



Allied Wallet: An Unstoppable Force

Following their success in Corporate Vision's Corporate Excellence Awards, where they were awarded the accolade 2018's Recognised Leader for Online Payment Processing, Fintech genius Dr. Andy Khawaja of Allied Wallet is keen to provide us with a detailed insight into the company's phenomenal global online services.

Firstly, can you please tell us a bit more about Allied Wallet and the services you provide?

Allied Wallet provides global online services with the tools of fraud reduction and cyber security implemented in Allied Wallet's Global Payment Gateway infrastructure. Alongside processing credit cards both domestically and globally, we also reduce the fraud ratio and chargeback based on the extensive negative database that we have generated over the past 12 years since the inception of the firm.

There are numerous providers who take advantage of the honest merchants in terms of high chargebacks. Which is why, when it comes to Allied Wallet's system, data which comes into that negative database, our team are able to identify the good from the bad. As such, the transaction is thrown away when the card is connected to that negative database.

Allied Wallet provides global online services with the tools of fraud reduction and cyber security implemented in Allied Wallet's Global Payment Gateway infrastructure. Not only do we process credit cards domestically

and globally, but at the same time, we reduce the fraud ratio and chargeback based on the massive negative database that we have generated over the past 12 years since the dawn of the company.

Many providers take advantage of the honest merchants in terms of high chargebacks. As such, when it comes to Allied Wallet's system, data comes into that negative database and we identify the good and the bad. So, the transaction is thrown away when the card is related to that negative database.

Lastly, our system is also more reliable than our competitors' since we have close relationships with banks around the world, and as such are able to remotely connect to their systems and ensure that clients are supported wherever they are.

Can you tell us just how Allied Wallet invests in both your team and your clients?

We work with our clients to teach them what's good and what isn't, and advise them not to just sell a product, but to look at what the consumer needs to maximise profit. My team members work hand in hand with every merchant and consumer, indeed

we are dedicated to providing outstanding services to them. Here at Allied Wallet, we want to educate our clients, in addition to uncovering what could be potentially bad or good. Also, we look at businesses for which we have processes in place for and we understand how businesses grow. Therefore, we are able to provide any business advice based on our existing experience.

What specific expertise does Allied Wallet have when it comes to investments?

Proving the opportunity for a business to launch, I believe is the best investment that we do. Even if you have a brilliant idea today and build up a business from scratch, one of the biggest problems that you may face, is for it to have a financial institution who will allow you to start trading. Nowadays, there are many banks who expect you to already have a financial backing behind you. However, those who have only just recently graduated from university do not have this behind them.

If you want to provide credit card processing and services, but the bank would want to know how much business the entrepreneur would be doing in six months and

what the chargeback could be within that period. Therefore, the bank will expect security from the budding merchant, but with Allied Wallet, we provide these services based on the business study and we don't take money upfront. If we like the business, we ask to invest in it if we like it.

How does it feel to have been selected in Corporate Vision's Corporate Excellence Awards as 2018's Recognised Leader for Online Payment Processing?

It is an honor to have been selected as 2018's Recognised Leader for Online Payment Processing. It feels good to wear these shoes and I am always happy to advise and share my knowledge to up and coming talent.

Can you tell us what specifically sets your experts apart from others who are in the e-commerce field?

Firstly, we are the leader in the field. Secondly, we are creating jobs, promoting entrepreneurs, as well as paving a new path for the youth to get out there and start a business and build themselves a company. Here at Allied Wallet, we want to be able to provide the young people with clean transactions, so they are



able to stay in business. Whatever helps the community, I would say that we are the best at that and as such 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. Currently, 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 areas a safer place.

Finally, where do you see Allied Wallet heading in five years' time? What are some of the challenges that you the firm may encounter?

In five years' time, I see the company as being 10 times its present size. The reason being, is that the internet is always growing along with Allied Wallet's work. In addition, the confidence and respect that the company is earning, is increasing daily.

As for challenges, since Allied Wallet works in an extremely competitive industry, especially where e-commerce is concerned, it is important to ensure that the service level our team provides is up to speed. From where I stand today, I do not see any competition in the market whatsoever. I am launching a massive campaign in the UK, with a 1% flat rate for all types of businesses. The reason is that I see banks, Square and PayPal selling the same service for more than we do. Which is why, in my opinion, they are taking too much money out of the merchants' pocket. The reason behind why I do this

is because I want my customers to make more profit, which will in turn enable them to expand their business and this will help them to generate more revenue, hire more staff and ultimately build a better economy.

Is there anything else that you would like to add?

The skies the limit and don't give up hope. Keep on trying. If you fail once, try again. If you fail twice, keep on trying.

Company: Allied Wallet
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