



Experts in e-Commerce

Having been selected as TMT News' 2018 CEO of the Year, Dr. Andy Khawaja of Allied Wallet goes into great detail about the company's extraordinary global online services and how they ensure they meet their clients' expectations and eliminate fraud.

Please could you give us a brief overview of Allied wallet, your clients and the services

that you offer?

Allied Wallet is renowned for provides payment processing services in 164 currencies, 196 countries, and almost every payment method taken globally. Also, we specialise in e-commerce, vigilant transactions, cyber-security and fraud preventions for online activities where the card is no present.

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.

Could you please tell us more about the specific expertise that Allied Wallet has when it comes to investments?

The best investment we do, is to give the opportunity for a business to launch. Even if you have a brilliant idea today and start a business from scratch, the biggest problem it to have a financial institution who will allow you to start trading. Many banks expect you to have financial backing behind you, but those who have just graduated from university do now 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. The bank therefore 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.

Congratulations on being selected as TMT News' CEO of the Year? How does it feel to have received this honour?

To have been selected as the CEO of the Year is a truly great

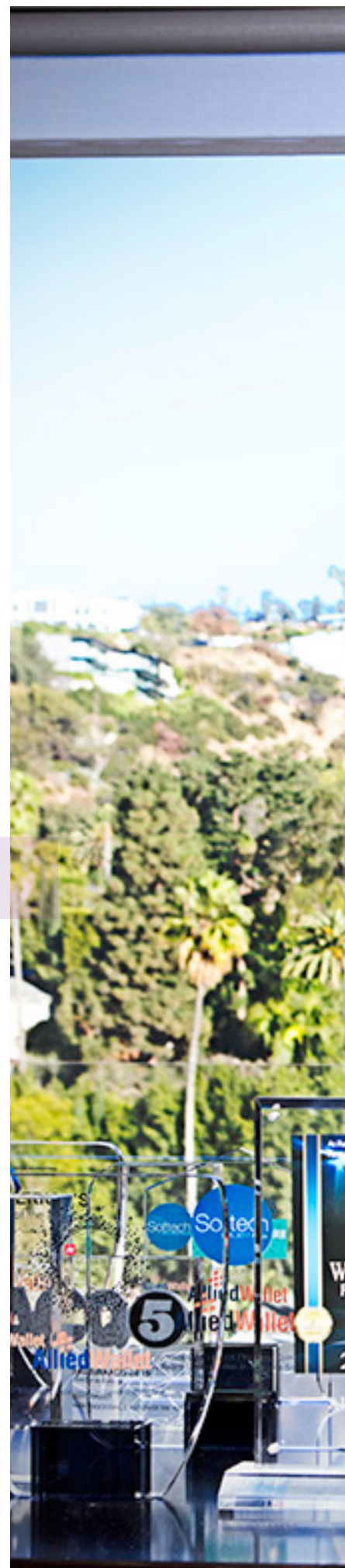
honour. This win, I believe, is true testimony which is very much based upon my hard work and skills, and so, I am extremely thrilled and happy to receive this accolade for TMT Magazine.

As a successful CEO, what do you believe are the most essential qualities for any CEO who is looking to achieve a similar level of success as your own?

All CEO's have a duty to do the job that every CEO in the world does, which is to be hands-on, communicate with your staff and be much more engaged with every department. In addition to this, you need to know what errors they have made and how you can fix those by working alongside them. You cannot hire a team and expect them to work miracles if you do not lead them well. As such, a CEO must be a leader who steers the team towards the right direction, to ensure that they are a better and more suitable candidate for the task in hand.

Also, what role does innovation play in your work as a CEO?

Innovation plays a massive role in my work as a CEO since it represents about 70% of my company. Everything at Allied Wallet is based on technology and coding, indeed we have



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Web: www.alliedwallet.com


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Microsoft certified coders working in house on cyber security, e-commerce, fraud prevention and data encryption. A large portion of my time is spent with our developers, because I need to understand the infrastructure, and along with my project managers, I ensure that the product that we are building is tested before it goes live.

Going back to Allied Waller, please could you tell me a bit more about how your firm invests in people – such as your talented 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. We want to educate them and what could be potentially bad or good and we look at businesses for which we have processes in place for and we understand how businesses grow. Therefore, we can give any business advice based on our existing experience.

As for your team, how does it feel to have such a tremendous impact on your employees, their families and all the merchants you serve?

It feels wonderful. I was in London one day, and I heard

my name being called out. I saw this young entrepreneur who was around 25 years old, and he could not believe it was me. He said he had read a lot about me and that I was his mentor in life, as well as his idol. He asked to talk with me and I said yes you can. I spent 10 minutes explaining to him which areas he needs to focus on, including how he can move beyond money collecting to service provision and then consider membership options.

He had a tear in his eye and said I had saved him a lot of work, indeed it helped him to build up his company. I provided the missing part in the puzzle for him. He also asked for a photo with me, and I gave him hope and many individuals such as this are following in my footsteps without a bank loan in place. I give these young entrepreneurs hope to grow and build an empire, and the chance for them to be something in this world. I always want to be the one walking in that dark tunnel with the torch in my hand and say, "follow me to success, and I will lead you."

Lastly, is there anything else that you would like to add?

Fight your way and I promise you I will meet you at the top. In life, there are ups and downs. Sometimes, there will be turbulence in our career, but despite this I would say do not give up because it's just a smooth ride down the road.

