Breakout Session 2: Delivering Services POS vs. Mobile-banking Products

CEC Cameroon

March 1st, 2016
Accra, Ghana
BANKING TRANSACTIONS AND PAYMENT TERMINALS

CEC Cameroun model

GHANA WORKSHOP

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Director Information Systems
## PRESENTATION OF CEC CAMEROUN

### CEC CAMEROUN

<table>
<thead>
<tr>
<th>TYPE OF INSTITUTION</th>
<th>Microfinance</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEARS OF EXISTANCE</td>
<td>20 years</td>
</tr>
<tr>
<td>TYPE OF SERVICES</td>
<td>Daily savings, Crédit, Money transfer, Other bank facilities</td>
</tr>
</tbody>
</table>

### THE VISION

**LINK**
- Mobile Money
- Money transfer

**IN URBAN AREAS**
- Low income customers

**IN RURAL AREAS**
## COMPARISON OF PROTOCOLS FOR REMOTE TRANSACTIONS

<table>
<thead>
<tr>
<th>FUNCTIONS</th>
<th>USSD</th>
<th>SMS</th>
<th>INTERNET</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online mode</td>
<td>+</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>Offline mode</td>
<td></td>
<td>+</td>
<td>+</td>
</tr>
<tr>
<td>Semi-online</td>
<td></td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>Response time &lt; 60s</td>
<td>+</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>Interoperability menu</td>
<td>+</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>Phones (all types)</td>
<td>+</td>
<td>+</td>
<td></td>
</tr>
</tbody>
</table>
IMPLEMENTED MODELS

**BRANCHLESS BANKING MODEL** : INTERNET BASED AGENCY BANKING

The financial institution developpeD and use his own platform for branchless transactions
CHOICE OF THE PLATFORM

CONSTRAINTS WITH MNOs

• Very expensive and restrictive interoperability;
• Limited support from the MNO;
• High dependence on the MNO.
## TERMINALS FOR DATA COLLECTION

### DIVICES

<table>
<thead>
<tr>
<th>Operating system embedded</th>
<th>Windows CE</th>
<th>Android</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transactions allowed</td>
<td>Account Deposits, Account opening, Withdrawal</td>
<td>Account Deposits, Account opening, Withdrawal</td>
</tr>
<tr>
<td>Record Mode</td>
<td>Online mode, Offline mode, Semi-online mode</td>
<td>Online mode, Offline mode, Semi-online mode</td>
</tr>
<tr>
<td>Cost per transaction</td>
<td>2,2 fr cfa ~ $0,004 USD</td>
<td>2,2 fr cfa ~ $0,004 USD</td>
</tr>
<tr>
<td>Cost of device</td>
<td>$750 USD</td>
<td>$25 USD</td>
</tr>
</tbody>
</table>
CHOIX DU TERMINAL

FINANCIAL CONSTRAINTS
• Low cost
• Maintenance part available

TECHNICAL CONSTRAINTS
• Easy to use
• Extensibility
• Lifespan : 3 years
• Network : Internet 3G+ (Orange, MTN or NEXTEL)
• Easy to update

SMARTPHONES + BLUETOOTH PRINTERS
DIFFICULTIES

• Network coverage still limited in rural areas
• Network bandwidth not stable: slowing transactions
• Energy challenges in urban and rural areas
November 2016 – Partnership with MNOs for mobile money integration with these objectives:
- Bill payment
- Purchases of goods or services
- Pay School fees
- Etc.

March 2017 – Money Transfer using smartphones
DIGITAL FINANCE FOR RURAL AREAS AND LOW INCOME CUSTOMERS
THANK YOU