



# Cashing-in on Contactless

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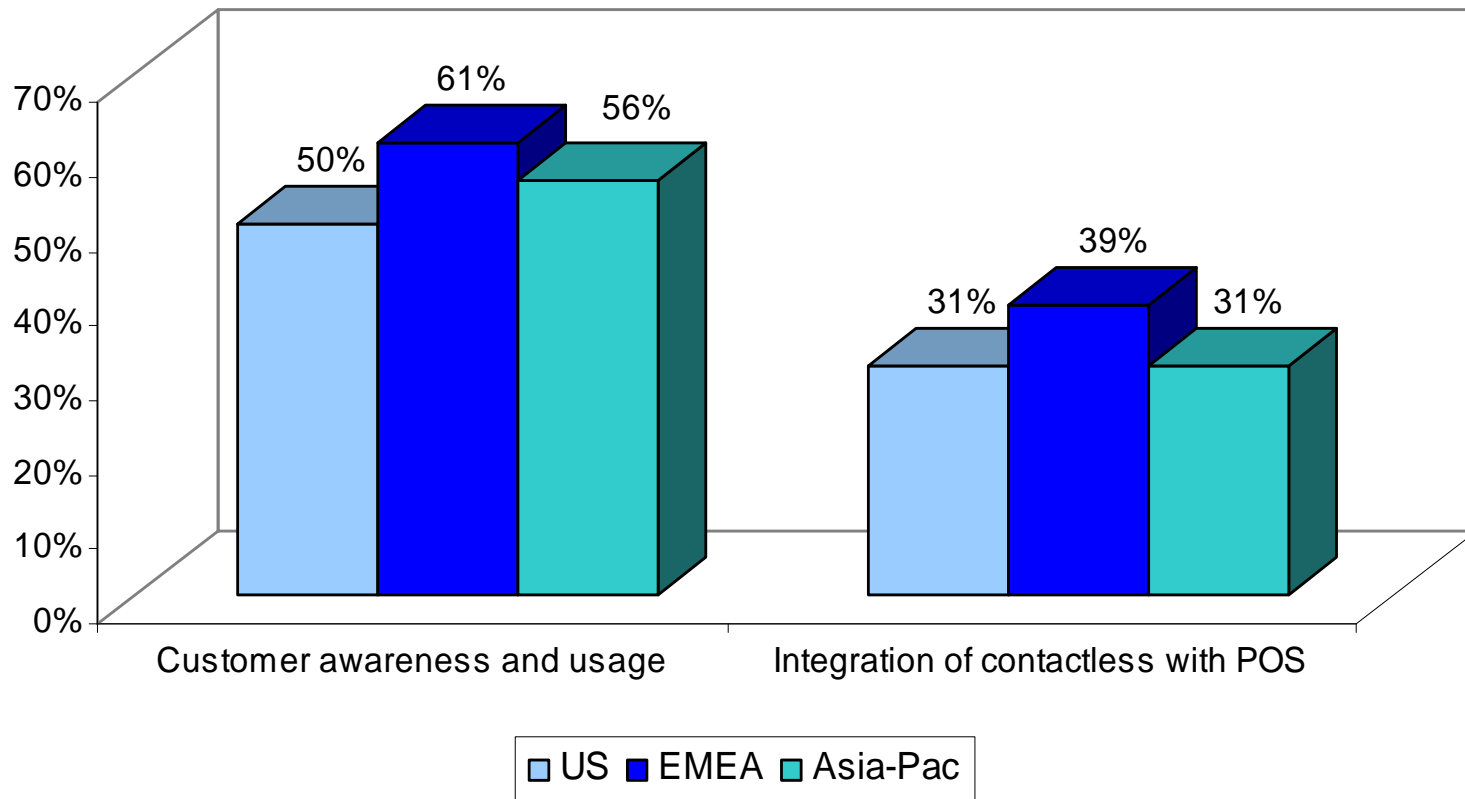
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# Introduction

- ❑ Over 30 Contactless and Merchant-level Payment Reports Published
- ❑ Over 12,000 Data Points
- ❑ Benchmarked more than 1000 Companies
- ❑ Reports Downloaded by over 7000 Companies
- ❑ Reports profiled by over 40 news publications globally

