

Bendigo Bank uses Samsung devices to launch retail mobile payment solution

Samsung GALAXY Tab 3 solution provides secure purchasing from mobile phones, supports community projects



Business Issue

Bendigo Bank wanted to create a secure, customized mobile payment solution that would extend its community-focused banking philosophy to everyday transactions. The bank tasked its Community Telco Australia (CTA) team, which has been part of Bendigo since its December, 2012 acquisition, to find a fast, easy-to-use, and secure mobile financial solution to connect shoppers, businesses and charitable causes.

Solution

Working with Samsung, the CTA team launched redy®—a point-of-sale mobile payment solution that allows shoppers to make one-click purchases with their Samsung smartphones. Customers simply download the free redy app and link it to their Bendigo Bank, VISA, or Mastercard account. At the register of participating redy retailers, they can scan a Quick Response (QR) Code generated by the Samsung Tab 3 device to complete their purchase—no wallet required. This unique solution rewards customers, benefits businesses, and raises money for community fundraising initiatives.

Results

With merchants and consumers on board, Bendigo Bank has already had two successful market trials in Victoria, Australia's most densely populated state. Merchants are pleased with the security and technical support Samsung provides, as the tablet-based POS terminals are displayed 24/7 in crowded environments. With every payment, customers earn creds—or credits—that they can donate to community projects and non-profits, supporting Bendigo's focus on community building. The rollout is now going nationwide, with additional redy app updates on the way.

Armed with the redy app, customers can turn any Samsung smartphone into on-the-go purchasing power.

Solution

Launching in June 2014, Bendigo Bank made redy available to all Australians with compatible Samsung smartphones. To get started, a consumer downloads the redy app from Google Play or the App Store. Then, the consumer can use the smartphone to make a payment by scanning a unique QR code displayed on the point-of-sale terminal.

For the POS solution, Bendigo Bank chose Samsung GALAXY Tab 3 Lite 7-inch tablets based on price, size and feature set, and added kiosk-type docking stations created by Compulocks. The Samsung devices are easy to deploy, provide centralized management and security controls, and offer an economical form factor.

Deploys easily

With a single Samsung Tab 3 device and docking station, the redy solution provides a no-hassle way for retailers to offer mobile payment options to their tech-savvy customers. Armed with the redy app, customers can turn any Samsung smartphone into on-the-go purchasing power. The slim, lightweight form factor of the Tab 3 makes it a win-win for both retail personnel and customers.

Provides centralized management and support

Ensuring the security of financial transactions is essential for any mobile payment solution. With the Samsung Tab 3 running in kiosk mode, no one can misuse the device because all non-essential hardware and software functions have been disabled. Samsung Tab 3 also supports Mobile Device Management (MDM) solutions for comprehensive control of devices at retail locations. Using Airwatch MDM, Bendigo Bank is able to fully manage all merchant devices from a simple, centralized console. Samsung also offers complete support services, so when retail customers have issues with a device, Bendigo Bank can rest assured that Samsung is helping to get them back online quickly.

Maximizes return on investment

Making the solution cost-effective was critical to the success of the mobile payment program. For retailers, Bendigo wanted to keep costs as low as possible to encourage widespread adoption. To support its community banking initiatives, the bank carved out a percentage of redy merchant fees and enabled customers to choose where to donate the extra percentage. Merchants pay only a \$25 monthly fee for the tablet and docking station, and then 1.5 percent service fee per transaction (where .5 percent is given back to the shopper as creds). The cost-effective, highly reliable Samsung GALAXY Tab 3 Lite devices helped Bendigo Bank and retailers meet ROI goals.



Customer Challenge

Bendigo Bank set a high bar, wanting to take a holistic approach to its mobile payment strategy. The solution had to satisfy the needs of multiple audiences while also fulfilling internal IT requirements for management and security. To make sure all audiences and concerns were properly addressed, the bank focused on a solution that would:

- Easily deploy in retail environments.
- Provide robust support and centralized management for maintaining and updating all devices in retail locations.
- Keep hardware costs low to maximize return on investment, allowing the bank to fund community charity projects

“The face of banking is changing, with technology quickly revolutionizing the way we use and move our money. Our bank recognizes this and we’ve developed our own solution that delivers mobile payments and a lot more.”

— David Joss, CEO, Community Telco Australia Subsidiary, Bendigo and Adelaide Bank

By enabling customers to pay with their smartphones, Bendigo Bank is delivering convenience and making it easier to purchase more goods locally.

Benefits

With the Tab 3 Lite, Bendigo Bank has changed the way that mobile devices are used for payment and is at the leading edge of bringing these technologies to all of Australia. By enabling customers to pay with their smartphones, Bendigo Bank is delivering convenience and making it easier to purchase more goods locally. That builds on Bendigo's efforts to support local communities throughout the country. Add to that the cost effectiveness of the Tab 3 Lite, and Bendigo will be well-positioned to expand its outreach to make communities even stronger—a scenario where consumers, businesses, and community organizations all win.

Bendigo also benefits from the built-in security offered as part of Tab 3 Lite devices. The kiosk mode allows devices to be locked down, performing only pre-set, retail-specific functions. This preventative measure keeps both consumers and businesses safe, which becomes even more important as redy is rolled out to the rest of the country.

In addition, businesses find the solution extremely easy to deploy and maintain, and can turn to a dedicated redy business Help Desk to assist with any issues or questions. Bendigo Bank is able to centrally manage all redy devices via Airwatch, which means that the Help Desk can directly intervene if upgrade or updates need to occur on the fly.

Samsung GALAXY Tab 3 Lite

The Samsung GALAXY Tab product line works extremely well in retail POS environments. With an appealing form factor, the product line has all of the features required to keep customer data secure. Bendigo Bank considers these to be the most important features for supporting financial transactions:

Thin design fits easily at checkout locations at only .38-in. thick.

Kiosk mode provides the ability to lock the device so customers can only access allowed functions.

MDM support ensures that all devices are up-to-date with the latest software and security updates.



About Bendigo Bank

Bendigo and Adelaide Bank Limited provides retail and wholesale banking, as well as other financial products and services in Australia. Since it acquired full ownership of Community Telco Australia in December, 2012, Bendigo Bank has expanded its mobile portfolio, including mobile payment and mobile healthcare solutions.

“This is one of the first examples of technology, payments, and banking streams converging to create a fantastic customer-led solution. Our collaboration with Samsung is testament to our commitment to developing innovations that provide tangible benefits to Australian businesses.”

— David Joss, CEO, Community Telco Australia
Subsidiary, Bendigo and Adelaide Bank

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Samsung Electronics Co., Ltd. is a global leader in technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, we are transforming the worlds of TVs, smartphones, tablets, PCs, cameras, home appliances, printers, LTE systems, medical devices, semiconductors and LED solutions. We employ 286,000 people across 80 countries with annual sales of US \$216.7 billion. To discover more, please visit www.samsung.com.

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For more information about Samsung GALAXY Tab 3 Lite, visit: www.samsung.com/galaxytab