

Is anybody there?

From chatbots to the Internet of Things

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mastercard.

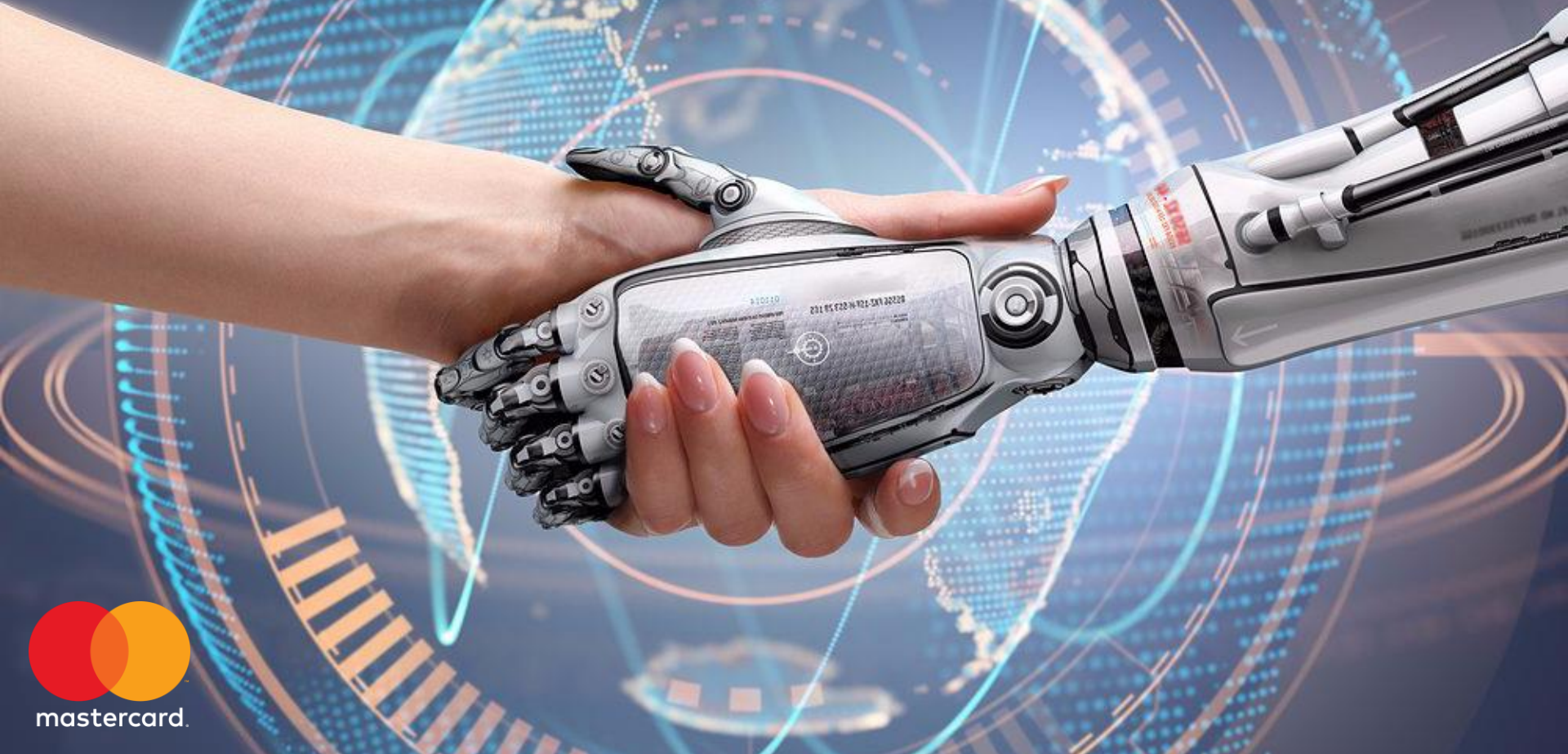
Il progresso di una civiltà è segnato
dal numero di operazioni importanti
che riusciamo a compiere senza
pensarci

