

The Essential CIO

Insights from the
Global Chief Information
Officer Study

MTN

Bringing mobile banking to Africa

over
4.3 million

subscribers in 11 countries

MTN Group is one of the leading communication service providers in Africa and the Middle East, with operations in 21 countries.¹ But it's the group's pioneering mobile wallet service that's recently been winning praise.

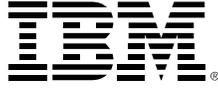
MTN MobileMoney lets people transfer cash and pay their utility bills easily, economically and securely, using their mobile phones. That's a huge boon in Africa, where 80 percent of families don't have bank accounts.² MobileMoney is now available in 11 countries and has attracted over 4.3 million subscribers since its launch in March 2009.³

MTN plans to roll out the service in the other countries it serves, but there's plenty more in the pipeline. In March 2011, the company joined forces with international insurance group Hollard Insurance to pilot mi-Life, the world's first mobile life insurance service, in Ghana.⁴ MTN also intends to create a full banking service for mobile phone users, with an optional credit card.⁵

"We're shifting our focus away from technology to services," Jyoti Desai, MTN Group's Senior Vice President of Technology explained. "We're concentrating on providing low-cost solutions for rural communities and our strategy is to enable self-provisioning through mobile phones with different interfaces for differing literacy levels." It's a strategy that's made MTN Africa's top brand.⁶

For more information about this case study or the IBM Global CIO Study, please send an email to the IBM Institute for Business Value at iibv@us.ibm.com.





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Notes and sources

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- 2 Kim, Gary. "Mobile Banking in Africa: An Overview." *Mobile Marketing and Technology*. March 7, 2011. <http://www.mobilemarketingandtechnology.com/2011/toppost/mobile-banking-in-africa-an-overview/>
- 3 "Pioneering the way." MTN Group Final Audited Results: Year Ended 31 December 2010, p. 4.
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- 6 Butera, Saul. "Africa: MTN Ranked Continent's Top Brand." *allAfrica.com*. March 23, 2011. <http://allafrica.com/stories/201103230030.html>



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