series plan even more powerful.

With 300 million tablets predicted to be sold in 2015*, can you afford not to stay in touch with this market

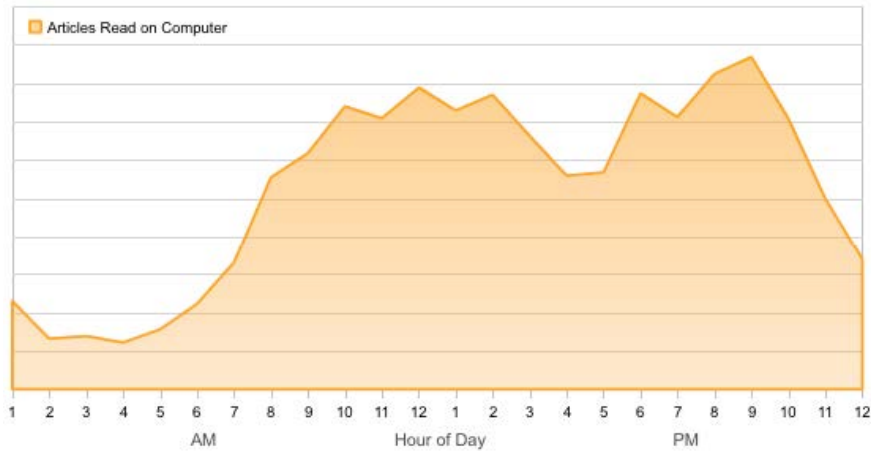


*Gartner

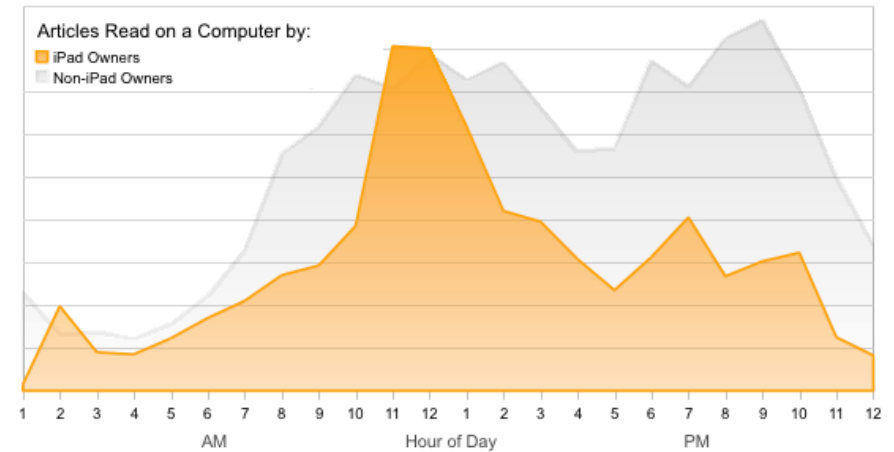
(EXAMPLE CONTENT FROM EDITION 2) News roundup

To illustrate some of the points from the previous slide on reading trends, we have included some charts from a recent study from Read It Later. The charts show that there is a significant change in reading patterns when users own an iPad shifting reading trends away from desktops on to the iPad and at specific times of the day (leisure time).

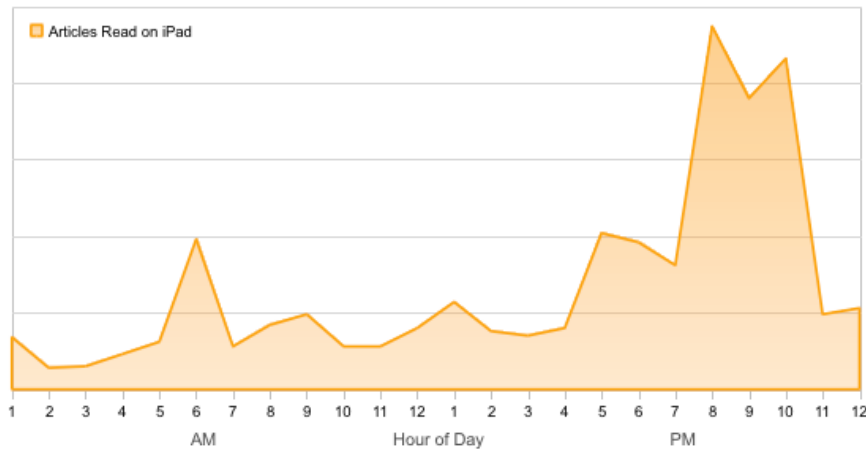
Articles read on a computer



Articles read on a computer by iPad owners and non-iPad owners



Articles read on an iPad



Whilst this is the case for reading, it will certainly have an impact on when and how users do simple banking functions like checking accounts and transferring money. Complex information is more easily presented on a tablet (than a mobile) and in conjunction the tablet is proving much easier to read on than the desktop.

Note: Read It Later is a service that allows users to add an article to a library that is available offline to read at leisure. It is similar to bookmarking, but allows users to access saved articles across different platforms.

(EXAMPLE CONTENT FROM EDITION 2) Account servicing

Standard Chartered Breeze - The application is promoted on a dedicated digital banking website that covers online banking, iPhone and iPad apps. There are a number of account services available plus location promotions (see next page) and options to “tweet” the bank. The dedicated site has a very modern feel to it (macs are used to promote online banking for example) and it includes the integration of different social channels – YouTube, Twitter, Facebook and Flickr.

Standard Chartered Breeze

Why Breeze iPhone iPad Online Blog Support [Get Breeze](#)

Breeze for iPad

Welcome to a whole new way of banking that lets you manage your money like never before! Enjoy the ease of viewing your accounts and transactions in an enhanced view format and the flexibility of customising how you manage your money – anytime, anywhere. That's right, we put you back in control of your bank account – and best of all, we do it in a language that you can understand!

