

USA

BEST GLOBAL E-COMMERCE PAYMENT PROCESSING COMPANY



CEO and Founder

What sets Allied Wallet apart from your competitors?

What makes Allied Wallet different is that we provide a truly global payment solution, serving domestic and international customers. We cater to every size company, from those with modest transactions of \$20 a month right through to large organisations handling \$20 billion a month – we are able to support and add value to every customer.

We handle transactions in multiple currencies, across multiple regions and can accept payments from every major credit and debit card provider. We never say “no” to our customers. We will always say “yes” and work with them to find a solution to fit their requirements, regardless of their location.

We are proud to offer the best payment processing solution available, as we integrate with 35 of the most popular online shopping carts on the planet. For customers who need a bespoke solution, we can get them up and running in less than a day using our API. Developing an integration piece for an ecommerce solution can take anywhere from a month up to two years depending on the complexity of the project, but we can deliver that in a day.

What are the key territories you operate in? Are there territories you would like to break into in future?

At present we cover the USA, south east Asia, the Middle East and we are doing good work breaking into South America and India. The fact that we can accept card payments from every region and work with merchants across the globe means that we offer a more complete solution than the vast majority of payment processors out there today.

What is your organisation's most valuable asset?

Our most valuable asset is definitely our people. Our team are hardworking, dedicated and it is thanks to them that we can offer such great solutions to our customers.

Second is our technology. Our proprietary “Next Gen” system uses start-of-the-art artificial intelligence to handle cascading payments, duplicate payment detection, fraud detection and cyber protection in general – all the essential components of a safe, secure and efficient payment gateway solution.

We aim to be at least a decade ahead of any other payment gateway system on the market today. That way we can be sure we will continue to offer great solutions into the future. We are so passionate about it that we invest considerable time, money and dedication into developing our technology.

What qualities or skills do you look for in people when recruiting for your team?

I look for highly experienced .Net developers – often educated to PhD level – who are Microsoft Certified and have been coding for 10 years plus.

But as well as having the right technical skills, I also look for coders who are good communicators, think outside the box and are creative with their solutions – almost like artists. Just like an artist can look into the future and see it before it happens, so can a talented software developer.

I see companies that mis-hire dozens of inexperienced or unsuitable developers lacking imagination. They end up coding the wrong things, wasting their investors' money and ultimately creating bad solutions for their customers.

In addition to good team members, I also look for good leaders within the organisation. Having talented leaders in place, especially within the coding

department, enables us to build great solutions that our customers will like and will use in future. A good solution in our industry can take as long as a decade to bring to market, so it is important to get it right in the early stages. That is only possible when we have leaders with foresight and vision within the company.

I'm seen as a jet-setter because I travel so much all around the globe: Europe, Japan, Korea, Hong Kong. I like to see what people are working on and what new technology is being developed. The gaming industry is of particular interest to me as it is so innovative. When I get back to the office I relay everything I've seen back to my solutions architect, who translates all these new ideas into usable solutions that our customers will use and benefit from in future.

How do you motivate your team?

To help motivate the team we run a quarterly rewards scheme. It gives our team the opportunity to win cars, vacations, bonuses or anything else that will help put smiles on their faces and make them feel appreciated. We also offer stock options to inspire our team to become personally invested in building the company and helping it grow.

But I have found that money alone isn't enough to motivate people. I always say that I want everyone to feel part of something historic. Let's build a great company that we can be proud of and tell our grandkids about in future.

I don't believe in micromangement. I aim to create a stress-free environment that feels like a second home. I want my team to feel free to engage with each other and communicate. To encourage that we have a company-wide lunch every Friday, when we shut down and take an hour and a half for everyone to eat together, socialise, share ideas and learn from each other.

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What are some of the challenges you currently face in your industry?

The biggest challenge for us and our customers is that unfortunately many government agencies still don't understand ecommerce. Decisions are made based on old knowledge and not on experience.

Ecommerce is the future and it is growing at the speed of light. Fifteen years ago it would have been hard to imagine that one day we could do almost anything on our mobile phone: buy or sell products, make free phone calls, send picture messages, even meet a companion. If I had suggested any of those things at the time, people would have said: "This guy is crazy!" but look where we are today.

When I was looking for funding to start Allied Wallet I was turned down by 387 banks because they couldn't understand the concept of ecommerce. Times have changed but it is still difficult to start a business. Young entrepreneurs who are self-motivated, fresh out of college and want to be independent, either can't find financial institutions to back them or come up against tight regulations. The result is that many of those budding entrepreneurs

give up on their dreams and end up taking low-paid, unfulfilling jobs. That's of little benefit to them or to the wider economy.

My advice to government would be to learn more about ecommerce by attending technology trade shows and speaking to online business owners. I would recommend striking a balance between consumer protections and the ability to do business. By opening up regulations we can allow people to do business more easily, creating more opportunities, more jobs and strengthening the economy as a whole.

Encouraging people to build a business online is a great thing and we have the technology now to fully support it, such as our own payment solution.

What advice would you give to a young entrepreneur?

My advice to anyone just starting out in business is to believe in yourself. Be persistent, never give up and never be scared. By doing that you will climb the ladder of success and become unstoppable. The sky is the limit.

CONTACT DETAILS

TBC

// Dr. Andy Khawaja has been awarded more times than any CEO in the world for his technological contributions, success, and achievements //

