

## **Apple Pay (HBS 8-516-027)**

- 1) What is the value added of Apple Pay for consumers?**
- 2) Why did banks and payment systems agree to partner with Apple? What do they want? What do they fear?**
- 3) Were retailers excited about Apple Pay? Why or why not?**
- 4) What is Apple's motivation in launching Apple Pay? Does it complement Apple's business model?**
- 5) Was the launch of Apple Pay successful? Should Apple have made any changes in its roll-out plan?**
- 6) Should Apple have tried to disintermediate credit cards? Should it do so in the future?**