MOBILE PAYMENTS 2015: Driving the uberisation of the economy

Description: Uberization means applying the Uber business model in different sectors from healthcare to real estate and food delivery, as well as financial and legal services.

It means meshing smartphones, dynamic pricing and dynamic supply to create a disruptive and delightful user experience.

We believe that the mobile payment revolution will further drive the uberisation of the economy and society towards an on-demand culture.

There is a massive opportunity for the retail sector to combine mobiles, loyalty schemes and the right payment solution - with personalized pricing only one aspect.

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