Alfred North Whitehead, 1911





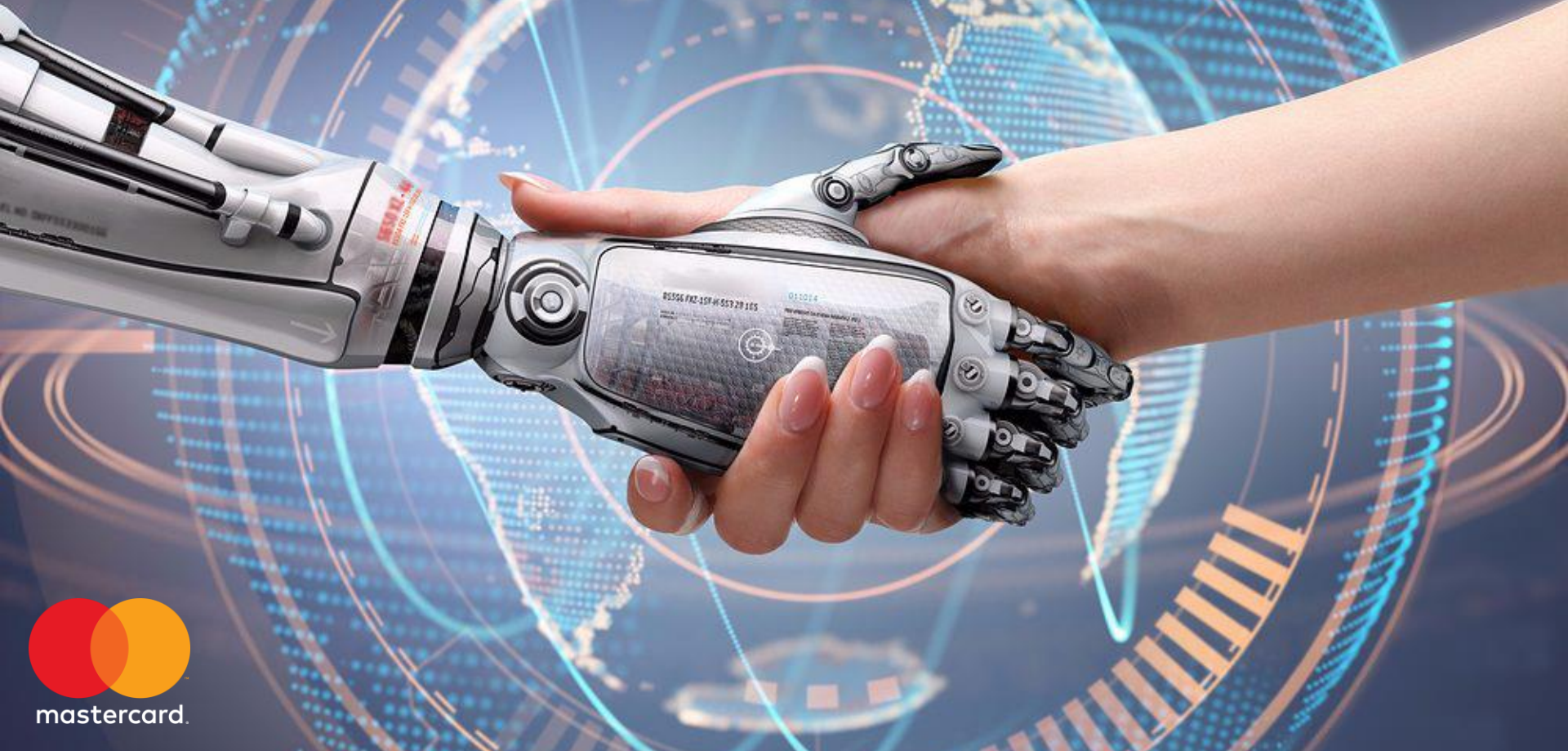
Human buyer & digital seller



In Aprile **2017** Mastercard ha annunciato il lancio di un nuovo servizio di shopping attraverso Facebook Messenger, che consente a **Subway**, **FreshDirect** e The **Cheesecake Factory** di completare transazioni Masterpass all'interno dei loro chatbot.



Digital buyer & human seller





**In US, il 36% dei
possessori di smart
speaker sono utilizzati
regolarmente per fare
acquisti**



mastercard.

GOOGLE



*"Hi, I'm calling to book a
women's haircut for a client."*

***Let's say you want to ask Google to
make you a haircut appointment***

Mashable



Digital buyer & seller



Un giorno la mia auto deciderà
quale è il distributore di
carburante migliore e come
pagare



Che cosa Mastercard sta
pianificando per aiutare lo
sviluppo delle nuove
esperienze?



