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MOST ADMIRED
TECHNOLOGY
COMPANIES
TO WATCH IN 2019
10

Dr Andy
Khawaja

Founder & CEO, Allied Wallet

Allied Wallet
**The future of frictionless global
payment experience**



Rs 249/-

Allied Wallet

The future of frictionless global payment experience

Pooja Kundoo • The CEO Magazine

When Michael Aldrich called the shots for introducing a technology which allowed consumers to make direct purchases over the phone and electronic medium in 1979, little did da man know that it would soon become a trial balloon for something - something big enough to transform the way money walks. Tap into the future, Digital Payment Industry sprouted in the 1990s and put under lock and key the dominating and alive, cash- the undisputed king. This technology powered innovation among the payments space hosted a change in the way the world paid for its spends. Post-haste, the first milestone got embarked with the establishment of Stanford Federal Credit Union in 1994 as the first institution to offer online banking services to all its customers. An uphill climb at the initial stage, the online payment system was not user-friendly; it required specialized knowledge of data transfer protocol.

The convergence of the offline and online world, backed by the rapid adoption of smartphones along with companies' non-traditional approach to data has created a plethora of fresh market insights and new products. The world has travelled a long way in the digital era, and multi-channel delivery has become critical for every business. As customers are shifting from choosing purchases and making payments to undertaking seamless customer-driven interactions via mobile devices. Its universal- accelerating connectivity is fuelling digital payments transformation. The digital payment market is dilating, thanks to rapid advances and investments, yet there is little so far to show as embarkments, and achieving success in the digital payments landscape is showing up as a major challenge. While most of the companies stand unsure of how best to react, few players have recognized the environment and are cutting through the fog.

Dr Andy Khawaja
FOUNDER & CEO, Allied Wallet



Ushering an era of innovation

Amid the flood of change and innovation in the global payments landscape, Allied Wallet has emerged as a clear success and a powerful disruptive force reshaping the payments horizon. Acknowledged globally for its award-winning digital payments services, Allied Wallet covers the payment routes of 196 countries by simplifying their payment acceptance solutions and enabling them to accept nearly any payment method. An innovative seed which was sown in 2006 germinated well and became the cornerstone and set new standards for the payments industry. "We instituted with a simple idea - everyone should be able to accept credit cards - and we've been redesigning the process of buying and selling ever since", asserts Dr Andy Khawaja, Founder & CEO and often referred to as the 'Messiah of Digital Payments'. Allied Wallet builds the most powerful and flexible tools for internet commerce and holds specialization in multi-currency solutions, state-of-the-art fraud protection while spearheading the industry with its innovative approach. Connecting the dots of diverse payment methods, Allied Wallet encompasses the complete digital payment toolkit- from online credit card processing to mobile point of sale, from digital wallet solution to prepaid cards and even ACH. Allied Wallet can do it and you'll have it all in one easy to manage the system. The team takes pride in shaping it simple to make money in an industry that can be very complicated and confusing. That's the beauty in Allied Wallet.

Chronicles of the Front Runner

2018

- Best Transactions Processing Platform 2018 - AI 2018 M&A Awards
- 2018's Recognised Leader for Online Payment Processing- Corporate Vision
- E-Commerce CEO of the Year - Leaders in Finance Awards
- Best Global Online Payment Processing Company 2018- Finance Elite Awards
- Best Financial Technology Company 2017- Software & Technology Awards 2018
- Financial Technology CEO of the Year 2017 - Andy Khawaja- Software & Technology Awards 2018

2017

- Leading Investment Experts 2017- Acquisition International
- Excellence in Innovation Award- Softech International
- Best ePayment Services Provider 2017- Build Infrastructure Awards
- Excellence Award for Secure Payments- Build Infrastructure Awards
- Best Global eCommerce Payment Processing Company- National Finance & Banking Awards 2017
- Leading Financial Services Company- International Finance Awards
- Most Innovative Payment Gateway- International Finance Awards

2016

- Most Trusted Payment Service Provider- Fund Elite Awards 2016
- Tech CEO of the Year- Softech
- Most Innovative Payment Gateway of 2016- International Finance Awards

- CEO of the Year- Corporate America
- Leading Financial Services Company- International Finance Awards
- Top 100 CEOs- Corporate America
- Best of the Best in Finance- Acquisition International
- Gamechanger of the Year- Gamechangers Magazine

2015

- Best Customised Payment Solutions
- 500 Fastest Growing Private Companies in America- Inc 500
- Best Workplace for Millennials (3rd place)- Fortune
- Best In Class Multi-Currency Merchant Service Provider 2015- AI Business Excellence Awards
- Most Innovative CEO- AI Business Excellence Awards
- CEO of the Year Award (Andy Khawaja)- IAIR Awards
- Entrepreneur of the Year- Start Your Business Magazine
- Europe's Fastest Growing Companies of 2015- INC Magazine
- Guiding Hand - International Award- Merchant Payments Ecosystem Awards
- American Genius Award- AGA
- Entrepreneur of the Year- Start Your Business Magazine
- Payment Solutions Provider of the Year for the United Kingdom- Finance Monthly Global Awards

