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*Allied Wallet*  
The Future of  
E-Commerce

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# The Future of E-Commerce

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## **Firstly, how does Allied Wallet excel in innovation?**

Innovation is very important for Allied Wallet, as we are concerned with financial technology and FinTech, indeed we must innovate always to compete in the market. In terms of what we do, our work in innovation is to enable quicker payment, faster API integration and we need to update our codes for them to be implemented on multiple platforms as simple as 1, 2 and 3. We innovate our back-end API with the ability to adapt and integrate simply within minutes.

## **What role does innovation play in the work of Allied Wallet?**

Innovation at Allied Wallet plays a huge role, because we always must be up to speed and aware of what is out there and how we can improve it. The team here are constantly fishing for better ideas and products that we can implement, but having said that we build our own product in house, so the coders make it and code it, and we have a debugging team who launch our financial technology products live. Every week, the firm launches 10 or 15 items live, so we are constantly busy.

## **What is Allied Wallet's role as a pioneering firm that keep the software and technology industries moving forward?**

Allied Wallet plays a massive role in that keeping the software and technology industries moving forward because we are the leader in the e-commerce business, and to be in this position you need to be knowledgeable based on the experiences we obtain from jurisdictions from all around the world and the improvement of technology.

We take all this information into our development room and see how we can improve it - to make it ten times better and ahead of its time. It's all about gathering information, data and what consumers and merchants need the most. We want to build something and make their experience even better.

## **What sets your experts apart from others in the e-commerce field?**

Firstly, we are the leader in the field and secondly, we are creating jobs and promoting entrepreneurs and we are making a new way for the youth to get out there, start a business and build themselves a company. We want to provide them with clean transactions, so they can

stay in business. Whatever helps the community, I would say that we are the best at that and we want to carry on doing that on a global level.

## **What impact is Allied Wallet having on the world today, as the results of the investment and efforts you have put into building it up?**

Firstly, Allied Wallet is creating jobs and secondly, we are giving the millennials the chance to trade and conduct business without financials. We are opening doors for people who want to self-employed and independent, and this is having a massive impact because when we allow this to happen, will enable the creation of more jobs which will grow the economy and make the online business area a safer place.

## **Where do you see, Allied Wallet heading in 5 years' time?**

I see the company in 5 years' time as being 10 times its present size, because the internet is growing along with Allied Wallet's work. In addition, the confidence and respect that the company is earning, is increasing daily. I believe that our services will be provided in as many as 80 countries then.



Company: Allied Wallet  
Web: [www.alliedwallet.com](http://www.alliedwallet.com)







**What are your hopes and plans for the more immediate future, during 2017 and 2018?**

We are still considering the IPO option, which if we take up it will potentially change the course of the company, but it remains on the table.

**Is there anything you would like to add about Allied Wallet?**

As the CEO and Founder of a multi-billion-dollar company, I've led my team to global recognition for our payment solutions and even our workplace environment; we're so proud of how we have helped businesses all over the world. We truly strive to simplify payment services and give entrepreneurs the opportunity to thrive. We want to keep consumers and merchants safe - we have all the tools in place to reduce fraud and eliminate charge back - and to ensure they complete a safe and clean transaction online. It's as simple as that.