Our objective is to build a connected experience that is secure and seamless

SECURE

Every fraud decision invisible, data driven, and intelligent

PAN numbers should disappear and be replaced by **tokens**

SEAMLESS

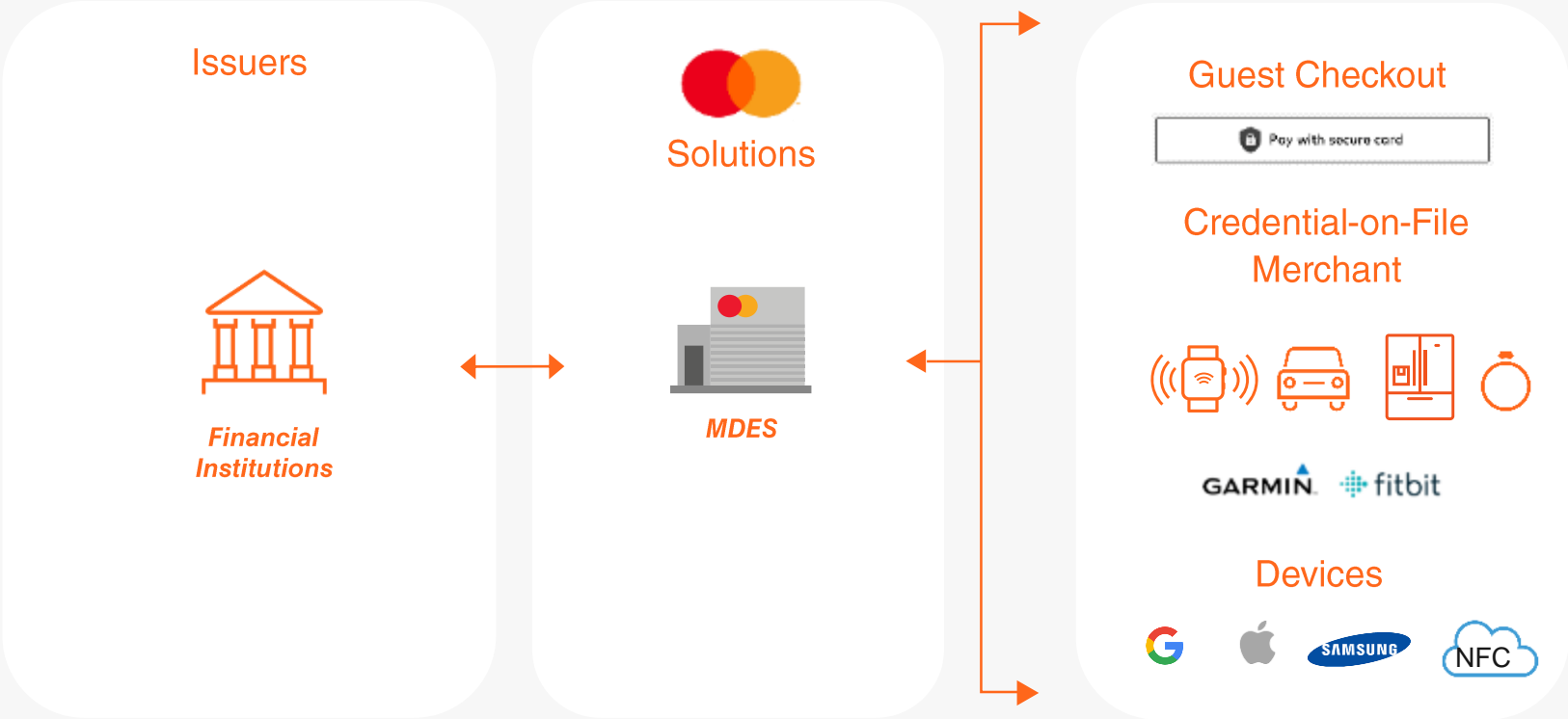
Every transaction simple for all of your customers and flows

Passwords should disappear and be replaced by **biometric authentication**



Giving customers the choice to pay securely anytime and from any device

With Digital Commerce Solutions, issuers are equipped to address the entire digital payments ecosystem while setting themselves up for success today and tomorrow



THANK YOU

