comviva
A TECH MAHINDRA COMPANY

mobiquity® Pay

A Holistic and Comprehensive Digital Wallet Platform

80+
DEPLOYMENTS

50+
COUNTRIES

130 Mn
CONSUMERS

7.5 Bn
TRANSACTION VOLUME ANNUALLY

$ 150 Bn
TRANSACTION VALUE ANNUALLY

85+
AWARDS

20+
GARTNER HYPE CYCLE MENTIONS

Digital payments have found their way into the hearts of customers and have taken on the consumer psyche in real-time. Across the globe, consumers from both, emerging and developed markets, are adopting digital wallets thus replacing cash payments. Digital payment providers need to ensure that their offering encompasses multiple features to cater to multiple requirements of consumers from various segments and is also simple and easy-to-use for consumers.

Comviva's mobiquity® Pay is a simple yet holistic white-labelled solution that caters to all requirements pertaining to digital money, wallet, and payments. It is a pioneer and a market leader in digital payments for over a decade powering over 80 digital wallets and payment services in more than 50 countries. mobiquity® Pay meets financial needs of over 130 million consumers, processing more than 7.5 billion transactions valuing over $150 billion annually.

mobiquity® Pay is a feature rich, robust, scalable and flexible platform. The platform is holistic and serves consumers, service providers and their partners. It facilitates digital payments for all customer segments through all form factors and modes (such as mobile applications, Web, QR codes, NFC etc.). For consumers without a financial account, mobiquity® Pay offers a stored value account (SVA), a prepaid digital wallet linked to their mobile number, enabling them to do multiple financial transactions. For banked and carded consumers, mobiquity® Pay provides option to save a payment instrument like credit card, debit card or bank account with the digital wallet and make payments using it. Consumers can securely make merchant payments, pay bills, and send or receive money along with having access to micro-financial services such as savings, loans and insurance. Businesses and governments can credit salaries, disburse cash subsidies, relief aid, and make other bulk payments.

mobiquity® Pay also offers 'tap and pay' contactless payments using Host Card Emulation (HCE) and Tokenization. HCE enables consumers to create a digital version of their physical debit or credit card on mobile phone and tap their phone on merchant's NFC POS to make hygienic contactless payments in COVID-19 times. Tokenization ensures security, by sharing digital tokens instead of actual card details during transaction processing. Comviva has been certified by Visa and Mastercard as a Token Service Provider (TSP).

REASONS TO CHOOSE

LEADERSHIP AND GLOBAL REACH

- One of the world's largest digital payment platforms powering over **80** deployments in more than **50** countries
- Provides financial services to over **130** million customers
- Processes over **7.5** billion transactions valuing over **$150** billion annually
- A multi-award winning platform, received over **85** global and regional awards including three GSMA Global Mobile Awards in **2013, 2017** and **2018.**

INNOVATION

- First to provide MasterCard Companion Card in Africa
- First to provide closed-loop NFC merchant payments in Africa
- First in domestic interoperability between mobile financial services in an African country
- First in international remittance services in North Africa, South Asia and Central America

EXPERTISE

- Deep industry expertise with knowledge of country-specific regulations
- Right ecosystem of partners; alliances with MasterCard and Western Union
- Certified by Visa and Mastercard as a Token Service Provider (TSP)
- Worked with GSMA for development of Harmonized APIs for mobile money service providers
- Worked with Bill and Melinda Gates Foundation for development of Open API for mobile money interoperability

DIGITAL WALLET ECOSYSTEM SERVICES

Customer On-boarding & Lifecycle Management
- Self & Agent Assisted
- Comprehensive Registration Types (Mobile Number, Email ID)
- Bulk Registration
- Registration Using National ID Database and
- KYC and No-KYC Status Basis National Database
- OCR Scan, Face Matching, Liveness check
- Grade Management
- Multiple Wallets
- Interoperability
- Consumer App

Chatbot
- Build Chatbots Using Drag and Drop Editor
- Create Relevant User Journeys
- Integrate with Social Messaging Services

App Marketplace
- Offers Mini Apps for Various Services
- Customer Buy Subscription for Specific Mini Apps
- The User Journey Takes Place Inside Mini Apps
- Payments Handled Using mobiquity® Pay

Loyalty and Rewards
- Rewards
- Referrals
- Cashbacks
- Coupons
- Deals
- Discounts
- Gamification

Digital Lending
- ML Based Credit Scoring
- Instant Lending
- Micro-Loans
- Buy Now Pay Later
- Merchant Financing

Personal Finance Management (PFM)
- Account Aggregation
- Transaction Categorization
- Spending Analysis
- Planning and Budgeting Tool
- Financial Goal Setting
- Financial Summary
- Cash Flow Forecast
- Peer Comparison
- Personalized Alerts
- Recommendations

Partner Management (agent/merchant/enterprises)
- Managing N x M Hierarchy
- Grade Management
- Multiple Wallet
- Roles and Responsibility
- Biller Management
- Offline/Online Merchants
- Agent and Merchant App

