

# The World's Leading Payment Processor

Allied wallet have built our business around PCI-DSS Level 1 Compliance as an established internet payment service provider. CEO Andy Khawaja aims to ensure all consumers and merchants that their transactions are safe, so long as Allied wallet is the service provider. He has grown Allied Wallet by employing an elite staff of processing veterans and innovative thinkers to uphold security, deter fraud, and assure users that their financial information is safe. So whether you wish to accept credit payments online, or just ensure that your own credit card payments are safe, Allied wallet is there for the customer. In an interview with the firm's Andy Khawaja, he reveals why his company are ahead of the game in the field of ecommerce.

## What do you see as the key attributes that set Allied Wallet apart from other payment processors in Europe?

Allied Wallet are a customised payment service provider, which means we customise our service based on the requirement for the merchants, not unlike any other payment service provider which gives you a way to accept the credit card. We build a unique custom made payment page (a cascade system) based on the location of the where it has been generated from for high approval. In the ecommerce business the average approval is about 68-75%, but Allied Wallet's approval rate is about 98% because the internet is global and there are consumers all around the world shopping on websites.

If you have a card from Korea, Japan, Australia, Germany and on and you were a local bank and they see more than 8% of the cards coming from the international issuer they will stop the majority of them. Even though this cards for example are issues outside the jurisdiction of England, the issuing bank of those transactions abroad can block the card for security and fraud reasons. The bank tries to contact the client, but a lot of the clients don't want to speak with the bank to verify the transaction because they would rather just go ahead and use another card and shop on another website. We have identified this issue, and have therefore expanded our presence in multiple regions around world so we can settle the matter in the jurisdiction concerned and get the most high approval.

## Why should a retailer choose Allied Wallet to process their payments?

We are more advanced in terms of technology and ahead of the game in terms of processing currency. We process more currency than any other processor in the history of this business, more than paypal who support about 19 currencies, but we support more than 100.

The other thing is shopping cards. They are very important, and some of them have 20 or 30 million customers, some 5 – 8 million but Allied Wallet support about 30 shopping cards at present which all combined generate around 95million shoppers. If you are a retail store and you want to accept a credit card, then consider that some of these shopping cards can take up to 5 or 6 months to integrate and the easiest one out there takes about 4-5 weeks to get them integrated on your platform. We have spent years integrating such shopping cards with senior developers who know the code very well and how to integrate it, but that is very time-consuming and expensive.

We have credit cards for every single merchant who does business with us, so we can take you globally, multi-currency and offer you to have a lot of shopping cards which is going to cascade a lot of new consumer websites and transactions so it is a win-win product and we are less expensive than anybody else in the market.

## What does Allied Wallet do to increase sales and profits for its retail customers?

Shopping cards will add value for any merchant out there because that's bringing in new customers that were not able to shop on a particular website. Also, we have around 130 million wallet members which means that people who have generated an ewallet account with us which is a virtual wallet, and they store the credit card data and the billing address and so on, so it is very convenient when a new website accepts the Allied Wallet payment option because the website will get exposed to about 130million customers who already have a wallet account.

## What are the most important things a retailer needs to consider when choosing a payment partner, and how does Allied Wallet meet these requirements?

It is very important to choose a payment company who knows the business very well because I have

seen it happen quite a lot. At Allied Wallet, we like to build a better economy and business indeed through multiple awards we have been called the messiah of the ecommerce business, because we do understand the business very well. If you start up a new business and you come up with an new application where you have spent around half a million dollars to get the whole infrastructure running in terms of the backing codes, the development and getting an office and start doing some marketing you know how expensive that is.

But if you put half a million dollars or pounds out of your pocket, and you want to go ahead and do credit card processing. You walk into a bank and say I am an entrepreneur and I came up with this idea to make money and this is the business plan and there we go. The bank will look at it from their perspective because we are dealing with here compliance officers who have no clue about ecommerce and some of these guys have never even looked away from their desk.

These people who are dealing with mortgages and loans ask why does somebody want to sign up for something that costs £20 a month to get an idea of how to coordinate their clothes, what to buy today or to get an idea of how to win a game. They don't get that concept because they are not entrepreneurs, they are not in the technology business and it is too advanced for them. They want to put you out of business before you start your business. It's classic and this happens on a weekly basis, but we understand the business and we take the chance on it because we understand the internet which generates money and it is about being creative and banks don't understand that.

