## Overview

Mobile Credit Card is a mobile wallet app and service developed by Cellum for PaysBuy, the ecommerce affiliate of Telenor's subsidiary in Thailand. Mobile Credit Card features 3D Secure card transactions and offers a range of handy functions to users. One of these is the ability to purchase movie tickets right on the handset.



Click here to watch the solution on film

## Background

Launched in September of 2014, Mobile Credit Card was built on Cellum Mobile Next, a modular, end-to-end payment system which is the product of almost 15 years of constant development at Cellum. Operating in a PCI DSS 3 audited environment located in one of the world's most secure data centers, Cellum Mobile Next boasts a record of zero fraud or chargebacks after a full decade of implementations.

SF Group is one of the largest movie theater chains in Thailand, with more than 30 locations across the country. The company has a long-standing relationship with DTAC, Telenor's local subsidiary, with a range of innovative mobile payment and loyalty initiatives. The company offers an app – SF Showtime – for Android and iOS devices that allows users to book tickets to specific seats. They would then have to arrive 45 minutes before the showing and pay for their tickets on the premises. But with Mobile Credit Card, users can now complete the purchase right away and avoid the lines.

# PROCESS FLOW

Purchasing a movie ticket consists of two major parts: reservation and payment. The entire process takes about a minute and is handled entirely in a native application environment on the user's phone.
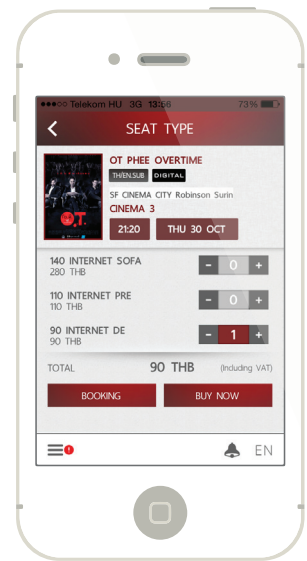
# Reservation

Tickets can be ordered in the SF Showtime app, which allows users to search for movies they want to watch and venues they can go to. The process is very straightforward:
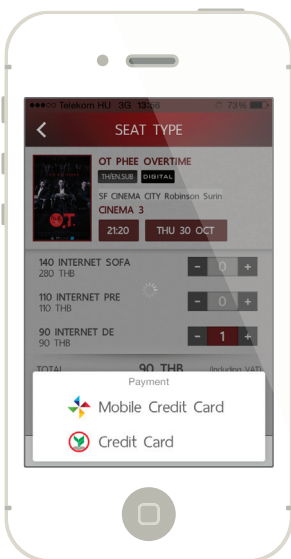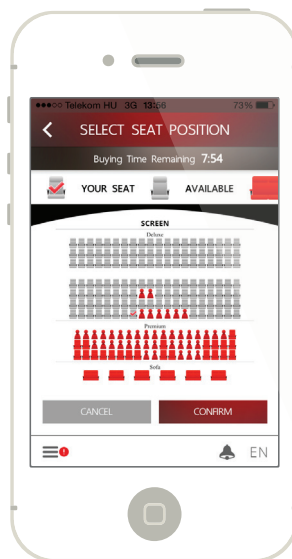
**1**

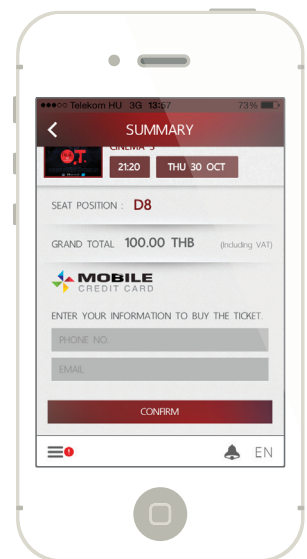

select movie to see

**2**



select time and venue
of showing

**3**



select ticket type and amount,
and tap "Buy Now"

