



MOBILE MONEY CASE STUDY

*Leading Mobile Telco Operator in
West Africa*



THE MOBILE MONEY STORY FOR A LEADING WEST AFRICAN OPERATOR

The word was out on the street, everyone was talking about it, the main competitor had just launched a Mobile Money platform.

The reality that the country's leading competitor launched a Mobile Money solution before this leading telco mobile operator, was painful. To make things worse, the competitor's mobile money platform did not allow for money transfers to subscribers of other networks, outside of their network - this meant that our customer a leader Telco with over 1,6 million subscribers in Western Africa was concerned that their subscribers, long waiting for a mobile money solution, would churn and move to their competitor.

The challenge was to provide a full feature, flexible mobile money platform for our customer, the biggest mobile operator in the country, and have it up and running in 6 months!

Our customer, the leading telco operator in the country could not afford to let their competitor be the only mobile money provider in the country. They had to launch a full feature platform as soon as humanly possible.

WHY WERE MOBILE MONEY SERVICES SO MUCH IN FOCUS IN WESTERN AFRICA?

Mobile money provides banking services to people who have no access to banks. A majority of the population had little or no access to traditional banking services. However, millions of people use mobile phones daily and creating a bank account based on their mobile account is the perfect solution for them. The exceptional proliferation of mobile phones, created the access needed to banking solutions - the mobile phone access. In addition, credit card penetration was very small and mobile money solutions simply replace the service of credit cards because mobile phones are much more accessible to customers, and constantly part of their lives.

PROJECT KEY SUCCESS FACTORS

- ✓ Time to Market - less than 6 months
- ✓ Integration with existing service provider IT platforms
- ✓ Support for the field distribution channel
- ✓ Web management tools and USSD access
- ✓ Complete management of mobile money from USSD interface
- ✓ Enhanced reporting
- ✓ No compromise - a full feature mobile banking solution



THE BD INNOVATIONS SOLUTION REQUIRED

After getting the opportunity we deployed a complete end-to-end mobile money platform that performs all required cash-in and cash-out capabilities.

The platform included flexible commissioning possibilities to accommodate multi-level participants in the process of mobile banking. The dealer management applications are accessed by web for computers and smartphones and at the same time by USSD for the very common feature phones. As expected in 4G networks, the platform included an easy to use self-care application available again both via web interface or using USSD feature phones. At the heart of the system is the advanced reporting dashboard. Comprehensive reports are set up to monitor and understand the virtual wallets. Reports are set up for the service provider, the customers, the dealers and the distribution channels. Not less important was the requirement that the platform integrates with the local banks to make sure that the mobile money wallets can transfer money to and from regular bank accounts.

The customer expected a platform as good as the MPESA platform used by Safaricom, Kenya with new flexible and simpler operations. This was our project challenge.

The comprehensive solution required integration with existing platforms used for the telco services operations, among them – the billing systems, the real time prepaid system, the current distribution management of prepaid cards and smartphones. In addition, the mobile money platform had to be completely regulation compliant to operate within the permits given and all transactions and balances had to be provided with the appropriate leading security protections.

*The Mobile Money platform was
deployed in only 4 Months – 2 months
earlier than the deadline!*

THE BD INNOVATIONS SOLUTION DELIVERED

Cash-In / Cash-Out - Money Transfers - Payments

- ▶ Adding funds to a mobile money account
- ▶ Cash withdraw from a mobile money account
- ▶ Money transfers between mobile money subscribers
- ▶ Money transfers to **any** mobile phone users
- ▶ Money transfers between mobile phones and traditional bank accounts
- ▶ Single payments for buying goods
- ▶ Payments to merchants
- ▶ Payments of bills to authorities
- ▶ Bulk payment of salaries
- ▶ Bulk payment of pensions

Commission Payments and Multi-Hierarchy Management

The Mobile Money platform included commission payments and multi-hierarchy management to deal with the necessary commission management credits and debits

- ▶ to the mobile wallet,
- ▶ to the service provider,
- ▶ to the dealers and
- ▶ to the secondary dealers

On top of these commission credits and debits, a dealer self-management interface was required so dealers could manage internal money transfers to their secondary dealers independently.

