



How to Reach the Skies

Despite global economic issues Allied Wallet, the international e-commerce and online payment provider, continues to grow. We speak to Founder and CEO Andy Khawaja about the secrets to the firm's success and the exciting plans he has for the future of the business.

As we approach the end of 2015 Andy reflects that this has been a successful year for Allied Wallet. The firm's revenue is up 400% and Andy has some exciting plans in place moving into the New Year.

So what is the secret behind the firm's success? According to Andy, it is the firm's dedication to their customers and rapid embracement of change.

"In order to ensure that clients receive a top quality service which meets their individual needs, we build a customer checkout form for each merchant client and customer tools for them to execute transactions. Other businesses in our market don't do that, they don't customise their products, they just provide one tool for every customer. At Allied Wallet we provide custom tools for no extra charge.

"The good thing about Allied Wallet is the way it works. In business you always have to move quickly, to anticipate a client's needs and adapt to them. Allied Wallet is not a gateway product, it is an API platform, meaning merchants can integrate it into any API network. Whereas if you want to connect to a bank or a processor you often have to integrate and then connect to it, which can be time consuming. Also other providers don't always have an opening, it may be six months before a client can get an opening to integrate their system.

"With Allied Wallet clients can connect almost instantly, and we are also connected with a wide range of the biggest shopping carts in the world including redSHOP and Magento. That is ideal for clients because they don't have to change their shopping cart software when they move to Allied Wallet. If we have a brand new website which wants to join us then they do not have to integrate about 10-20 shopping carts, which could take them up to a year and a half, instead we can offer them these shopping carts immediately, so they can have the offers from all of these shopping carts available to them in just one day."

Here Andy refers to Allied Wallet's policy of setting up client accounts in just 24 hours, a window which he is looking to reduce to just 12 hours in the future, despite the necessity of fraud prevention and credit checks, which Andy states are made quicker through the firm's use of technology.

"We employ robotic, built in tools which take care of all of the credit and fraud checks, from AML to KYC. I would estimate that we can underwrite a vast number of merchants in a short amount of time, which means that they can get their accounts quicker and do business quicker."

Technology is not the only tool Allied Wallet has under its belt, with the firm also boasting a strong collaborative network of international banks and financial institutions, which ensures that the company is able to offer clients a truly global service.

"By partnering with banks and financial service providers across the globe we are able to avoid charging our clients currency transfer fees. We try to offer the money like for like so that they don't lose any money on their international transactions. In that respect we are better than many banks, which is why we are a leader in this market.

"Our work with banks around the world enables us to offer almost every currency in the world like for like. We connect and work with banks who help us to supply these currencies without transfer fees."

It is because of Allied Wallet's dedication to supporting their clients and offering them so many free services that, as Andy proudly states, the firm has not lost a customer in over 10 years. Andy outlines the factors he believes are instrumental in retaining clients, which include diversifying the firm's product portfolio.

"We constantly add more products to our range, so every quarter we add more capabilities, which is ideal for the client and means that they do not have to



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move to another firm. Our customer support is also vital to ensuring that clients remain with the firm, as is the low timeframe we offer for transactions and our around the clock support and service. Also we accept every currency in the world, which is increasingly important in the global marketplace.

“Our system never has any downtime, so clients can use it all day and night. Even if the power goes out in one system, in a matter of milli-seconds we will re-route to another system where there is power to ensure that our clients have a constant service which they can rely on.

“All of these factors add value to our service and provide our customers with more business, leaving them with no reason to leave. Because we grow with our clients they will never outgrow us. I am very proud of how far our merchants have come, and each year our merchants see approximately 25-30% growth in their businesses, which I would like to think is partly due to our service.

“Our job is to make our clients bigger and better than ever before, because the more they grow, the more money we make. Because we grow with our clients and gain capabilities to support them constantly they never have any reason to leave our business, which is why Allied Wallet has never lost a customer.”

For anyone looking to emulate Andy's success in the corporate landscape, Andy offers some inspiring advice on how to get to the top and stay there.

“My advice to anyone looking to make it big in business would be to see what's out there. Do your research in the market and see what consumers need and build something new and exciting from that. Build a product or service which clients can adopt to quickly, which they can get used to fast and that will be hard to give up. It's important to get the customer to like the product.

“Also, don't invest too much at the start. Start slowly and build it up. Don't put all your money in at once. Test your product and see if clients like it, then invest heavily, or else you may lose money. It's great to build a company up from the bottom to the top but you have to be sensible about it.”

So what's next for Allied Wallet? The firm has recently engaged BofA Merrill Lynch as their financial advisor, with a view to exploring potential strategic opportunities, including a private placement or an initial public offering in 2016.

In addition, Andy was excited to discuss his latest project, a new online super store which could revolutionise the way customers shop online.

“In the second quarter of 2016 we are looking to launch a new virtual shopping mall which will be a cross between Amazon, Ebay and Ali Baba. It will have a front end which is similar to Ali Baba with the back engine appearing as a cross between Ebay and Amazon.”

The new service will offer exciting opportunities for online shoppers, including the ability to use visual search tools, as well as a unique method of payment, with merchants bidding to provide the customer with a product for the lowest price.

Andy's final comment was a further word of advice for anyone whose New Year's Resolution is to succeed in business.

“The final thing I will say is this: Follow your dreams. The sky's the limit and you will be surprised how far you can go. When I look back on my life and see how far I have come I am always amazed.”