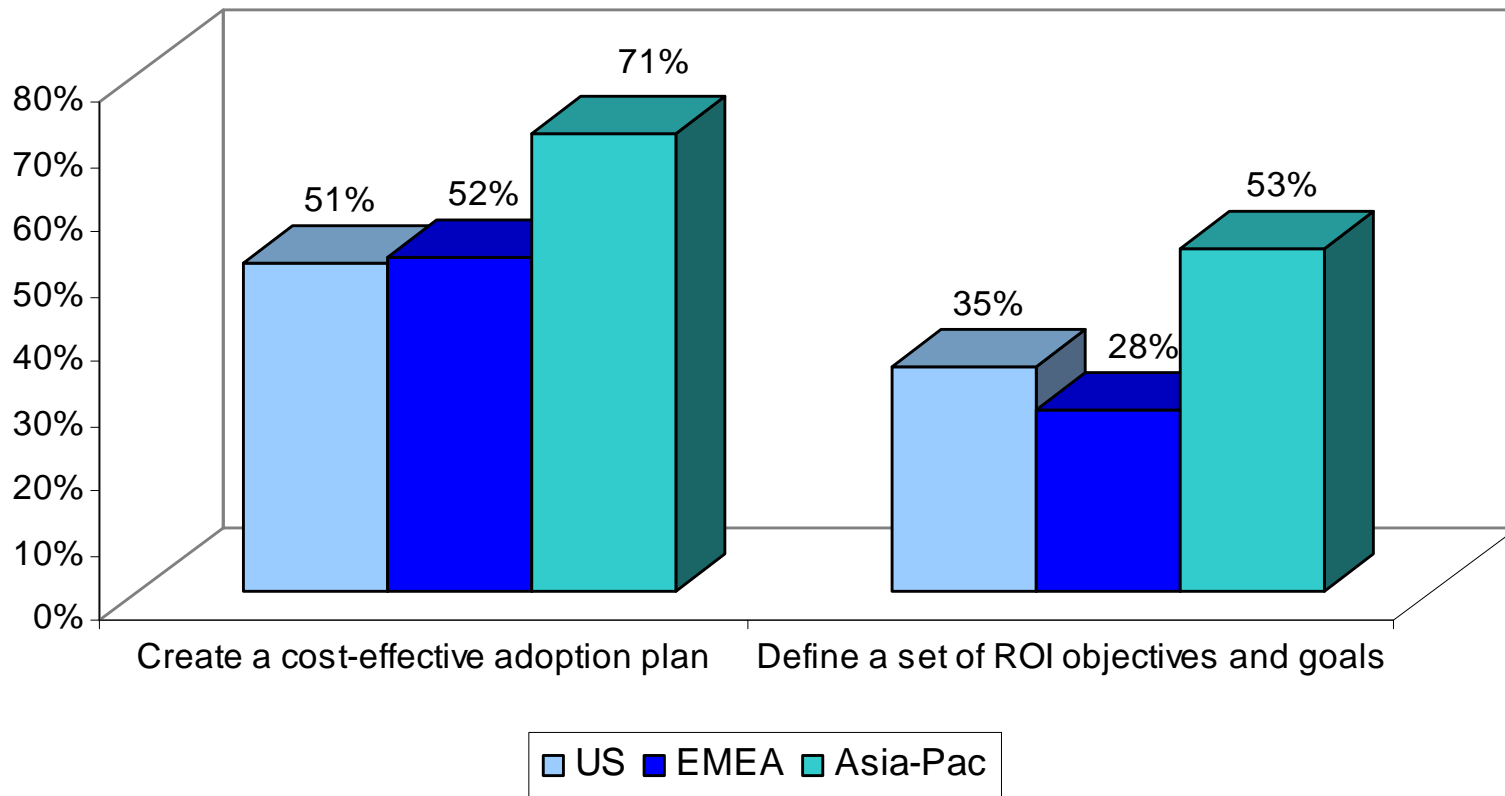
# Merchant Challenges

## Top 2 Merchant Challenges



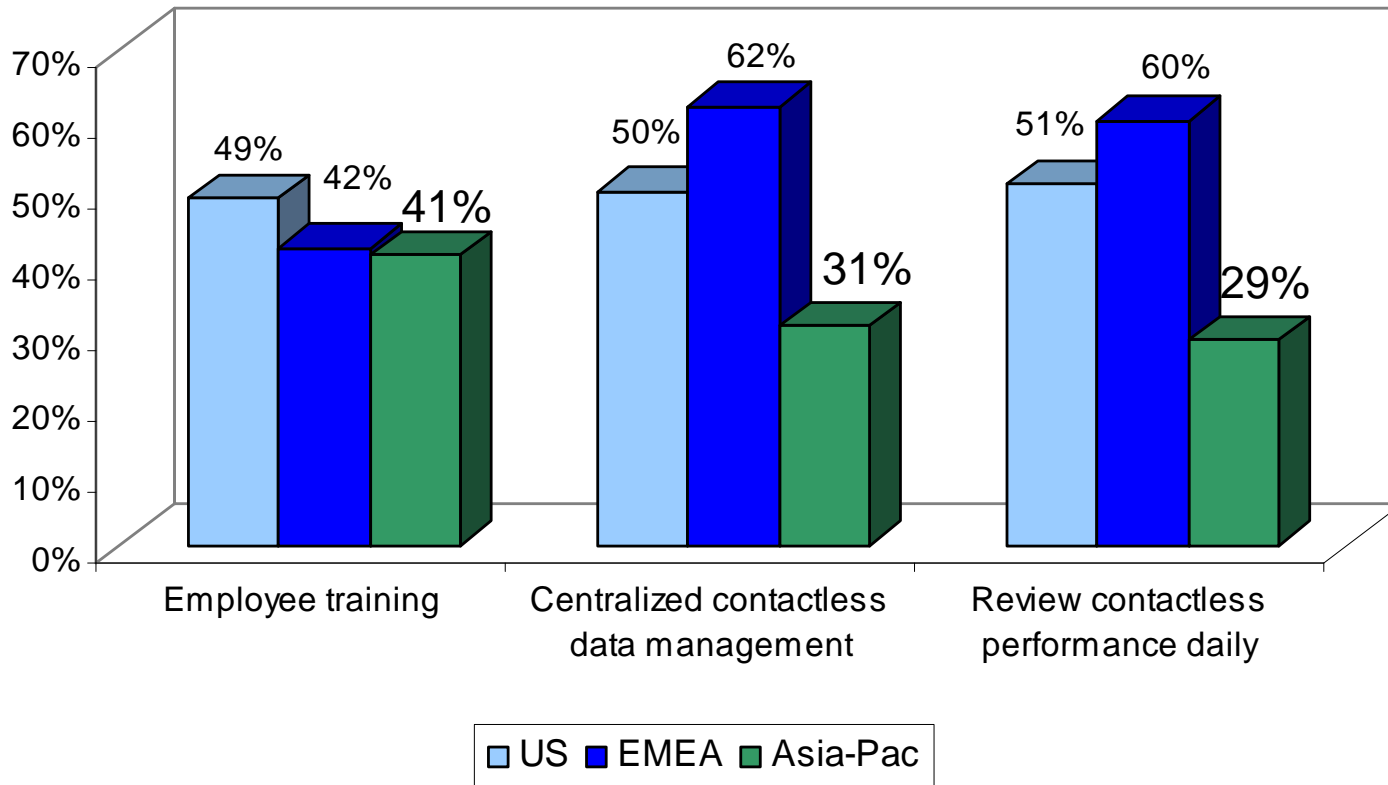
# Strategic Actions

## Top 2 Merchant Strategies



# Capabilities

## Top Planned Capabilities (12-18 Months)



# Best-in-Class Merchant Highlights

- ❑ **4-times** more likely to measure and report contactless data
- ❑ **5-times** more likely to provide visibility to KPIs- cashless sales, transaction time, and number of contactless transactions

# Key Takeaways

- ❑ 68% of merchants intended time to ROI (1-3 Years); 24% attained ROI in 1-3 years
- ❑ Contactless loyalty and gift card programs can help speed up contactless ROI

# Key Takeaways

- ❑ Key fob will be the least likely adopted form factor, according to issuers and merchants
- ❑ Nearly half (58%) retailers are aware of NFC technology- How soon can they benefit?



# Thank You

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