

TELEPIN



Mobile money platforms: More than just payments

Exploring the end-user impacts of a flexible, yet stable
and secure platform, from all parts of the globe

2019

It's easy to think of mobile money as a business, and it is.

Telepin works with companies around the world building, launching, and managing complete platforms, customizing systems to meet with evolving market demands, executing on revenue goals—building their businesses. But it's more than just a business for us. It's also the business of enabling digital commerce in communities to fuel economic growth and an improved quality of life.

Yes, building and launching platforms in new markets is complicated – it has to be to deliver on the business case. However, the impact of such a system to the end-user is simple: a clear path to a better life.

Read our end-user stories to understand the impact an efficient and robust mobile money platform, coupled with access to new and convenient services has changed everyday lives.

STORY 1

STORY 2

STORY 3

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STORY 5



Thomas — An entrepreneur in Cambodia pays his employees

Thomas knew he wanted to run his own business from the time he was eight years old, when he sold candy at his Phnom Penh school for a small profit. Back then, he used his earnings to buy comic books.

Today, Thomas has the same entrepreneurial fire in his belly, but a nobler goal for his money: he wants to help create more jobs for his fellow Cambodians. He runs a ramen restaurant near the bustling Sisowath Quay, where he hires local youth who show promise but whose families struggle to pay training fees. He trains them for free, and then pays them a salary.

Or at least, he tried to.

The thing is, Thomas' restaurant is well reviewed and popular with the tourists who pay mostly with credit cards and with the locals paying cash. However, he maintains a staff payroll based exclusively on the distribution of physical cash because only 17% of Cambodians have a bank account making it difficult for an entrepreneur like Thomas, who dreams of opening up several restaurant chains.

Then, just a couple of years after cutting the ribbon on his first restaurant, everything changed for Thomas. That's when he began using a leading mobile banking services provider in Cambodia. His employees' unbanked status ceased to matter. As long as they had a phone (which 95% of the population did), Thomas could pay them simply and safely in just a few taps. No more cash. No need for banks. With this top provider, powered by the Telepin Mobile Money



platform, Thomas could stabilize his cash flow and start planning for the future. That means more restaurants for him, and more opportunities for Cambodian youth to develop employable skills.

Today, with his phone in his pocket and his head full of big plans, Thomas is scouting for his third location—and he's only just beginning. ■

Mobile money changes the game for Filipinos living abroad

Like any good millennial, John Santos, 32, always has his phone with him. It's an extension of himself, a fifth appendage that acts as a hybrid personal assistant, translator, navigator, entertainment centre—and now, bank.



John works in Singapore but was born in the Philippines, where he regularly sends money through an app called Dash, supported by Telepin's innovative platform for Singtel. Dash lets him seamlessly connect his savings account with his mobile cash account, freeing him to manage his transfers to the Philippines his way—on his schedule.

“I tell everyone I know to use Dash. It's the easiest thing in the world to use, and it saves me time.”

Sending money home wasn't always so easy. When John's father moved the family to Singapore in the early 1990s to pursue better opportunities, transferring remittance payments to the Philippines required brick-and-mortar shops and an ordeal of high fees, limited hours, and long service delays. To further complicate the logistics of sending money, the vast majority of people in the Philippines don't

have access to a bank, and instead rely on local money agents to receive payment. Like other migrant families, the Santos family accepted these inconveniences as the cost of doing business between their new home and their old one; it was simply “the way.”

Now, 25 years later, John taps his Android phone and marvels at how far things have come.

“Wherever I am, everything I need to send money is right here in my pocket.”

Using his phone, he pays monthly maintenance fees for a condo and a car he keeps back in the Philippines. The old days of waiting at a counter to send money are becoming a thing of John's past—and he's not alone. The number of people without bank accounts in the Philippines still hovers around 70 percent, but Telepin's mobile technology is quickly rendering that figure irrelevant. More than 10 million Filipinos live and work abroad, sending over \$20 billion to the Philippines annually—much of it through seamless mobile solutions, without a bank ever being involved.

For John, this isn't simply a matter of efficiency. It's one of pride.

**"I'm the sort of guy who always pays his bills early.
With Dash, I'm proud of never missing a remittance date
or getting charged a late fee. I can send money 24/7."**

Sending money to family members or collectors is just one benefit of Dash. John also uses it when he goes home, usually twice a year. With Dash, he can send money to his mobile cash account, giving him freedom and flexibility while he's in the Philippines.