[Get iPad App Now](#)

Features of iPad Breeze

- Banking on the go
- Easy, single access
- Calendar

Now Available
Singapore
Coming soon

Videos

- Breeze in 90 seconds
- Breeze iPhone Demo
- Breeze iPad Demo
- See Your Money
- Move Your Money
- Manage Your Money
- Meet the Team

Features Index

See Your Money

- Calendar
- List
- Day and Night Wallpaper

Move Your Money

- Bank Cheque
- Pay Bills on the go
- Transfers on the move

Manage Your Money

- Wishlist
- Reminders
- Easy, Single Access

flickr More Photos

Follow Breeze on

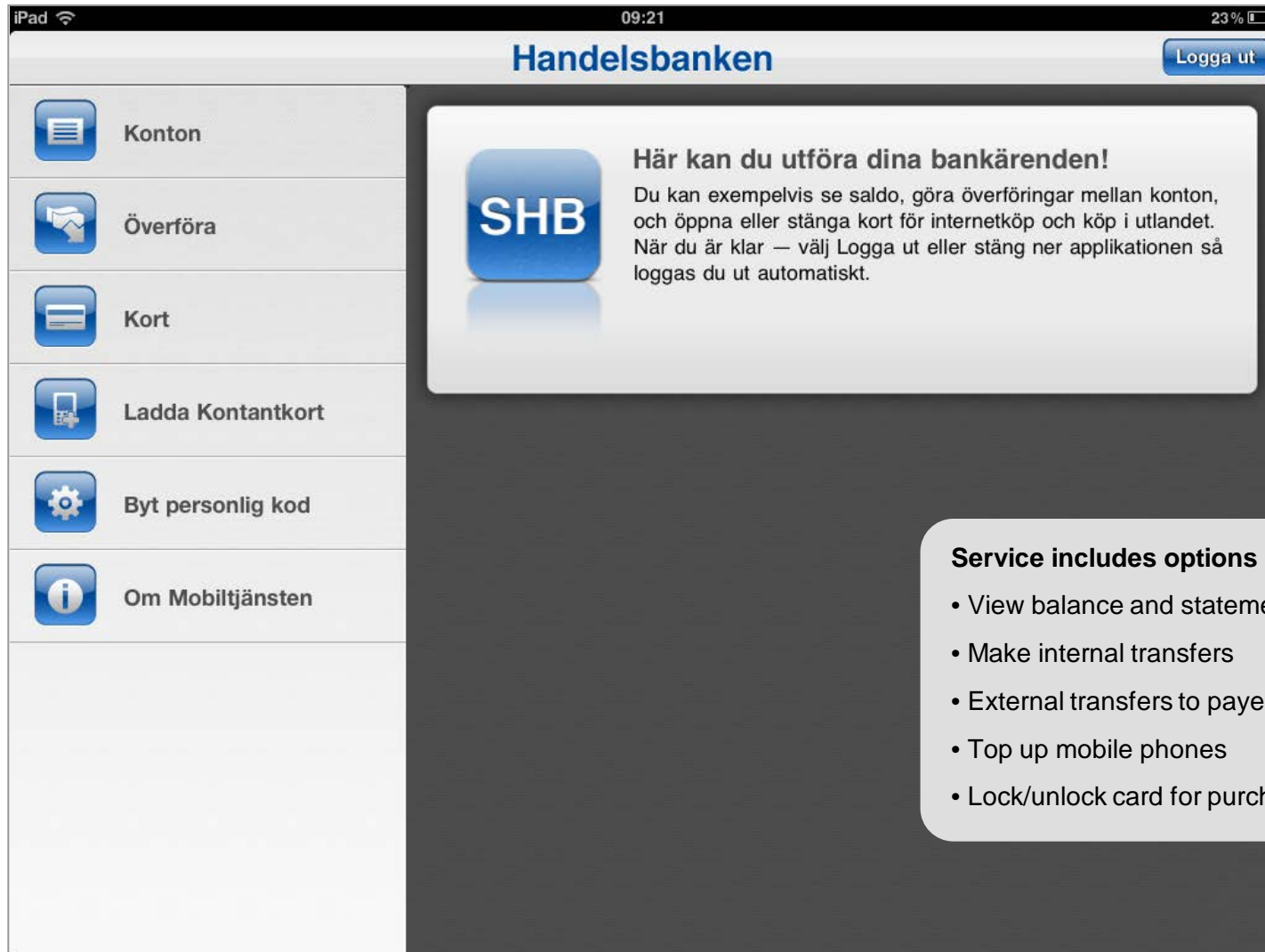
Share Breeze

Like 175 people like this. Be the first of your friends.

[SHARE](#)

(EXAMPLE CONTENT FROM EDITION 2) Account Servicing

Handelsbanken – Landing page and the different options shown below





Contact Details

About Mapa

To help you to understand your position and performance in the market place Mapa researchers act as if we are your customer. Our unique services simulate internet users' experiences by completing customer journeys on a comparative basis in your market sector.

Online Financial Services

Mapa carry out online banking research across retail products like current accounts, credit cards, savings, mortgages, personal loans, general insurance, private medical insurance and share dealing

A passion for the internet!

Not only are we online financial services experts, but are knowledgeable across the whole internet industry including new media, social networking, online video and other web 2.0 functionality

International Presence

We have clients in Belgium, the Netherlands, Scandinavia and the UK and also carry out internet banking research in Australia, France, Spain and the USA

Mobile and SMS

With over 60 real bank accounts across the world Mapa monitor the mobile and SMS functionality within these accounts



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