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Study reveals mobile money drives demand for financial services

By Bankole Oromisan

THE multi-country survey by the global payments technology firm, Visa recently has revealed that the sophisticated payment needs and behaviours of unbanked consumers in developing economies. Preventing theft, ability to send money often drives mobile money adoption.

The Visa platform of mobile money in a recent time showed the results of the study reveals that consumers in six developing countries are already highly aware of mobile money services - the ability to make payments or send funds simply by accessing an account on their mobile phone. Nearly 90 per cent of consumers surveyed by Visa showed interest in making use of these services in the future.

The Visa Mobile Money study analysed the financial services needs and expectations of mobile money among nearly 2,500 consumers, mobile money agents, and merchants in Bangladesh, Ghana, India, Indonesia, Nigeria and Pakistan. The results reveal that consumers' needs for financial services are far more sophisticated than previously believed and go well beyond the established transaction set offered by

mobile money services today. The study also found that security concerns associated with carrying cash and the need to quickly send money to family members living far away are among the key drivers for mobile money adoption.

"The mobile money community, millions of previously unbanked people are now able to make basic electronic trans-

actions such as person-to-person and bill payments. Our potential for driving far reaching social and economic change, while at the same time growing transaction volumes in developing countries, is significant. But we'll limit that potential if we don't learn to stop and really listen to our customers," said Hannes van Rensburg, chief executive officer of Fundamo and Group Country Manager, sub-Saharan Africa, Visa Inc.

The Visa study suggests that the success of mobile financial services is determined by how deeply a mobile money provider understands its customers and tailors the service to the needs of consumers and mobile money agents - from service menus, to marketing and education. The

study also uncovered key barriers to adoption and identified best practices for mobile money providers".

The Visa study founded that there is high awareness of mobile money services and capabilities among consumers in developing economies. Across the six countries surveyed, average awareness stood at 56 per cent and three countries stood

out in particular: In Ghana, awareness was at 93 per cent with MTN identified as the most known mobile money provider; in Pakistan 89 per cent of the public are mobile money aware and easy Paise is the most recognised brand, and 53 per cent of consumers in Bangladesh were aware of mobile money and identified bKash as the leading brand.

KITS Technologies rues challenges of data centres, plans training

By Adeyemi Adopotun

DATA centre infrastructure services provider, KITS Technologies Limited, has rued the prevailing challenges facing data centres, especially unstable power supply which it attributed to poor management planning and dearth of infrastructure.

To mitigate its impact, KITS Technologies said that it would train data centre operators, managers, consultants and IT network managers involved in the design, specification and operation of

data centres and computer rooms.

The training, which is going to be a weeklong session, would have a day as free and other days would be at a cost.

The free training comes up on November 12 while the formal training will run from November 13 to 17, 2012.

According to the Director, Business and Strategy at KITS Technologies, Taofeek Okoya, the training would put the targeted audience in-tune with the latest

in data centre operation and management standards covering design standards, energy efficient cooling, needed power requirement, strict compliance to Tier standards, correct operational procedures, capacity management, green agenda metrics and many more.

Okoya said that one key thing that would shape IT and drove businesses in Nigeria was data centre and remained a key business enabler in growing major businesses in coming years.

He noted that data centre would rank among the top 10 paid jobs come 2013 as mobile operators in the country had huge capacities to drive this, adding that there was need for companies to buy into it.

"It is on record that data centre outages nowadays is high and equally there is a growing need to have a next-generation data centre with reduced complexity to serve as the needed business enabler that will deliver breakthrough economic benefits," he said.

KITS Technologies Limited through its strategic alliance with Capitoline, a UK-based Data Centre Specialist with over 25 years experience in data centre management across Europe, had been engaging aggressively in human capacity development of data centre stakeholders to reduce the likelihood of outages and encourage data centre energy efficiency.



Telecom Answers Associates in collaboration with Nigerian Communications Commission