"I tell the friends I meet to use Dash when they go back," he says. "It has the best rates, and it lets you move cash fast from Singapore into your own hands."

If one of those friends is a skeptic, John has a surefire trick to convince them. He simply shows them the app. One tap to move his money to the Philippines. Another to check his balance. A moment later, a message appears confirming the transfer. Usually, his friends are sold before he even gets that far. "I show them how easy it is," he says. "It's very fast. It's convenient. It's perfect for everyone."

Easy, fast, convenient—John praises Dash for these personal advantages, but he's also quick to point out broader benefits of this technology. "Access to banks isn't just an issue in the Philippines. For people all over the world, their phone is their financial stability. Mobile money could replace cash if it becomes more universal."



The universality John imagines is rapidly becoming reality. Today, Telepin services 256 million subscribers around the world, and more than a million merchants. All told, their innovative technology has securely processed more than 10 billion transactions—a number that grows daily.

"I'm excited to see where this goes," John says as he thumbs through the apps on his phone. "It's done so much for me already. Imagine what it can do all over the world." ■

Miriam — A mother in Tanzania able to provide better nutrition for children

Miriam used to start every day the same way. At five a.m. she would rise from an uneasy rest, check on her three sleeping children, and ask herself: “Do I have enough to feed them today?”

Although her small farm in the Tunduru District of Tanzania is only a few hours from Dar es Salaam, the bustling economic boom-town where her eldest son works, it used to feel like another world. Here, there were no banks, no loans, no school for her kids—at least, not that she could afford without a reliable income. There was only her daily hard work, and her unrelieved worry.

There was one other thing, too: her mobile phone.

Occasionally, that phone would light up with a message from her son, announcing a visit home. This meant an infusion of cash which he’d bring with him, and an end to Miriam’s worry. For a while, anyway. The cash always ran out before her son could make it home again. Then there’d be weeks, sometimes months, when Miriam was never sure if she would find the means to keep her children fed.

But something changed recently. Something big. Thanks to a top brand in Tanzania, Miriam’s mobile provider, her phone now delivers more than texts from her son—it delivers money. Built using the Telepin Mobile Money platform, the technology empowers people like Miriam to do more than just feed their family. Now she has an income to count on, which means she can plan for the future. She can invest in her farm, her home, and—best of all—her children. Thanks to the financial stability she’s found through the mobile money platform, she can afford their school fees.



Now Miriam’s morning routine is different. She still gets up at five a.m. But she isn’t worried. She’s motivated. And so are her kids, who will grow up understanding the principles and the technology they need to maintain financial independence—without ever needing access to a formal bank. ■

Shining a light on solar energy loans in rural Papua New Guinea

They call themselves the “solar mamas.”



In 2014, 12 women returned to their rural Papua New Guinea homes with a mission. They had been away for six months, studying solar engineering in India. These mothers and grandmothers brought home more than a deft understanding of panels, batteries, and electronics—they brought the promise of transformation for many of the 1.3 million off-grid families in rural Papua New Guinea. Families who lived as subsistence farmers, underserved by banks and loan offices. Families who cooked and studied by the light of noxious, expensive kerosene. Families like that of Cathy Rumints, one of the newly trained engineers.

“Eighty percent of Papua New Guinea’s population does not have electricity, and people still believe that keeping their monies underneath their mattresses will sustain their livelihoods.”

“As an educated woman living in a rural community, I see a great need,” Cathy says. “Eighty percent of Papua New Guinea’s population does not have electricity. At the same time, people still believe that keeping their monies underneath their mattresses will sustain their livelihoods.”

Like the other “solar mamas,” Cathy is tackling these twin exclusions—from the grid and from banking infrastructure—with a bold offensive: micro-loans to finance solar electricity. These loans are part of a pioneering initiative offered by MiBank, the South Pacific’s largest microfinance institution and a committed advocate for global financial inclusion. Telepin powers the initiative with its groundbreaking mobile financial software. The Pacific Financial Inclusion Programme (PFIP), committed to helping low-income Pacific Islanders gain access to inclusion and education, helps fund the pilot program.

It works like this: families use their mobile phones—ubiquitous, even in the most remote areas—to apply for a pay-as-you-go, two-year loan, which they must use to purchase a solar energy kit. The kit, installed with instruction from a trained engineer like Cathy, provides immediate benefits to families who may never have had electricity before. Once the kit is paid off, families continue receiving solar electricity for free. Meanwhile, the mobile micro-loan introduces unbanked families to the concept of banking and its benefits.

