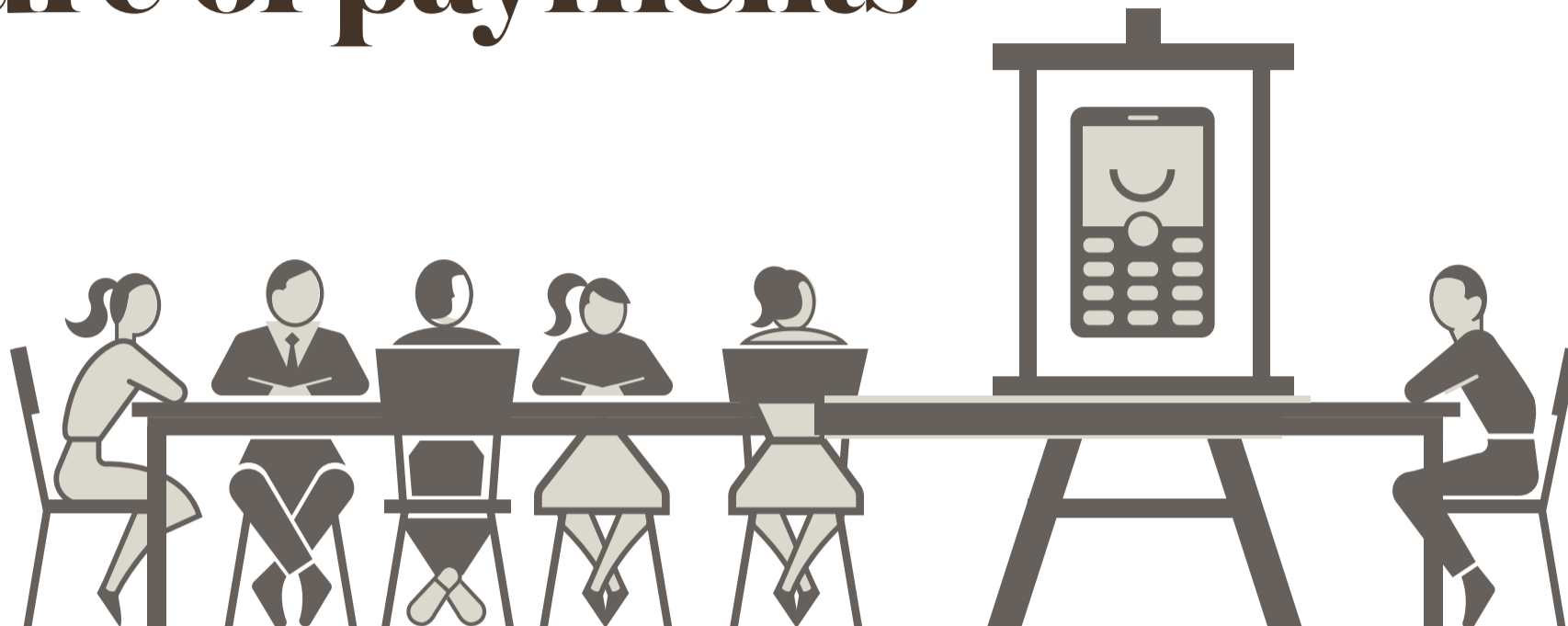


# A question of the future of payments



ROUNDTABLE

## Charles Orton-Jones leads a discussion among four industry leaders on latest developments and the shape of things to come

### WHY ARE WE SEEING SO MANY PARTNERSHIPS?

■ **AL:** Payment by its very nature is a partnership industry. The only reason you can get off a plane anywhere in the world and use the same bank card and same pin to access your cash is because of partnerships. LINK in the UK consolidates all the ATMs in the country, connects into Visa or MasterCard or Swift to go overseas, then connects to Atos Origin in France, which connects into Société Générale for you to be able to take money out of their

ATM. But it is not an industry which is high-profile. What has changed is the introduction of mobile devices which is big news in its own right, so the partnerships are high-profile. That is the only difference.

■ **JLB:** We need collaboration to create the ecosystems to support very large-scale use with a ubiquitous experience. If you take, for example, NFC [near field communication] payments for transport. Until you are able to travel the whole country or maybe the whole Continent – in an NFC

context where you buy your ticket in an NFC environment and use it in an NFC environment – until you have that, the consumer experience is going to be fragmented. Consumers are ready to use the technology. The challenge to a variety of industries is to get the ecosystems in place. What we need is for a bunch of players in a vertical industry to get together and declare they are going to work together to adopt contactless payments. First Group are doing so, but we need Stagecoach and a variety of other players to do so too.

#### » Setting up a new payment gateway? 7-10 days

Hiring a new developer to integrate your site, gateway, and cart software?

Up to €850



Selecting a shopping cart partner to process orders? €1,350/mo.



Acquiring a merchant account? 4-6 weeks

Hiring a customer service team? Up to €3,300/mo.



Implementing reliable fraud prevention services? 7-10 days



Getting screened and certified for PCI Compliance? Up to €145,000



Converting currency for international orders? Fees up to 3%

## FOUR MONTHS AND €150,000 LATER »

### WHAT IF THIS COULD HAPPEN OVERNIGHT AT ZERO COST?

Allied Wallet recognises the difficulty involved in e-commerce transactions and works to provide you with a simple way to bring your goods and services to a global merchant and consumer ecosystem.

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### ALLIED WALLET ALREADY SERVICES 41 MILLION USERS WORLDWIDE

and continues to offer the safest payment processing available through its innovative eWallet solutions. While only 61% of online shoppers feel secure, Allied Wallet sways the remaining 39% to feel more confident in their purchases by processing their transactions using the highest data security standards available and offering 24 hour customer service.

With our world class customer service and free integration, merchants can safely accept 164 currencies from 196 countries in less than 24 hours - at rates starting as low as 1.95%.

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