2014

- Payment Solution of the Year- AI Business Excellence Awards
- Top 100 Fastest Growing Private Companies (#17)- LA Business Journal
- Fastest Growing Companies of 2014- INC 5000

- United States Excellence Award- USTCRI
- Customized Payment Solutions Provider of the Year- AI Business Excellence Awards
- Best Workplaces for Millennials- Fortune & CNN
- Guiding Hand - International Award- Merchant Payments Ecosystem Awards
- Best Online Payment Solution of 2013- Start Your Business Magazine

2013

- #1 Payment Solutions Provider in the UK
- Leader in Fraud Prevention (Recognized)- Fortune

2012

- Leader in Multi-Currency Merchant Services (Recognized)- Wired Magazine
- Face of Payment Innovation (Recognized)- The Guardian
- Fastest Growing Private Companies in America 2012- Inc 500

Allied Wallet: a new standard in the digital payment landscape

Clearing the clouds in the fast-changing, chaotic world of digital payments, Allied Wallet has taken concrete strategic steps to simplify and inspire confidence in the consumer experience by providing cost-effective turnkey payment solutions since day one. By providing innovative, bespoke payment services, Allied Wallet aspires to uphold a standard of quality and security. At present, Allied Wallet's merchant base spans the entire globe with a strong concentration in the United States, Europe, and Asia. Coming down the pike, Allied Wallet got recognition as a registered

payment service provider and payment facilitator, enabling payment processing in 164 currencies worldwide and a fully-licensed Visa and MasterCard Issuer and Acquirer, regulated by the Financial Conduct Authority in the United Kingdom. In its role as a global brand, Allied Wallet's mettle is acknowledged as a multi-billion-dollar processing company that now connects merchants and consumers in over 196 countries.

"I was inspired to give businesses everywhere the opportunity to take their company to the next level - to the global level. I realized that there was a need for more secure ways to process international transactions, no one else was doing this and it left open a lot of room for fraud, which can ruin a business. We protect businesses and their growth." [sic]. CEO Andy Khawaja assembled a team of the world's finest payment industry professionals that continually innovate what they believe to be the finest payment engine available for e-commerce websites.

How do you become a better leader? If you are like me, sure bet, books, podcasts, and a few conferences are your paraphernalia. However, one of the best ways to gain insights is to ask those who have pushed boundaries and spring up with idealistic ways to progress their professional endeavours. They keep their organizations fresh and exciting. They test the waters by making an 'in the clouds' move and tend to be pragmatic problem solvers. Lurching from one trial-and-error, they earn expertise and acumen, people and profit, along the way. One such dynamic leader is Dr Andy Khawaja, the big wheel who has played an effectual role in laying the bedrock of

Allied Wallet. Dr Khawaja is home to outcome-oriented and an ardent persona and set in his ways, a man of his words. Passionately committed to turning over new leaf within the digital payments space, TGC's mainspring is his resolute commitment to bring about many more transformative changes and establishing benchmarks in the digital payment industry. Staying by his golden rule - to build, innovate, succeed, and give back, Dr Khawaja is a highly publicized philanthropist and world-renowned entrepreneur who has been featured in over 100 publications for his contributions to technology, society, and economic growth. He's participated in dozens of live interviews with thought leaders such as Larry King and received accolades for his achievements from leaders, politicians, and public figures globally. Fluent in five languages, he has been very active in delivering payment tools to people of many cultures and continents specializing in features such as cybersecurity, fraud prevention, and virtual wallets.

Andy Khawaja is not only a successful leader but a large contributor to global societies. He's not only an innovator of technology but a contributor to a better environment for future generations. His philanthropist ideals motivate his achievements and Dr. Khawaja continues to be a major contributor to charitable organizations including: UNICEF, Wounded Warrior Project, Eagle and Badge Foundation, After-School All-Stars, Star Team for the Children, Brent Shapiro Foundation, ASACP, Action Innocence, From the Heart Productions, LAPCA, United Service Organizations, Hope for Change International, Paralyzed Veterans of America, and more.

Both Dr Khawaja and Allied Wallet, together have created an indelible mark on the global digital landscape through its sound practices and customer-centric Innovations. Under the leadership of Dr Khawaja, Allied Wallet has posted robust growth, ensured safety & security and delivered superior services for its customers. Voicing its landmark of serving over 150+ million customers in 196 countries and supporting 164 currencies worldwide, it's appropriate to deliver the full credit to Dr Khawaja's philosophy, vision, and his natural ability to lead and innovate.

