

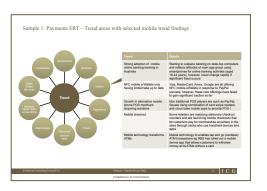
# Expert Round Table (ERT)

Providing deep insights into business issues efficiently and comprehensively



### Expert Round Table (ERT)







Commissioned Expert Round Tables: **AUD10,000 and up** 

Expert Round Tables (ERTs) are an efficient and effective way to tap into ICG's Global Subject Matter Expert (SME) base across a broad range of industries and functional disciplines.

- A unique synthesis of ICG subject matter expertise on any topic
- Utilises global best practice investigation techniques with a combination of Delphi and Nominal Group techniques
- Utilises the patented BAF® process to identify and involve the best ICG subject matter experts on your topic(s).

ERTs are a companion resource to key executive questions and strategy and change projects requiring a fast and authoritative view on any topic assembled to your personal specifications.

The combination of the Delphi and Nominal Group Techniques in conjunction with ICG's patented Best Affiliate Forward® is a powerful process that extracts insights from experts in a highly efficient and comprehensive manner

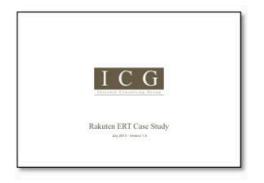
#### **ICG ERT process overview**

Insight level		ERT process steps
Low	1	Develop understanding of scope of area(s) where expert input required
	2	Issue "Best Affiliate Forward" to ICG network to identify and select experts
	3	Use Delphi technique to generate ideas with experts
	4	Interview experts separately for colour and relevance
	5	Conduct expert workshop using Nominal Group Technique
High	6	Synthesise outcomes of expert views
	7	Develop optional case studies if required

## Sample 1: Payments ERT – Trend areas with selected mobile trend findings

	Trend (Sample extract only)	Summary Details
eCommerce eWallets	Strong adoption of mobile online banking banking in Australia	Starting to outpace banking on desktop computers and reflects attitudes of main age group using smartphones for online banking activities (aged 18-44 years), however, could change rapidly if significant fraud occurs
Value Added Services  Trend	NFC mobile e-Wallets only having limited take up to date	Visa, MasterCard, Amex, Google are all offering NFC mobile eWallets in response to PayPal success, however, these new offerings have failed to gain significant traction so far
Scheme value chain un-bundling Regulatory	Growth in alternative mobile phone POS merchant acquiring solutions	Non-traditional POS players such as PayPal, Square are using combination of card swipe readers and cloud-base mobile apps to provide POS terminals
Interchange Fraud Merchant service	Mobile checkout	Some retailers are replacing stationary checkout counters and are launching mobile checkouts that let customers pay for merchandise anywhere in the store through clerks who use handheld devices and apps
service fees	Mobile technology transforms ATMs	Mobile technology to enable tap-and-go (cardless) ATM transactions, e.g. RBS has rolled out a mobile device app that allows customers to withdraw money at its ATMs without a card

### Sample 2: Optional ERT case study – Rakuten, a global retailing e-commerce play

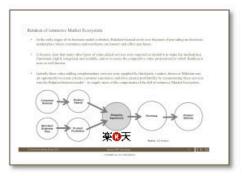


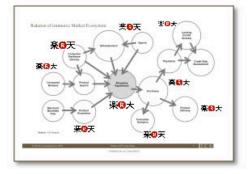










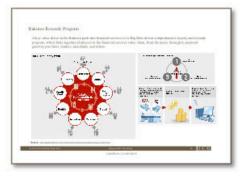














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