THE VIRTUAL WALLET E MONEY MANAGEMENT SYSTEM

STEP 1 | Customer adds Cash to the mobile account

STEP 2 | Customer purchases goods at the store/shop

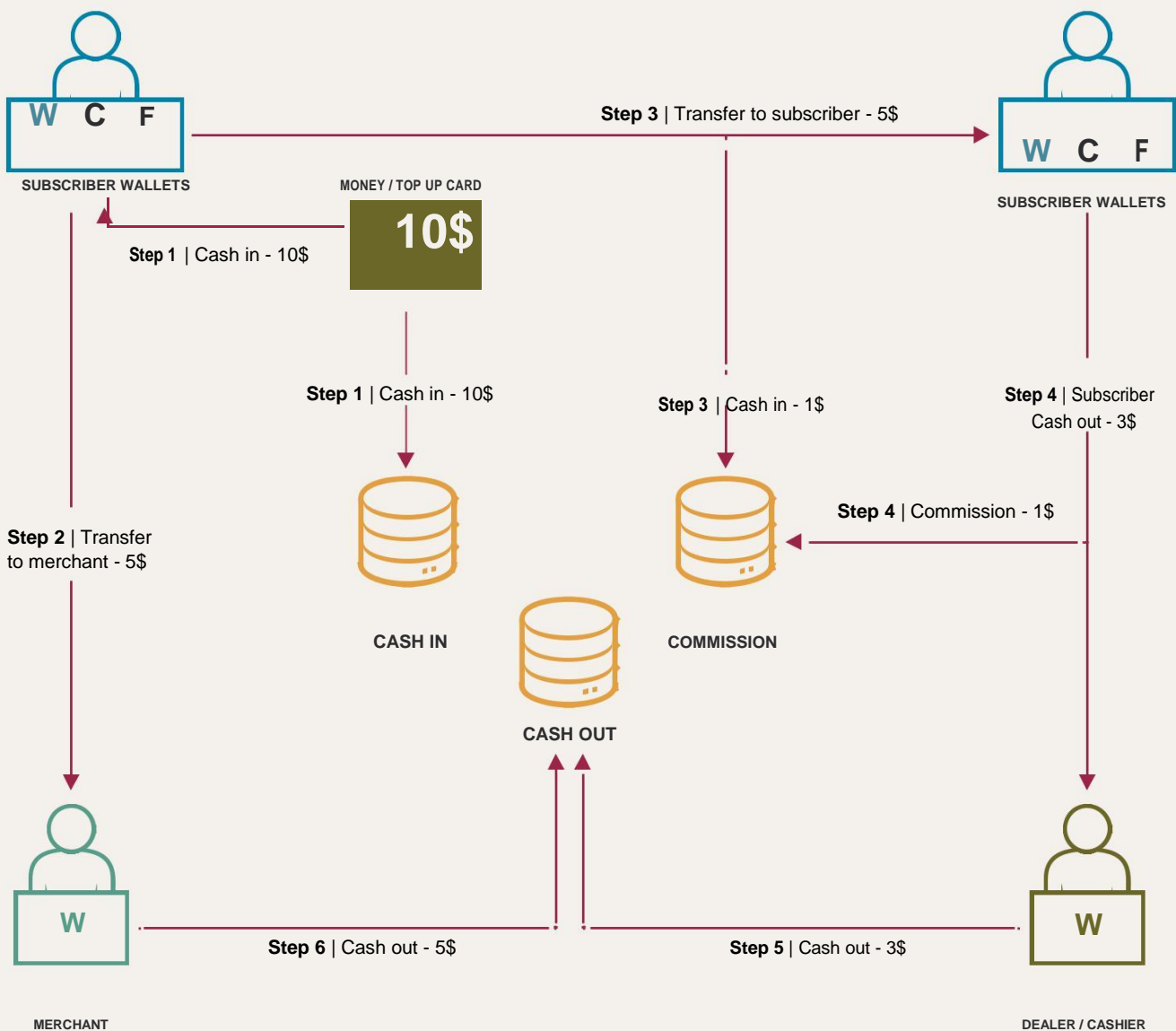
STEP 3 | Customer transfers money to another customer

STEP 4 | Customer withdraws cash from the account

STEP 5 | Dealer transfers commission to their account

STEP 6 | Merchant transfers revenues to their account

W Working Wallet
C Commission Wallet
F Floating Wallet



MOBILE MONEY SOLUTION COMPLETE INTEGRATION


BD INNOVATIONS



MOBILE MONEY
SOLUTION



BANKS



FINANCIAL ORGANISATIONS



TELEPHONE NETWORKS



PAYMENT GATEWAYS



MONEY TRANSFER



The key features that made the BD Innovations Mobile Money platform Best-in-Class

Accessibility – WEB and USSD

Comprehensive and flexible commissioning

Enhanced reporting



About BD Innovations

BD Innovations develops and markets end-to-end Business Management Software (BMS) for Service Providers in the Digital Lifestyle Era. Serving satisfied customers for over 7 years, our solutions are built on up-to-date software technology that is being used by Facebook/Google and Amazon.

Our outstanding expertise is in signaling and that is an important asset for Telcos who need Control Points, Intelligent Networks, Real-Time Billing, Complex Integrations, and Professional Services. Our solutions are modular, so service providers can mix and match and scale up following their growth. Our solutions are affordable and easy to deploy with state of the art technology at cloud economy costs.



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