We sat down with the leader to know more about the chronicles of the unmatched leader, Allied Walled.

Lessons from leadership: In a talk with Andy Khawaja

How has your experience in running the business been different on the global forefront? Was there any challenge?

Being a business owner in Asia is very different from being one in the Western World like the US or Europe. There are different laws, different regulations, but most of all the work ethic is different. When I have meetings with top businessmen in Tokyo or Hong Kong or Singapore, I notice how hard they work, and that they don't stop until they achieve their goals. It's very inspiring. There are positive things to take away from every culture and their unique work ethic. I believe I can benefit from all of them.

How is Allied Wallet focusing on the fresh area, speaking of the payment industry?

We're focusing on the future of the payment industry - supporting more



payment options globally, connecting more users, supporting more devices, supporting AR/VR, creating simpler options for money handling.

Throw some light over Allied Wallet's product portfolio.

Allied Wallet can do many things our competitors can't. We can process in 196 countries around the world, and in 164 different currencies, so the possibilities are virtually endless, not

to mention all the services we offer. We've built an interconnected payment system that handles not only e-commerce transactions, but also mobile point-of-sale, and even prepaid debit cards for employee and affiliate payouts. With Allied Wallet, you can accept every major credit card along with dozens of other alternative payment methods and card brands on your website and with your phone.

We have our NextGen Payment Gateway to process multi-currency in 196 countries. Business owners can log in to their dashboard and easily track all their transactions. We also have a reloadable prepaid card system that many merchants can use for employee/affiliate payouts, but this prepaid card also links into our eWallet. Our eWallet is our secure digital wallet that people all over the world can use to shop online or even in store with their linked prepaid card. We even support the mobile point of sale to make sure we give our clients the most options for accepting payments. With this device, they can accept payments in person on their mobile device.

All of this is protected with our state-of-the-art security, PCI-DSS Level 1 Compliance, and SHA-256 SSL encryption.

At Allied Wallet, we know how important it is to use the tools available online to grow your business. So, we're also compatible with the leading shopping cart and e-commerce solutions for easy integrations.

Allied Wallet is unique because we have an all-inclusive solution. We enable merchants to accept more payment methods than anyone else. We offer more products and solutions for our merchants' businesses than anyone else. We have state of the art security and connectivity to 3rd party features and solutions. With everything we offer, many would expect us to have higher rates - but we don't. We offer rates starting at less than 1%. We pride ourselves on being the best option and we encourage more businesses to try Allied Wallet.

Brief us over the core values infused by Allied Wallet in its work environment?

Allied Wallet has expanded dramatically since its establishment in 2006, but we've kept the core values that made working here in the early days so rewarding. Not only does our environment foster innovation, but it also functions to make sure that our employees are happy working here. Happy employees lead to happy customers and providing our employees with a comfortable and fun environment keeps our team providing the best possible service to our clients and their customers. Allied Wallet's culture promotes happiness, loyalty and success.

What's in store for Allied Wallet in 2019? Any new plans to look forward to?

As payments become more digital and e-commerce grows into the AR/VR space, we are innovating alongside it to provide consumers and businesses with the latest and greatest international payment options and functionalities. We can't exactly say at this point, but the world will be impressed and will soon be seeing new online shopping experiences. The future holds big things for Allied Wallet, but beyond that, Allied Wallet holds big things for the future.

How is Allied wallet giving back to society?

At Allied Wallet, we have always maintained a dedicated effort that leveraged the company's success to give back to communities all over the world. For over a decade now, we have supported organizations that made a positive impact on

helping children, animals, police officers, veterans, varying communities, and disaster relief. It's important for us to give back. We provide an unparalleled e-commerce solution that promotes success and entrepreneurship, but I don't think our responsibility ends there. We want to make a positive difference in communities all over the world and give people more opportunities to succeed. We are firm believers in giving back and trying to make a difference in communities all over the world. We sponsor groups like the United Service Organizations, Wounded Warrior Project, Eagle and Badge Foundation, After-School All-Stars, American Red Cross, Brent Shapiro Foundation, ASACP, Action Innocence, Los Angeles Police Canine Association, From the Heart Productions, Hope for Change International, STAR Team for the Children, and the Paralyzed Veterans of America.

What advice would you give to somebody else who wanted to start a similar business?

I had a vision, a goal, a dream. I worked hard and I didn't let the doubts of others or any shut doors stop me. I want to give entrepreneurs hope. Follow your dreams because the light at the end of the tunnel is yours if you don't give up.

Dr Khawaja continues to guide Allied Wallet towards continued success while simultaneously leading several ambitious projects including the reality television series "Model Turned Superstar" as its executive producer and director.