The hope is that this initial introduction will entice families to engage with mobile banking more generally, giving them the incentive and the resources to improve their financial literacy and, as a result, their stability. This hasn't always been easy in rural areas, where banks have rarely or never been accessible; families are used to subsisting without institutional structure, and many don't see the need to change. That's where the idea of linking solar electricity to mobile banking began. It ties an abstract notion (using a phone to manage money) to a meaningful, concrete outcome (giving your children better lighting for their homework, or your kitchen better tools for cooking).

Cathy is a believer. "If you want people to buy your products and services, you need to make them want your products and services to help enhance their livelihoods."

In other words, if clean, affordable solar electricity is the carrot, then mobile banking is the stick. And it appears to be working. Within her own family, Cathy already sees the benefits of this program.



“We grew bulb onions, something that we never grew before, to repay the loan. This has helped to improve our living standards.”

“Financial inclusion has brought a lot of change to my people, but there’s more to be done.”

Already hundreds of other families like Cathy’s have taken advantage of the program, and PFIP is targeting thousands more. The work doesn’t end there, though. As Cathy explains, “There is still lots to do that requires the co-operation of the government, private sector, non-government organizations, and people to make sure the unbanked get services.”

Telepin CEO Vincent Kadar agrees with her. “Papua New Guinea presents interesting challenges and opportunities for a mobile money system,” he says. “This partnership between Telepin and MiBank is just one example of our commitment to promoting financial inclusion within Papua New Guinea and the region through our highly secure and scalable mobile money platform.”

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As for Cathy and the other 11 solar engineers, their work continues tirelessly as though they themselves draw energy from the sun above—suggesting, perhaps, a new meaning for the moniker “solar mamas.”

“Financial inclusion has brought a lot of change to my people,” she says. “But there’s more to be done.” ■

Ankur — A Bangladeshi migrant worker sends money home

Ankur loves visiting his parents in Bangladesh. He only manages the journey from Malaysia once every two years or so, when he can take time away from his job as a security guard in a Kuala Lumpur hotel. Each time he visits, it reminds him of why he's so far away in the first place. The house his parents live in, the small plot of land it's built on, even the television that's screening a cricket match in the living room—these things exist thanks to his job in Malaysia.

Like thousands of others, Ankur uses a top mobile money service to send money from Malaysia to Bangladesh, helping his parents establish a comfortable life in their advancing years. Built on the Telepin Mobile Money platform, the technology makes his remittance affordable, easy and convenient, especially for people who, like Ankur's parents, don't use a traditional bank. Those remittance payments have changed everything. Ankur remembers a childhood of crowded quarters and insufficient food.

In those moments when he can't quite believe how far his family has come, Ankur takes out his phone and checks his mobile wallet—proof that he has indeed achieved the impossible. ■



Build your business AND serve your community

The impact of an efficient and robust mobile money platform, coupled with access to new and convenient services, has changed everyday lives.

But all the everyday lives we have talked about here, are not the same.

The end-user stories we presented are all examples of what access to financial services through mobile money platforms has done to improve their quality of life, and the community in which they live and work.


But all mobile money platforms are not the same.

Developing requirements, strategizing system integrations and planning for growth are not the same everywhere—different businesses and different communities.

How do you source the right vendor, implement the right platform and grow a business with an evolving community in mind?

A custom mobile money platform that can grow when and how you want, is essential.

As business layers are added on to requirements, and communities and subscribers grow—a custom platform that is a flexible and stable can take on your current requirements, while still maintaining security as well as taking future planning into account, provisioning growth year after year.

A person wearing a traditional patterned garment stands in a field. The image is partially obscured by a dark blue curved overlay that contains text.

Talk to us about your digital transformation requirements and the end-user impact you want to see, and we can help you cultivate the customization in your mobile money platform to build your business—and serve your community.



About Telepin

Telepin is a global leader of mobile transaction platforms, serving tier-one operators in the Middle East, Africa, Asia, and the Americas. With more than 256 million subscribers and more than a million merchants, we have securely processed more than 10 billion transactions—a number that grows daily. Our stable, scalable mobile payment solutions allow mobile network operators, and financial service providers, the most efficient and trusted way to maximize revenue and deliver innovative mobile applications that gives financial power to people—whatever their circumstances and location. Telepin is headquartered in Ottawa, Canada with regional presence in the Middle East, Tanzania, Tunisia, Ivory Coast, and Singapore.

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