Alternatives to Working with MNO Mobile Money Providers: the Value Added Service Provider Story

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We'll have to start using mobile money to remain competitive

- the CFO of a major international development organization
Members of our staff are stealing money when we use cash

-finance officers everywhere
e-payments are now mandatory in project proposals

- USAID (paraphrased)
$30B every year by businesses managing cash is wasted.
• Platform Demonstrations
  • Airtel Money – Bulk Payment Platform
  • Beyonic
• The Process
• Platforms
• RFP’s & SOP’s
• Questions?

Note: e-payments and mobile money are not necessarily the same thing but for practical purposes they will be used interchangeably in this presentation.
• Founded in 2005 as an IT Consultancy in Uganda
• Mission: Eliminate the use of cash by building products that make it easy for business to use mobile money
Platform Demos – Payments
The Process (simplified)

1. Create Payment
2. Authorize
3. Process Payment
4. Verify
5. Audit
• How much of the process can be done on the platform?
  • Workaround - a phone
  • Airtel & MTN bulk payment platforms
  • VAS Providers – Mobile Money Aggregators (Beyonic)

• Integration with M&E systems?
• Integration with third-party systems?
• Load money onto a phone
• From an excel spreadsheet, send money manually to individuals

• Pros
  • “Yes – we use mobile money”

• Cons
  • Time consuming
  • Expensive
  • Error prone
From an excel spreadsheet, send money manually to a bunch of people

Pros:
- Cheap(er) payment costs

Cons:
- Time consuming, error prone
- You have to Deal with telecoms – can take 2-3 months to even gain access to these systems
- Complete lack of support
• Companies that have dealt with the telecoms so you don’t have to

• Pros
  • Built-in contact verification and authorization
  • You don’t have to deal with telecoms
  • Custom solutions available
  • Support Available

• Cons
  • More expensive
  • Auditing & Accounting still rely on external systems
• Cost is a higher priority than auditability, which puts a burden of process development on finance and operations teams
• Deposit to Payments > 48 hours
• Beneficiaries first
• Pilot & then RFP (but only if necessary)
  • You can pilot for less than $250USD in actual costs
  • Run your petty cash account on mobile money
  • Figure out how/where mobile money fits

• If you’ve never used e-payments, don’t develop SOP’s
  • A note on lead-time, banks “deposit taking institutions”
• Replace petty cash tomorrow – 3 months and spend <$500 USD, learn the processes

• API’s? They exist, but the MNO’s don’t have them

• Ask “Where do your tech projects live and can we integrate payments directly into these projects?”
  • Telerivet (SMS) + mobile money = a potential killer M&E app
  • Salesforce/Agresso/Quickbooks + mobile money = real-time use of e-payments throughout your organization
• **NetHope Payment Innovations**
  - ePayments Toolkit
• GSMA Mobile for Development
  - Partnerships with MNO’s
• A list of aggregators (work-in-progress)
• Recent RFP’s
  - Save The Children Uganda
  - Elizabeth Glaser Pediatric Aids Foundation - Uganda
Questions?
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