

mobiuity® **Money**
Open Loop Merchant Payments

Unleash the Power of Mobile Money

MERGING THE CONVENIENCE OF MOBILE
MONEY WITH THE FLEXIBILITY OF OPEN
LOOP PAYMENTS



Mahindra
COMVIVA

MAKING OPEN LOOP MERCHANT PAYMENTS A REALITY

Today's customers enjoy the simplicity that mobile money offers, yet the system itself remains restrictive. Bound to specific service providers, interoperability with open financial systems is low or negligible. Consequently the acceptance network of mobile money remains small, restricting its growth and adoption. If mobile money is to be as widely accepted, it needs to evolve past being merchant, location, and platform-specific. The only way service providers can accelerate the adoption of their offerings is to broaden the range of options that consumers have to transact with mobile money.

By moving beyond the closed loop system, Mahindra Comviva's mobiquity® Money Open Loop Merchant Payments broadens the scope of transactions that financial service providers can enable, allowing consumers to access ATMs and merchants that do not accept mobile money. It creates an industry benchmark by connecting open financial systems powered by MasterCard and other card networks to the closed-loop mobile money system. Reshaping mobile payments, the product equips consumers with a debit card, linked to mobile money account—allowing consumers to withdraw cash or make merchant payments at wide number of locations.

The product also offers virtual cards, directly connected to consumer's mobile money accounts, accepted across e-commerce websites. By adding the virtual card to the mix, **mobiquity® Money Open Loop Merchant Payments** goes beyond physical transactions, extending the convenience of open loop payments to online transactions.

It also removes the limitations of POS infrastructure for OTC payments. Merchants without a POS can now accept payments via mobile money because the card is integrated with the customer's mobile number!



mobiquity® Money

FROM THOUSANDS TO MILLIONS

mobiquity® Money Open Loop Merchant Payments doesn't just increase consumer access to merchants—it does so exponentially! Mahindra Comviva's partnership with MasterCard allows access to 28 million merchants across 210 countries.

ADVANTAGES ACROSS THE BOARD

Mahindra Comviva's mobiquity® Money Open Loop Merchant Payments brings value to the entire ecosystem. Encompassing consumers, merchants, financial service providers, and card issuers, Open Loop Merchant Payments dramatically revitalizes mobile payments.



By opening up physical and ecommerce transactions, Open Loop Merchant Payments offers consumers greater convenience by facilitating more ways and places to use mobile money. Payments are also more secure, through the integration of MasterCard and other globally accepted card networks.



It allows merchants to accept mobile money payments easily, increasing the number of transactions. For card issuers the product allows access to new consumer segments, accelerates card usage and enhances revenues from prepaid card segment. For financial service providers, this translates into increase in merchant payment transactions and increase in revenue from mobile money.



For international travelers and students studying abroad, the companion card offers a whole new level of convenience. Accepted internationally, the card makes it dramatically simpler for mobile money to travel with consumers, no matter where they are.

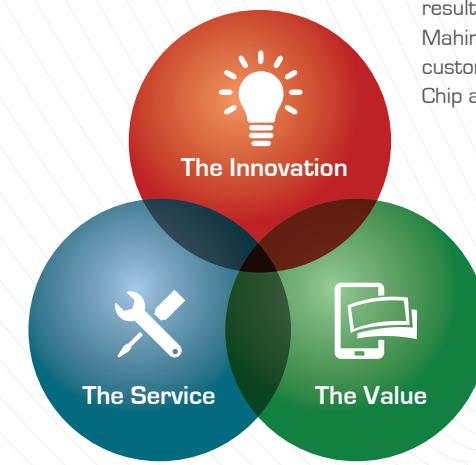
mobiquity® Money Open Loop Merchant Payments is also platform agnostic, which means that it can connect to any mobile money system—thus making open loop merchant payments possible for any mobile money service.

THE COMPETITIVE EDGE OF MOBIQUITY® MONEY OPEN LOOP MERCHANT PAYMENTS

- MODULAR**
- Modular architecture allows you to either deploy the entire platform or select the modules that you want to integrate with your existing setup.
- FLEXIBLE**
- It is more than just an out-of-box deployment—the platform can be customized to service provider needs.
- FUTURISTIC**
- Well-defined product roadmap ensures that the customer is kept in focus with continual product enhancements, while supporting both service and market evolution.
- TRUSTED**
- Collaboration with industry leaders in card-based payments like MasterCard brings an added element of consumer confidence and trust to the mobile payments space.
- SEAMLESS**
- Installations leverage the expertise of dedicated deployment teams and Comviva's experience of 50+ mobile money deployments, for a swift, seamless implementation.
- ADAPTABLE**
- It integrates seamlessly with existing systems and services, forming a holistic system with the MasterCard gateway, issuer processor, and mobile money system.
- SECURE**
- Fully compliant with multiple ISO standards, and is PCI DSS-ready, offering a high degree of security and peace of mind for consumers and merchants alike.

THE SOLUTION AT WORK

EcoCash, the mobile money service offered by Zimbabwe's largest operator, Econet Wireless, launched Africa's first physical companion card, the result of a collaboration with MasterCard and Mahindra Comviva. Targeting 3 million EcoCash customers by 2017, it is the largest rollout of EMV Chip and PIN payment cards in Zimbabwe.



EcoCash customers can withdraw money from MasterCard-licensed ATMs and pay for goods at millions of merchants which accept MasterCard—both in Zimbabwe and internationally! Consumers also have access to online transactions, and benefit from the added security that the EMV Chip and PIN technology that the companion card incorporates.

- By increasing the convenience and consumer confidence associated with mobile payments through collaboration with a trusted payments provider like MasterCard, EcoCash:
 - Drives Zimbabwe's economic development through the adoption of electronic payments
 - Reduces dependency on cash and increases financial inclusion, benefiting the government and retail industry

mobiuity® Money Open Loop Merchant Payments

- Brings the convenience of open-loop payments to stores and online transactions alike
 - Enables swift, seamless card-based payments in both domestic and international locations
 - Platform-agnostic design allows consumers to connect to any mobile money system
 - Facilitates both financial transactions, such as payments, and non-financial transactions, such as card lifecycle management
 - Supports deployment in both hosted mode or on-premises mode
 - PCI DSS-ready, offering compliance with standards and a high degree of security
-

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