



20 Years Ahead of Anybody Else

Allied Wallet has established itself as being a great provider for payment processing services in 164 currencies, 196 countries, and almost every payment method taken globally. In a recent interview with tech billionaire, Dr. Andy Khawaja he reveals how the firm is 20 years ahead of its time, and he offers sage advice on how you can be successful.

Please give us a brief overview of your company, your clients and the services you offer?

Allied Wallet is financial technology that specialises in e-commerce, vigilant transactions, cyber-security and fraud preventions for online activities where the card is non-present.

Are there any recent developments that you would particularly like to focus on? We have recently put out the Next Gen Payment Gateway platform, and added an artificial intelligence system, which nobody has today for credit card transactions. What it does, is to that it is constantly scanning and recognising any illegal activities or transactions which are not supposed to happen online. It comes through a negative database, email addresses, phone numbers, first and last names, jurisdiction, countries where the website it registered.

What differentiates your firm from your competitors and marks you out as the best possible option for your clients?

Put it this way, we are 20 years ahead of anybody else, that nobody else in the market has today. It would take anybody else many years to build an artificial intelligence system close to ours. That is what you call the most advanced technology in the world today, which thinks like a human but is 300 billion times faster than Einstein himself. It

detects any legal transactions, so if you buy something on a website, the system adds all the figures together and makes sure that they match. That is what you call state-of-the art cyber security, integrating innovation and efficiency into every aspect of our work.

Working within the fast paced and ever evolving technology industry, what techniques do you employ to stay ahead of emerging developments? In terms of the new product we have recently launched, we are way ahead of the game. Added to that, we have launched the Allied Wallet debit card programme, which will benefit students. Many exchange students who move into a country for example would like to have a plastic card in their card, so their family can put money in their account. We came up with this programme two months ago, and we already have two million consumers - but this will increase to 10million by the end of this year.

Please give me a brief overview of the technology industry in your state currently. Are there any specific challenges or outside influences affecting it and how is your firm adapting around these?

It is very friendly here because we treat everybody as a family member because we take care of people. Also, we are not like the average bank, where if you make one mistake you will be put out of business. Instead, we step

in to guide you and help you to be more successful. The more successful your business is, the more we can be successful with you. It is therefore very important for Allied Wallet to work with our merchants, resellers and consumers to educate them and teach them how to improve the business, as well as how to stay safe online.

Also, I believe that human communication is very important, as opposed to the same via electronic means. If you call PayPal or other similar companies out there, you will speak to a robotic system and you will be guided to leave them a message or to email them for technical support. You never speak to a human, who is able to give warm and friendly customer support, so that is why we are ahead of the game. We have that old-school mentality, by taking care of our merchants and consumers in this way.

To end this insightful interview, what does the future hold for your firm? Do you have any future plans or projects you would like to share with us?

If you want to remain successful, and if you want to be on top, always ensure that your team is happy and is a part of everything you do. They do a lot of the lifting, which is true, and they will lift you all the way to the top if you work with them and accommodate them. Nobody can get to the top without their team, because it is not a one man show.





Company: Allied Wallet
Web: www.alliedwallet.com


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