

# Mobile Banking for Developed & Developing Markets

## Strategies & Business Models 2012-2016

### Mobile Commerce

[Mobile Content & Applications](#)[Handsets & Devices](#)[Mobile Markets & Strategies](#)[Networks & Technologies](#)

- Latest mBanking Platform Developments
- Unique Vendor Positioning Matrix
- Interviews with CxO Management Across Value Chain

This industry benchmark report provides the most detailed view of the mobile banking market to date; mBanking presents a rapidly expanding opportunity to increase customer base, revenue and profit.

#### • Key Features of the Report Include:

*Focus on additive banking* - as the organic progression for established banks and FIs gives readers an unparalleled advantage towards providing banked consumers with a more convenient and engaged experience in the developed market.

*Vendor Matrix Covering 23 Key Players* - assesses strength and positioning of each company within the mBanking ecosystem.

*Detailed Investigation of Mobile Banking Drivers & Constraints* - provides readers with an unprecedented view of the factors propelling mobile banking forward, as well as the elements which could hinder the development process.

#### Key questions the report answers:

1. How many mobile subscribers will use their mobile devices for mobile banking information services over the next five years?
2. How will increased tablet usage impact on mBanking adoption?
3. What are the benefits of a multichannel mobile banking strategy?
4. Which will be the leading global regions in the mobile banking market in 2016?
5. What are the opportunities for transformative banking within developed and most particularly developing economies where there are large populations of underbanked and insubstantial banking infrastructure?
6. How are leading banks incorporating the mobile into distribution channel strategies?
7. What are the primary business models for mobile banking service providers?
8. What are the trends, drivers and constrains affecting the development of the market?

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**4G LTE Opportunities**  
Chipsets, End User Devices & Base  
Stations 2011-2016



**Mobile Retail Marketing**  
Advertising, Coupons & NFC Shopping  
2011-2016

### Our background

Juniper specialises in identifying and appraising new high growth market sectors within the mobile ecosystem. Market sizing and forecasting are the cornerstones of our offering, together with competitive analysis, strategic assessment and business modelling. We endeavour to provide independent and impartial analysis of both current

and emerging opportunities via a team of dedicated specialists - very knowledgeable, experienced and experts in their field.

Juniper's client base spans the globe, with the majority of its clients in North America, the Far East and Europe.

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