**4**



select Mobile Credit Card
as payment method

**5**



select a specific seat
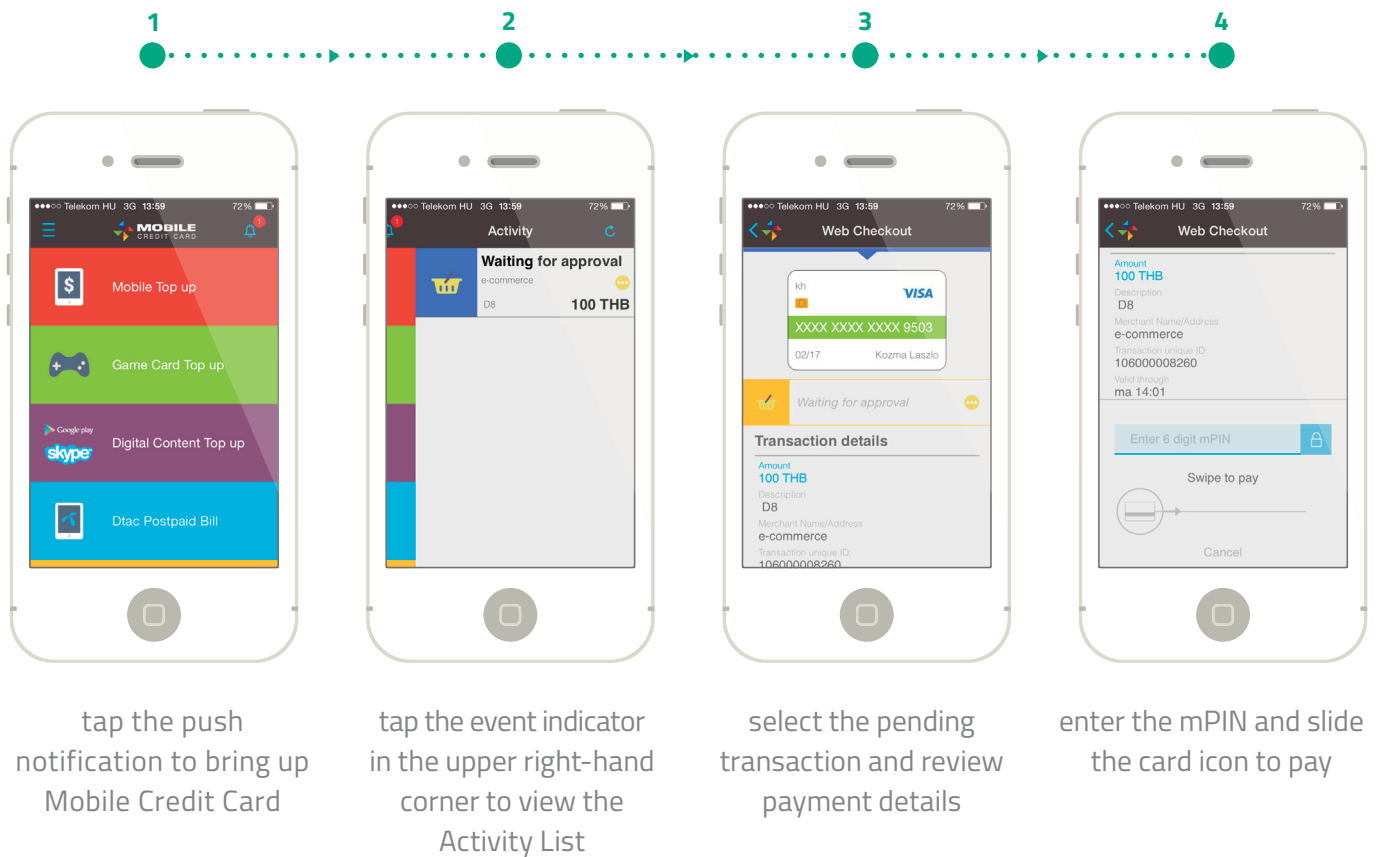from the venue map

**6**



review details and
proceed to payment

# Payment

If Mobile Credit Card isn't installed yet, SF Showtime will open up the app store and prompt the user to do so. A quick setup is required, during which the application is coupled with the device and the phone number. Then the user must set an mPIN (a personal password used for authentication) and add a 3-D Secure bank card to enable payment functions.

If Mobile Credit Card is already installed, after tapping "Confirm" in the SF Showtime app the user will almost instantaneously receive a push notification about the payment request, which must be confirmed within 3 minutes.

**1**      **2**      **3**      **4**

tap the push notification to bring up Mobile Credit Card

tap the event indicator in the upper right-hand corner to view the Activity List

select the pending transaction and review payment details

enter the mPIN and slide the card icon to pay

## Tell me more!

Mobile payments offer tremendous possibilities for nearly everyone: from the smallest retailers to the largest banks. If you are interested in this solution, you can find out more at www.cellum.com ; contact us at sales@cellum.com .