

With Roshan, now you can transfer money with your mobile!

M-Paisa

Roshan, changing your life

خدمات مشتریان: +۹۹۷ ۱۲۲۲
www.roshan.af

روشن
Nazdik Shodan نزدیک شدن

Vodafone Money Transfer

INNOVATION IN ICT IN AFRICA
15 DECEMBER 2008, PARIS

Claire Alexandre

Send PESA by phone.

The Better Option.

M-PESA

Safaricom

Additional Limited Information: M-PESA is a mobile money service provided by Safaricom Limited. It is subject to the M-PESA Terms and Conditions. Safaricom Limited is a member of the Safaricom Group of Companies. Safaricom Limited is a member of the Safaricom Group of Companies. Safaricom Limited is a member of the Safaricom Group of Companies.

Vodafone M-PESA

Tuma PESA kwa simu

Ni rahisi na nafuu

Kwa maelezo piga simu bure: 0763 300008

vodafone

voda.com
Mwongozi Umoongazi Tanzania

Jionea tofauti.



In Kenya - Over 4 million subscribers

Money Transfer by SMS

Domestic Money Transfer



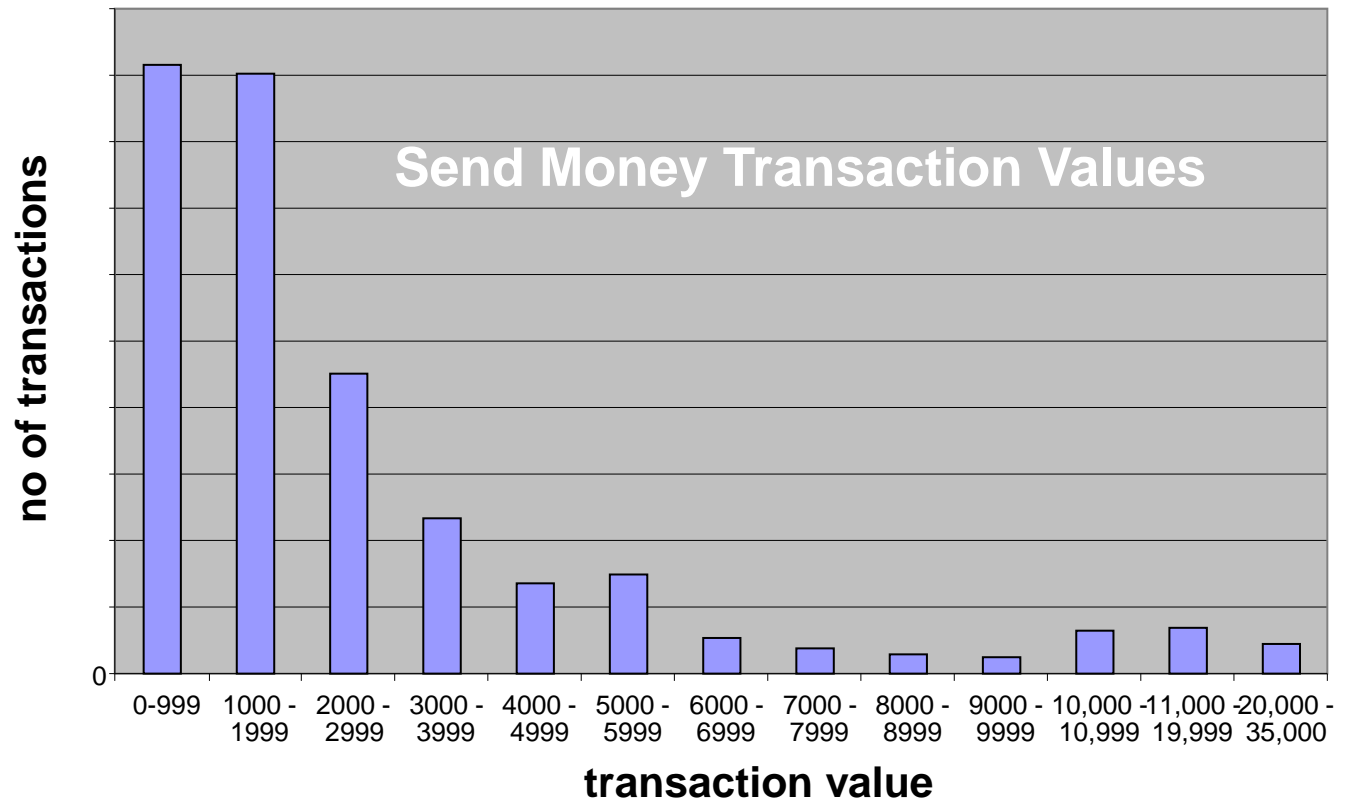
Simple P2P transfers

Airtime Purchase

Cash-in/out via agents

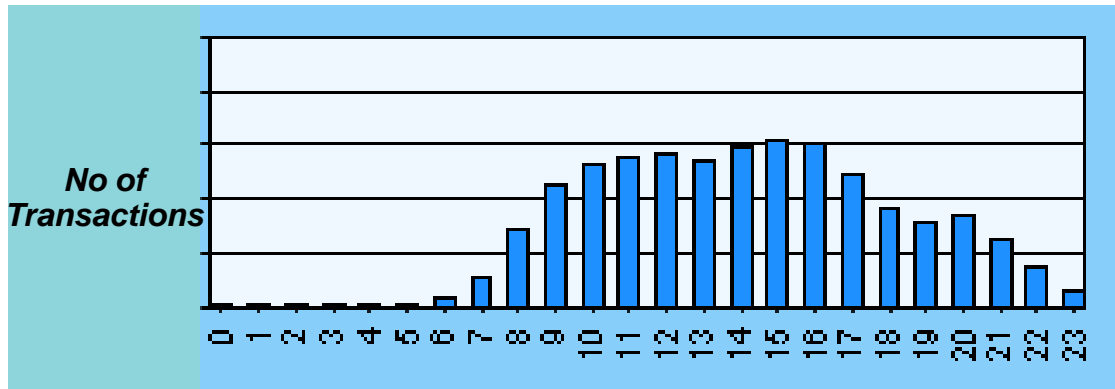
Mfi loans distribution

Bill payments



Daily monitoring and reporting 'quality of service'

Transactions By Hour - 06/05/08



- Busy throughout day
- Peak mid and late afternoons
- Customer experience – 30 seconds maximum!



Critical Success Factors

Use of Agents (cash in / out)

Distribution is key to success – its what MNOs are good at
No POS terminals – just a phone
Customers' first port of call
Training
Due diligence required (contract)

