



Celtic-Plus



Trusted **C**entral **W**allet **S**ystem and Services(**CWS**)

Eren Gökteş

Investment Project Manager, CardtekGroup



Celtic-Plus

Main Objectives



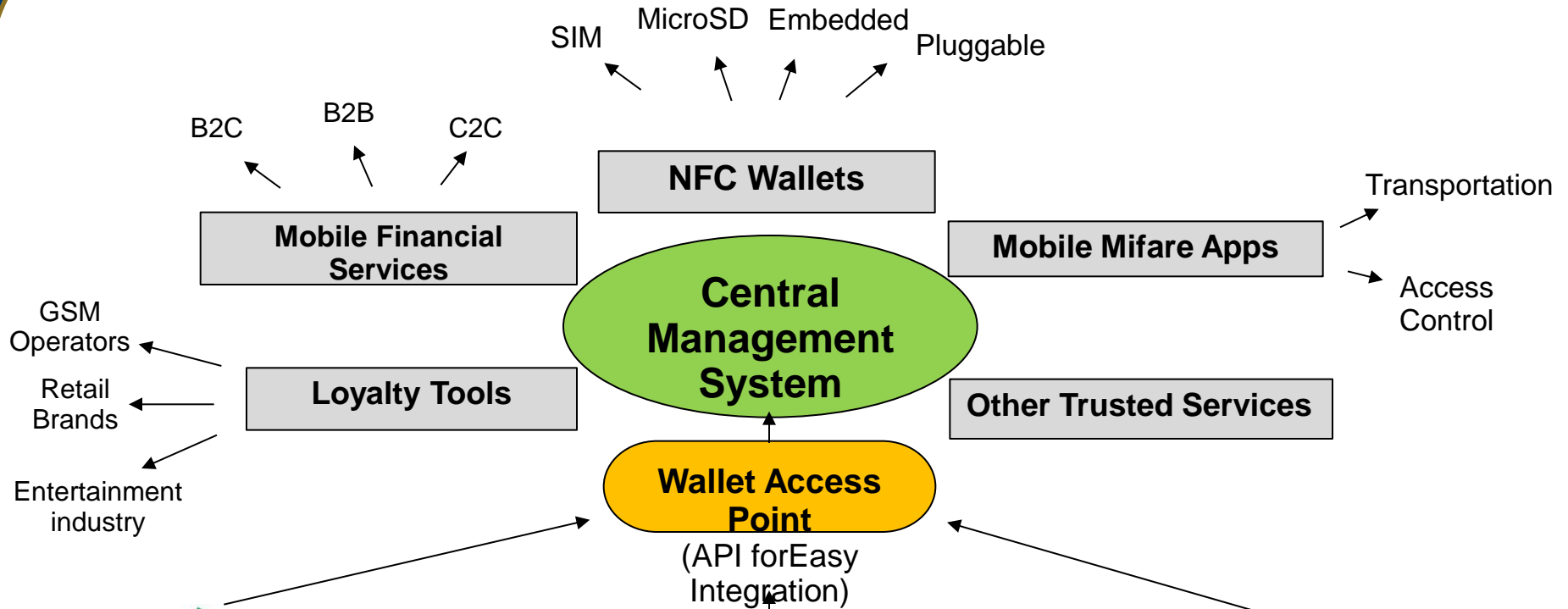
1. Collecting different kind of secure wallet services together such as;
 - ✓ NFC Wallet applications,
 - ✓ Mobile Financial Services(Money send, Top up etc.)
 - ✓ Loyalty Services
 - ✓ MIFARE Technologies(Transportation, Access Control etc)
 - ✓ Other secure services(E-health etc.)
2. Developing a Wallet Access Point for easy integration with different kind of service providers (Standard authentication and personalisation requirements for different services)
3. Wallet Acces Point also will support different kind of secure elements
4. Central Management System will handle complex lifecycle management process
5. Common Multiple Loyalty Platform will let Service Providers to come together and to make a cooperation for Loyalty Services



OVERVIEW



Central Services For Multiple Wallet App. and Service Providers



Loyalty Apps



Mobile Financial Apps



Mobile Financial Apps

Supported Services & Technologies

Mobile Financial Services

- Money Transfer
- Top Up
- Mobile purchase
- Financial Balance Monitoring
- Etc.

NFC Wallet Applications

- SIM based
- SDcard based
- Embedded SE based
- iCarte and other plugins

Loyalty Tools

- iBeacons
- QR Code
- Ticketing
- Discounts
- Retail Cards
- Loyalty Cash Points
- Etc.

Mifare App.

- Transportation
- Access Control
- Etc.

Potential Partners

Turkey

- ✓ **TURKCELL Teknoloji ARGE A.Ş**
(Project Leader, Service & Technology Provider)
- ✓ **SmartSoft** (Technology Provider)
- ✓ **TMOB**(Mobile Loyalty App. Provider)

Required Companies

1-) Service Providers

- **GSM Operator**
- **Retail Brands**
- **Public Authorities**

2-) Technology Providers

- **Security Companies**
- **System Providers(TSM,MFS, etc.)**

4-) Mobile Loyalty app. providers

- **iBeacons**
- **QR Code**
- **Ticketing**
- **Etc.**



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Eren Göktaş

Eren.goktas@cardtek.com

P:+90 531 373 4616

THANK YOU..