



The Next Generation

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Best Online Payment Processing Solutions Provider & Tech CEO of the Year



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Allied Wallet offers customized payment solutions to businesses of any size around the world. Providing the fastest, most secure services on the market was not enough for CEO Andy Khawaja, who developed the idea to create a one stop shop for all his client's online payment needs, in the form of his 'Next Generation' platform. The Next Generation Payment Gateway allows for universal integrations with any shopping cart solutions, analytics, booking, fundraising, and mobile payment platforms, leading the payment services industry in a direction of inter-connected services and simpler set up.

Following four years of development from a dedicated team of expert web developers, coders and technical specialists, this revolutionary API platform is due to launch in January 2017, and Andy is incredibly excited about what this will mean for his firm, his clients and the wider ecommerce market.

"Previously, firms looking to offer online payment to their clients had to use the services of several ecommerce firms in order to offer multiple shopping carts, local payments, multiple card types and chip and pin services for face to

face transactions. From January this will all change, and merchants will be able to integrate onto Allied Wallet's Next Generation API platform, which effectively offers the services of five separate companies, all in one easy to access place, with the system specifically built to be entirely customizable and interactive. We have built a system that will lead the payment industry, supporting third party app development and even app creation within a new Allied Wallet App Store.

"The RESTful API Platform not only supports merchants, but also provides a platform for other payment processors who need reporting, fraud management, account management, analytics, and invoicing tools. By providing a full solution firms we will save money, time and hassle for our clients. Ultimately the Next Generation Payment Gateway allows for universal integrations with any shopping cart solutions, analytics, booking, fundraising, and mobile payment platforms, leading the payment services industry in a direction of inter-connected services and simpler set up."

With over 70 APIs, the Next Gen Payment Gateway allows for simpler integrations for merchants and payment processors. Additionally, any internet-connected applications and devices can access the state-of-the-art functionalities of this revolutionary payment platform.

Another key development that Andy is eager to highlight is the addition of new payment methods to his platform. Markets such as Eastern Europe, Asia and South America are all growing rapidly, and as such Allied Wallet is keen to move into these regions and offer safe, secure ways for these emerging markets to pay online.

"Recently we have added over 60 new local payment methods to our platform, including every local payment method currently offered in Eastern Europe. We are constantly working with local payment providers around the world to ensure that as soon as a new method is offered, we are able to support it; through this approach we are able to support clients in the world's leading emerging economies as they adjust to the digitalisation of their region and look towards online shopping as a great new source of goods and services."





Alongside local payment methods, Allied Wallet has integrated with nearly every major shopping cart solution on the market to provide merchants with more flexibility when choosing their payment processor and shopping cart solution for their online store.

Leadership is crucial to the success of any company, and as a CEO Andy aims to be very hands on, working closely with each department to ensure that it is operating at the top of its game.

"Personally I like to communicate with my team and receive constant feedback so that we can continue to innovate and develop Allied Wallet. My staff are among the very best talent that the industry has to offer, and as such I enjoy working closely with them to see where improvements can be made. I like to think of myself as a great team player, always happy to listen and take on board any suggestions my staff may have. It is through this supportive internal culture that I am able to ensure that my clients always receive the very best care and support from my staff."

Looking to the future, despite the uncertainty surrounding the election of Donald Trump as President and what this will do to the American ecommerce market, Andy is keen to continue to innovate and provide the very best quality solutions for clients in order to stay ahead of emerging developments in technology and payment solutions. Technology is constantly evolving and Andy is confident that by staying ahead of this he will be able to support his clients with the fastest, most cutting edge solutions for many years to come.

"Following the recent election results the American corporate market faces uncertain times, however we will have to wait and see what new policies the President decides to bring in. Trump is not heavily focused on technology, and as such it will be a challenge for him to adapt to the heavily digitalised corporate market that we operate in.

"As Allied Wallet is a strong, global competitor in the ecommerce market I have no doubt that whatever challenges we may face going forward we will be competitive enough to overcome them. My ongoing focus will be on providing the fastest services possible which are the most versatile and secure on the market.

"As such we are constantly working to innovate our products and services so that we can stay on top of the premium payment processing service game. As we innovate, we work hard to keep our merchants, customers and the general public up to date on the work we have been doing and offer them support and advice on how to use our new innovations. Our PCI Level 1 security ensures that our data is as secure as possible but we are always adapting our security measures in order to stay one step ahead of the latest hacking techniques. In order to ensure speed for clients we offer technology which ensures that their details are remembered by our server, saving them time and making the technology as easy to use as possible. By supporting almost every payment method in the world we are able to offer a full service solution which meets the needs of everyone in the ecommerce market, and continuing to adapt and diversify will be our ongoing mission through 2017 and beyond."

Company: Allied Wallet
Website: <https://www.alliedwallet.com/>



