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# Checkmate

Out-investing the herd by thinking differently



**IN CONVERSATION**  
**Andy Khawaja**  
**CEO, Allied Wallet**



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Motoring - Jaguar XF, Gadgets & Gizmos, Travel - London**

# In conversation

## Andy Khawaja



### CEO, ALLIED WALLET

#### Introduction

My name is Andy Khawaja, and I am the CEO and founder of Allied Wallet. The idea of Allied Wallet was born in 2002 when I resigned from being a vice president of men's fashion company Bernini and hired a group of developers to implement my payments company plan. I did not rely on investors' money to start this company, using my own money instead.

Allied Wallet officially started in 2005 as a global, online payment processing company to provide websites a simple, secure way to accept payments for their online businesses. Today, headquartered in Los Angeles, California, it is a multi-billion dollar company connecting merchants and consumers all over the world in 164 currencies.

#### Allied Wallet

Allied Wallet is an expert on global e-commerce and not only understands the industries of the merchants in a more in-depth way, but we offer better services and functionality than other banks and financial institutions when it comes to e-commerce transactions. We have the ability to approve and offer live transactions in less than a day, whereas, many banks can take weeks. We also offer a larger span of accepted payment methods and currencies.

#### USP

As Allied Wallet processes so many currencies, we have been able to simplify and secure online transactions and give people the ability to transact globally. We have helped perpetuate the businesses of hundreds of thousands of entrepreneurs. We have changed lives and helped make dreams come true.

The company prides itself on helping merchants make money, and the fact that we do not make money if they do not make money. This unique relationship creates a nurturing environment for online businesses. We succeed along with our merchants. It is a team mentality.

#### Role as CEO

At Allied Wallet, we function as a team. Everyone helps out and treats each other as equals. We are working towards the same goal. We all help each other to build the dream.

We have been recognised around the world as one of the best places to work and this makes me proud. We have a great environment. We want people to be happy. Happy employees are motivated to make good things happen, and that is what we are here for. We want to make good things happen.

I like my team members to call me 'buddy' and I do the same. It is a very friendly, rewarding environment. This keeps us excited about our work and motivated to build the next best thing. I want to keep this culture as we expand and make sure that it does not change.

All of Allied Wallet's team has my mobile phone number, and I do speak with all team leaders on a daily basis regardless of where I am in the world. I even speak to most of the others on occasion to find out their concerns or new ideas. You never know who might have something brilliant to say.

I hardly sleep because I am so involved in my work, and I love it this way. I am passionate about what I do. I do not expect this to change.

#### Success

From my end, success does not bring pressure; it brings more motivation. We want to keep paving the way with innovation. We want things to be better. We want to create new solutions and continue to help entrepreneurs reach their goals.

It feels great to be recognised for your efforts for sure. Our success reflects our company culture that we have worked to maintain. It is important to keep an encouraging, positive team. As I always say, happy employees lead to happy customers. We do our best to keep everyone happy and uphold the best company and best solution out there.

It is very important to me that my companies and ideas live on. It is also important to me to give back. We have already helped hundreds of thousands of people become successful in an online business. I want to do this on a larger scale, and I think we are right on track.

#### Aims, goals, achievements

We plan to continue global expansion and create a more convenient solution for buyers and sellers all over the world. With our new mobile applications and eWallet, we plan to create a simpler means for communication between merchants and consumers while merging various forms of digital payment into one simple solution.

We will continue to improve and innovate secure payment systems and work towards eliminating fraud from all internet transactions. Eliminating digital payment fraud 100 per cent is an achievement we are working towards every day.

As experts in our trade, we have innovated systems that are built to protect merchants and consumers. With state of the art security measures in place such as SHA-256 SSL encryption, PCI-DSS Level 1 compliance, and a propriety Fraud Scrub and blacklist system, we have been able to continually lower fraud rates and protect e-commerce transactions globally.

For the future, we are keeping a large focus on China, but I think people are underestimating other countries and regions. Take Brazil, for example.

We are aiming at increasing our presence in Brazil, which is an up and coming region that people should be aware of. I understand everyone being focused on China, but I think people are underestimating other countries and regions such as Brazil for instance.

On the achievements front, Allied Wallet has been recognised globally for its growth and ambition. I can say we are right on track, but that does not stop us from trying to achieve more. We want to continue to innovate digital payments and create an even simpler, safer, all-inclusive payment solution.

Last year, Allied Wallet was ranked among the best places to work by Great Rated!, a global culture consulting, research, and training firm. In 2012, INC, the New York-based monthly publication focused on growing companies, listed us among its 500 Fastest Growing Companies for that year and later again as one of its 5000 Fastest Growing Companies in 2014.



#### Future

We are very close to launching new services that will interconnect all aspects of digital payments worldwide. We are linking the buyer and the sellers of every country in every medium.

With the new functionality, we forecast at least a 30 per cent increase in sales. We will be offering a solution to millions of new

'merchants' via mobile functionality. The lines will be blurred between merchants and consumers and everyone with a smartphone will have the opportunity to be a business owner in their fingertips.

Indeed, it would not be far-fetched to say that what we are building now is the future. We are creating a virtual experience with shopping malls, facial recognition, and more.

[www.alliedwallet.com](http://www.alliedwallet.com)