About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry. Worldline delivers new-generation services, enabling its customers to offer smooth and innovative solutions to the end consumer. Key actor for B2B2C industries, with over 40 years of experience, Worldline supports and contributes to the success of all businesses and administrative services in a perpetually evolving market. Worldline offers a unique and flexible business model built around a global and growing portfolio, thus enabling end-to-end support. Worldline activities are organized around three axes: Merchant Services & Terminals, Mobility & e-Transactional Services, Financial Processing & Software Licensing including equensWorldline. Worldline employs more than 8,600 people worldwide, with estimated revenue of circa 1.5 billion euros on a yearly basis. Worldline is an Atos company.

Mobility & eTransactional Services

The digital revolution is reinventing current B2C processes offering unprecedented opportunities to do more and better with less - however the associated innovation and technological challenges are huge. Our customers expect an end-to-end partner to support them in the creation of innovative digital products, leveraging similar experiences across sectors, committing on joint business cases while managing smoothly the associated change management. We provide fully end-to-end processing services to digitalize business processes including new, contextual digital products for business innovation and operational efficiency, such as seamless journey management, connected living or digitalization services while leveraging if needed our strong payments capabilities.

For further information
InfoWL@worldline.com

worldline.com Worldline is a registered trademark of Worldline SA. January 2017 © 2017 Worldline.
Experienced Mobile Competence Center providing business-oriented mobile solutions to any company or public institution

Worldline has a center of excellence with key competences to define, build, and manage the lifecycle of mobile projects both end-to-end and specific services. We have also a portfolio of mobile solutions for key sectors and digital enablers around mobile.

- 80+ mobile technologists experts
- 15+ years of experience, with international references
- Lab with 80+ mobile devices for development & testing
- Mobile Framework allowing high competitiveness and quality
- Located in Barcelona (Mobile World Capital 2013-2023) & Madrid

Key Competences

"Think > Build > Run model" to define, design, develop and manage the lifecycle of mobile projects:

I. Think
- Business development team and expert consultants able to offer consulting, pre-sales support and mobile R&D project management.
- Innovation workshops with our clients to help them on the discovery, definition and specification of new ideas and solutions applied to their business.

II. Build
- Conceptualization in order to transform business needs into functionalities
- Design of the User Experience and generation of all needed graphical components
- Development and integration of mobile applications, multi-technology & multi-device
- Testing & QA ensuring the quality of the mobile applications

III. Run
- Public apps markets approval and publication
- Maintenance of the apps during its life time
- Monitoring of the indicators (mobile analytics) and impact evaluation of the app in the end users

Thanks to our Mobile Framework, our customers can obtain the following benefits:
1. Reducing development costs and thus more competitive prices
2. Reduced development time and thus improve time-to-market
3. Increase in perceived quality and user satisfaction

In the new paradigm of the “Connected Life”, Mobile is the primary interface to digital core

Mobile Solutions and Digital Enablers around mobile

Based on our existing assets and experience we can customize, adapt, and deliver mobile digital solutions to our clients:

**Horizontal solutions** for all kind of companies and public institutions

- **Mobile Messaging Platform**
  Robust and performant Messaging Platform with which we serve more than 100 customers for over 14 years providing SMS services, SMS with legal validity, Push-App Notifications, and Email services.

- **Mobile Technical Office**
  Oriented to companies and institutions with a medium/large number of apps to manage, we offer a Mobile Technical Office service in order to provide:
  - Governance Model
  - Technical and business profiles Team
  - Standard Tools
  - Process & Indicators

**Vertical solutions** for the main market sectors

- **Connected Citizen for Public sector**
  Mobile solutions to provide smart mobility services to the citizens through mobile devices and extensible to other channels as interactive furnitures.

- **Connected Assistance for Health sector, Social Services, Insurance…**
  Mobile solutions to provide healthcare and wellbeing smart services through mobile, wearable, and IoT devices.

- **Connected Consumer / Digital Store for Retail**
  Mobile solutions oriented to improve customer shopping experience & store efficiency using mobile, digital signage, beacons, etc.

- **Connected Guest / Digital Hotel for Travel & Hospitality**
  Mobile solutions to optimize the traveller/customer journey.

...and other mobile solutions for Finance, Utilities, Telcos...