Secondly, if you stop processing creditcards, for example if you are in the UK and you have 10% of your transactions coming from outside the country, then it is more than likely that the bank will shut you down, refuse your funds for 180 days because



it could be potential fraud and chargeback which they call an avalan of chargebacks because they are afraid of these cards and want to know why a UK company would process a large volume of transactions from abroad so they get paranoid.

For security reasons just to protect themselves, they might put you out of business and hold your money because they are scared and they don't understand that the internet is global and if you have a website online it could be exposed worldwide. You can't tell a customer that you cannot do business with them because their credit card has been issued in New Zealand or Canada for example. That is ridiculous, but that is the philosophy of bankers.

From the other side, if you have a store out on Bond Street London, how many international customers would walk in? How many UK customers would do the same? About 5% would be from the UK and 95% international, so why don't they shut them down? Do you know why? It's because it is face to face and the card is being swiped, and they can see the transaction physically. At Allied Wallet, we believe in you and we want you to have more international credit cards because that is what the internet is all about, it is global.

**Tell us about the New gateway? How does this affect a businesses online reach?**

We call it the Next Generation which is state-of-the-art which means that any particular website you make a transaction on in the Allied Wallet gateway system which goes from merchants, the customer will never have to type their card information after doing this for the first time. It also identifies the IP address of the merchant and of the consumer, and it can let the merchant know where the consumer is based and even what city they are in when they are doing the transaction even before it is executed.

The others things is that you can transact in any currency with no convergency, and no bank on the face of the planet (even PayPal) can handle this. We have in-house forks which the consumer or the merchant will never lose a penny on, so it does not matter from which country you transact and if you buy an item online in the jurisdiction concerned, then you will be billed in the local currency and the merchant will be paid in their local currency and none of those two parties will ever receive convergence penalties from the bank.

**When building an e-commerce website, why is it vital to put in a great deal of creativity, hard work, and dedication into ensuring that your business provides a phenomenal customer experience?**

The most important thing in any business of website you build, is to provide the correct services and we have seen companies who have started up from the bottom and they began with amazing state-of-the-art technology and customer support. They get to the point where they have made a significant amount of money, but they didn't care much about providing that service so we have seen the business go down £20million a month and credit card processing to less than £200,000.

If you provide customer support it is very important to accommodate them and ensure the product matches up to the quality you say it is. If you do that, it will be an endless business and we have seen

merchants start up well, but they are lacking on the customer support and I would say around 50% of the businesses good quality is their customer service.

At our end of Allied Wallet, we always add our phone number, consumer website and credit card details for any incoming calls because we like to take it and handle it on behalf of the merchant. We have a full complement of customer support and understand as well as study the business. When we get the call from a customer and ask for the last 4 digits of the card number, we immediately get the website concerned pulled up and can verify what item the customer bought from the website, so the query can be handled in a very professional way.

**Why is it more important than ever to position your e-commerce offerings as globally as possible?**

Offering e-commerce globally is important. The minute you sit down on your desk and turn on your laptop you are global. That is how we look at it. Allied Wallet began 12 years ago and back then we focussed on global transactions because that is how we viewed it, while other processors focussed on the local jurisdiction and that is what made us way ahead of the game because we started global and that is we are today the leader in global processing.

**How will your new Gateway help retailers to add value, and increase their profits?**

Firstly, we are talking about a gate with multi-functionality. When your local bank declines a transaction because it comes from an international issuer, the gateway settles it in the local bank and gets authorisation rather than a decline, so that's a no-brainer and at least a 30% increase in your business.

Also, when we have identified a negative database which is completely stored in the new gateway, then up to 55-60 million credit cards are in the black hole. The black hole means that it is the consumers who shop around online and do a lot of chargeback and end up selling them on eBay for cheaper prices. I would make a database of these people who are consistently fraudulent and do such scams online, and we block them and don't allow them to do transactions with particular websites that do business with Allied Wallet, so we protect the merchant from potential losses. We call this fraud prevention, so that tool will protect at least 15% of fraud losses.

Besides that, the tokenisation is a very simple payment method which ensures the customer never has to enter their credit card information again. Our next generation passes on the tokenisation to the merchant, that will increase the number of visitors from those countries to go on the website and execute transactions based on the flexibility. They would therefore rather use a system with the Allied Wallet logo on it.

In conclusion, technology is not only about what you can sell but it is about what you can build and how convenient, simple and profitable it is for the third-party who you build it for.



The logo for Allied Wallet features a stylized icon of three red squares stacked vertically to the left of the text "Allied Wallet". "Allied" is in blue and "Wallet" is in red.