Transfers
- Self and Agent Assisted Transfers
- Domestic Transfers
  - Send Money to Registered/Un-registered
  - Request Money
- International Remittances – Inward, Outward
- G2P and P2G Payment
- B2P and B2B Payments

Payments and Technology
- Multi-instrument Payments
- Utility Bill Payments/e-recharge
- NFC Payments
- QR Payments
- Web/App Payments
- Mobile Ticketing
- Auto Debit & Standing Instructions

Funding Of E-wallet Account & Cash Out
- Bank Account
- Cards – Debit/Credit
- CDM/ATM/Kiosk
- Agents
- Salary payments, Financial-aid Disbursements and Remittance

Comprehensive Admin Module
- Basic AML using Limits and Threshold
- Pricing Engine
- Reporting Module
- EIG/API Manager
- User Management
- Account and Instrument Management
- Transaction Management, Order and Payment
- Service Configuration

Multiple Access and Communication Channels
- Mobile App
- Web
- USSD
- IVR
- SMS

KEY PLATFORM STRENGHTHS

Faster Time-To-Market

Launch New Services 80 Per Cent Faster: With a focus on winning customers through differentiated experience, service providers are continually launching new services. mobiquity® Pay can boost them to rapidly create and launch new services by cloning and modifying existing business processes, launching a new service 80 per cent faster.

Drive Innovation with Open APIs: mobiquity® Pay expedites rapid service expansion for developers and third party service providers by providing open APIs to enable integration with the mobile money and digital payments ecosystem. This further provides customers with a wide range of offerings from these third-party providers.

Seamless Integrations: Supporting over 1000 integrations across our deployments, mobiquity® Pay provides technology teams with a middleware layer to enable faster third-party integrations, reducing the go-to market time by around 30 per cent

Faster Operations: An advanced user management system with an intuitive UI, dedicated workspaces for each business persona and real-time feedback for the errors, enables faster user on-boarding and lifecycle management without flaws

Micro-services Based Architecture

mobiquity® Pay is built on **micro-service based architecture** to achieve greater agility, time to market, and fetch a higher value from fast-changing digital business models and services. The micro services are designed and developed such that they are fully independent & reusable. The auto scalability of a micro service, independent to any other micro service running in the system, provides efficient load regulation. The architecture enhances platform reliability and safety with self-monitoring and self-healing capabilities using readiness probe, liveliness probe and graceful shutdown. It also supports 100% automated deployment with zero downtime

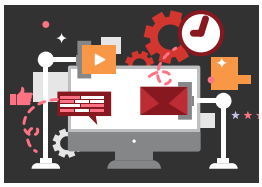
Extensibility Framework

mobiquity® Pay enables service providers to rapidly launch new services in approximately one fifth the amount of time taken using the **extensibility framework.** This enables the service providers to expand their customer base with a differentiated experience. The service creation manager helps in creation of new services by cloning existing services and modifying the business flow with pre and post hooks, if required. The business rules for the newly created service, such as thresholds, charges, notifications et al, can be easily set using the GUI.

Cloud Native Platform

mobiquity® Pay is a **cloud native** platform with open source tech stack. It enables an open supply chain with respect to hardware. The cloud based deployment enables service providers to reduce costs to launch a digital payment service and thereafter scale rapidly. It also provides economic efficiencies of shared infrastructure in the long run. Open supply chain enables a reduction in hardware cost for the service providers. The architecture enables resource pooling, stateless services and flexible topology and allows efficient deployment on private and public clouds (AWS, Azure, Oracle cloud et al.)

Automated Deployment with CI/CD



mobiquity Pay platform supports 100 per cent **automated deployment with zero downtime**. This is enabled using a **continuous integration** and **continuous delivery (CI/CD) pipeline** based approach. With centralized GIT repository for configuration management and fully automated test suits (comprising of code analysis, security scans and overall REST bases functional and performance tests), the platform enables stable and quality assured build, zero collaterals, quick builds and continuous deployment. The micro services are packaged using lightweight docker containers and automated deployment and auto scalability is enabled using container orchestration platforms - OpenShift and Kubernetes. The pipeline ensures faster time to market of changes in the product due to introduction of new features and functionalities.

Easy Monetization and Monitoring Capabilities

Monetize Through Dynamic Pricing: Mobile money providers can frequently revise pricing and run new promotions to gain a competitive advantage. mobiquity Pay provides the flexibility to set pricing and commission amounts based on multiple parameters, such as the customer's profile, location, etc.

Monitoring through Detailed Dashboards: mobiquity Pay provides graphical dashboard to showcase comprehensive view of all important business KPIs to monitor health of the digital payment system.

Proactive Disaster Prevention: mobiquity Pay proactively identifies threshold breaches of critical operational parameters and provide real-time notification to prevent system downtime or disaster

About Comviva

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms brings greater choice, faster time to market, and flexibility to meet our customers' evolving needs better as they drive growth, transform, and bring efficiency. From maximizing customer lifetime value to enabling large-scale digital transformation, we partner globally with communications and financial industry organizations to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries. They have delivered the benefits of digital and mobility to billions of people around the world.

For more information, visit us at **www.comviva.com**

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