

# SAFE PAYMENTS IN A WORLD OPEN FOR BUSINESS

TAKING YOUR BUSINESS GLOBAL MAY NOT ALWAYS LIVE ON THE IMMEDIATE FOREFRONT. BUT FOR ALLIED WALLET'S CEO AND FOUNDER ANDY KHAWAJA, GLOBAL WAS ALWAYS THE GOAL.

Eight years down the road, Andy Khawaja and Allied Wallet are seeing record-breaking growth by linking sellers and shoppers from all over the world. But what makes it so successful? And how has it become so simple?

Starting an online business has not always been so easy. And a decade ago, accepting payments would have been a much larger hurdle. It was much harder to get your footing and there weren't as many solutions as there are now to streamline your operations.

In regards to payments, there were solutions in place, but many of them did not suffice in their methods of security. Also, functionalities were not fully developed with the capabilities that entrepreneurs would need to reach their full sales potential.

Andy Khawaja saw this as an opportunity to fill a need and began creating a solution that would take payment processing

a step further. Khawaja wanted to connect people from country to country and allow them to purchase goods from places they may never even be able to visit.

Khawaja wanted to offer people from all over the world an opportunity to make their dreams come true. He wanted to give them an opportunity to become their own boss and control their own income. He wanted to simplify the process of becoming an international retailer. With a secure, international payment processing solution, the internet could become the perfect medium on which people could paint their success.

Allied Wallet opened doors in 2005 with their state-of-the-art, multi-currency payment processing solution. Suddenly, storefronts weren't limited to a street corner, strip mall, or even just one country. The world opened for business. But Khawaja sought to simplify e-commerce for everyone it could now accommodate.

Allied Wallet began partnering and integrating with every reputable, e-commerce shopping cart solution to connect the pieces of the puzzle that potential business owners would need to open their "e-doors."

"Allied Wallet wrote the book on e-commerce. We're professionals and we're glad to help any aspiring business owners in reaching their success," said CEO Andy Khawaja.

With 24/7 support on hand, Allied Wallet not only offers customer service to its merchants, but also manages the customer service of their merchants' customers. If customers have any issues with their order or need to make a return or cancellation, they can call and Allied Wallet will handle it.

In an attempt to help all online businesses grow, Allied Wallet has solutions for every business size and every business type. Allied Wallet has even launched a new campaign called "#MyBigIdea" in which anyone with a "big idea" can

reach out for free advice on turning their big idea into the next big business. From small-time sales to international trade, Allied Wallet has simplified the process. Merchants can accept payments in 164 currencies in as little as 12 hours from 196 countries.

By developing state-of-the-art functionality and combining it with top-level security, Allied Wallet has developed what they believe to be the best solution for global payment processing.

## SAFENING TRANSACTIONS

Allied Wallet has a customizable Fraud Scrub system and a proprietary blacklist to offer additional protection for their PCI Level 1 secured and 128-bit encrypted merchants. But what does Allied Wallet do to protect consumers you may ask?

Allied Wallet has over 68 million registered users from all over the world. These users have adopted Allied Wallet's eWallet system which safely stores their sensitive payment information. Allied Wallet's eWallet users can save

their payment information and make payments online by simply using their log-in and password information. Customers make payments to any of Allied Wallet's merchants without having to enter their card information when they wish to make a purchase. This reduces the risk of fraud because Allied Wallet keeps payment information secured while consumers shop seamlessly with any of their merchants.

By protecting merchants and consumers alike, shoppers will feel safer online and more comfortable spending their money with Allied Wallet merchants. Allied Wallet is innovating every day to continually provide a solution with maximum security and the finest functionality.

"There can be a lot of danger in internet transactions," said Khawaja, "...and Allied Wallet has made it part of our mission to provide a safe environment for people to make and spend money." •

Allied Wallet continues to revolutionize the e-commerce industry by introducing new and innovative payment processing solutions for online merchants, enabling them to send and receive international payments. With PCI compliant merchant services for nearly any business size, Allied Wallet provides a state-of-the-art payment gateway to optimize online transactions for any company.