Needs Based & Simplicity

M-PESA meets the customer need to move money
Intuitive proposition (send money home / pay a bill etc). Convenient / low cost Its not 'mobile banking'
Simple UI - works on all phones (STK / USSD / IVR)
Send to any phone! (even non Safaricom)

Security AML / CFT Fraud

Range of security features - Caps, PINS, secret words, 24/7 support / account intervention
Internal policies on KYC / AMLO / Controlled Risk Matrix etc
Watch list screening
Monitoring for anomalous transactions activity
Data rich – key attribute

Regulation

M-PESA is 'payment service' and not 'deposit taking'
Funds protected by Trust Co - no investment of funds, no interest, no credit
Customer purchases e-money – always matched by real money held in a bank account
Needs appropriate legislative framework: enabling and proportionate



Shaping an enabling regulatory framework

- Setting a proportionate regulatory framework, to enable the development of a payments market, through market forces and a focus on services.
- By getting the right balance:
 - Transformational potential vs. legitimate regulatory concerns;
 - Managing risks vs. venturing in the new and innovative.
- How?
 - Manage uncertainty by (1) accepting it, (2) reducing it through knowledge sharing, (3) taking time to experiment and (4) adopting staged approaches.
 - Establish a broad agenda and engagement plan with a wide range of stakeholders beyond traditional boundaries, including among regulators.



Thank You !

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