

Pay as you grow

One global payment solutions firm is giving e-commerce businesses the tools it needs to grow



INDUSTRY VIEW

For entrepreneurs attempting to start a business in today's economic climate, the forecast is not so great. Banks aren't willing to loan, consumers aren't willing to spend, and the proper guidelines for success have been blurred.

However, Andy Khawaja (below), CEO of multibillion-dollar Allied Wallet, has demonstrated how businesses can thrive, just as his has, by going online and opening up their products and services to the rest of the world.

Success stories

Allied Wallet is providing business owners with a multitude of features that will help them flourish. The expansive reach of global online business has produced incredible success stories for those who need alternative financing options, while the burgeoning e-commerce industry has been dominated by Allied Wallet and its global payment solutions, renowned for its flexibility, high quality service and top-notch security.

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walk-in custom. The internet has unlimited traffic," says Khawaja. "You've got billions of people using the internet on a daily basis, and we want to make sure that we're not just bringing the business alive, but making sure that our merchants are fully benefiting from our services."

Education and strategy

Allied Wallet not only offers a means of growth, but also guides businesses through the requirements of success. Strategic business planning means educating the merchant on rules and regulations, keeping track of cash flow, and accommodating consumers with simple and secure payment options, faster shipping and reliable postage.



"There are a lot of rules and regulations by card schemes and local governments, so we have to be fully educated to understand how to conduct the business in certain regions," explains Khawaja.

"That's how we eliminate risk and keep the merchants in business. They make money, we make money, the customer gets good service and everybody is happy."

Working with banks to build a business can be catastrophic, sometimes taking up to two or three months to open a new business account – and many financial

institutions are still quite paranoid about online credit card transactions.

Khawaja warns that often with online business, banks are doing more to worsen the economy than strengthen it.

"Banks will literally put you out of business because they don't understand e-commerce, they only understand

point of sale as a face-to-face activity," he says. "We understand the international traffic and what potential it can bring; we know the good from the bad because we've seen it, we've studied it and we understand it."

Future plans

From processing transactions that put money in your account within hours rather than days, to protecting your accounts with state-of-the-art internet fraud prevention technology.

Allied Wallet's global financial processing packages have been so successful that many big names including Visa, MasterCard and American Express have jumped on board, as well as 164 different currencies worldwide.

With plans to move into India by 2013 – successfully opening its doors to Brazil, and recently finalising a major deal with China Union Pay – Khawaja wants your business to grow alongside his.

Process payments in **164** currencies

There are more than **41m** Allied Wallet users

Businesses live in **24** hours

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