



Transforming Financial Landscape of Africa with mobiquity® Pay





One of the leaders in the telecommunication space and a widespread mobile money service provider, partnered with Comviva to implement **mobiquity® Pay**, a next-generation digital payments platform. This collaboration has revolutionized the financial landscape, empowering millions with secure and convenient financial services.

The challenge

- Limited access to traditional financial services and infrastructure posed a significant barrier to financial inclusion.
- The lack of a robust platform hindered customer onboarding and trust in digital transactions.

The Solution

mobiquity® Pay addressed these challenges by:

 <p>Expanding Reach The telecommunication giant now serves over 90 million customers, generating €600 million+ in revenue.</p>	 <p>Processing Power The platform facilitates over 110 million transactions worth €2 billion every week, experiencing an 8% year-on-year growth in active subscribers and transaction values.</p>
 <p>Widespread Adoption With over 30 million active subscribers and 400,000 points of sale, mobiquity® Pay is a leader in mobile money platform providers' space with a 90% market share in Burkina Faso while leading the charge in other countries of deployment.</p>	 <p>Enhanced Services The platform's API-first approach enables the rapid development and launch of innovative financial services, fostering customer loyalty.</p>

The impact

mobiquity® Pay has significantly transformed lives in Africa:



Conclusion

This success story exemplifies the transformative power of mobiquity® Pay. By providing a robust and scalable platform, Comviva has empowered the service provider to drive financial inclusion and revolutionize the way people transact day to day, access banking services and manage their finances.

Technology at Play

mobiquity® Pay leverages cutting-edge technology to deliver:

<p>Secure and reliable transactions Advanced security protocols ensure the safety and integrity of financial data.</p>		<p>API-first approach A comprehensive suite of APIs empowers rapid development and launch of new financial services.</p>	
	<p>Seamless integration The platform seamlessly integrates with existing infrastructure and telco networks.</p>		<p>Scalability and flexibility The platform readily adapts to accommodate increasing user base and transaction volumes.</p>

Call for Change

mobiquity® Pay's success story in Burkina Faso serves as a powerful example of how technology can bridge the financial divide and empower individuals and businesses across Africa. As the continent continues to experience rapid growth in mobile phone penetration, widespread adoption of secure and accessible mobile money platforms like mobiquity® Pay has the potential to unlock immense economic and social progress.