



The Ultimate Global Mobile Money Hub Enabling Remittance & Airtime Exchange

International remittance and mobile, a perfect match

The growth and penetration of mobile services across the world has been a phenomenon. The coverage and accessibility of mobile services, combined with the ubiquity of mobile handsets and the interoperability of the technology have triggered an interest in enabling mobile money transfer services and providing an easy-to-use way for the world's 200 million international migrant workers to securely send value remittances to their dependants. According to the GSM Association, remittance flows have reached US\$320 billion, and fuelled by the introduction of mobile money transfers they could reach between US\$700 and US\$ 1000 billion by 2012.

The role for mobile operators in remittances

Thanks to this widespread presence and high penetration around the world, mobile communications now have the potential to vastly improve and transform access to remittance funds for people in developing markets. Mobile technology can lower the cost of remittances, as it removes the need for physical points of presence and ensures a timely and secure method of transaction. With significantly greater reach, mobile operators can solve the access problem and drive down costs to more acceptable levels.



What are the benefits for the mobile operators involved ?

There are two sources of value: direct and indirect. Direct value is generated from transaction fees, increased telecoms usage, new customer acquisition (particularly foreign workers), churn reduction and the opportunity to up-sell. Indirect value, on the other hand, can be found in the contribution to national economic development, the leading role operators can play in the sector's development and last but not least the ability to give millions of people without banking services access to remittance.

HomeSend concept



Powered by





The Ultimate Global Mobile Money Hub

Enabling Remittance & Airtime Exchange

Business Cases



- ▶ **Airtime Exchange**
 - Airtime to Airtime
 - M-Wallet to Airtime
- ▶ **Remittance**
 - M-Wallet to M-Wallet
- ▶ **Roaming Recharge**
 - ATM recharge
 - Point-Of-Sales recharge

HomeSend service features

- **Tax management:** local and foreign taxes can be handled by HomeSend
- **Commission management:** up to 10 legs can be managed by HomeSend, through a % of the transferred amount or a flat fee
- **Exchange rate management:** SDR is used as the pivot currency, market exchange rates are applied and updates are done daily
- **Advice of charge:** customers are informed of the charges on the transferred amount and can decide whether the fees and commissions will be deducted from the initial amount or from the received amount
- **Financial clearing & settlement:** HomeSend aggregates individual transactions into a total net amount to be received from or paid to a given operator with breakouts per destination/origin of the funds. Settlement is performed on a daily basis
- **Fraud rules & blacklisting:** maximum remittance value can be set per transaction (sender or receiver), and the maximum amount (sent or received) can be configured for a given period. It is also possible to limit the number of transactions on a given period. Additionally a mobile operator can blacklist other mobile operators to prevent transactions with their subscribers and can also blacklist their own individual subscribers
- **Operations & customer care:** a web-based admin & customer care interface allows active supervision, reporting and administration. The HomeSend platform is operated by Belgacom ICS and eServGlobal, who also provide the second line customer care.

Regulation

Depending on local regulation and their own strategy, mobile operators can play a range of roles in the money transfer value chain, from providing a mobile wallet application to access a bank account, to actually holding stored value accounts for their customers.

The GSM Association Mobile Money Transfer initiative has developed a set of tools to help operators understand regulation and negotiate with their local authorities.



eServGlobal provides solutions for Smarter Transaction Management, driving more value from each telecom transaction.

Mobile, fixed, Internet and multi-play communications providers use our world-leading, real-time capabilities to significantly increase revenues, customer loyalty and expenditure efficiency.

Specializing in agile convergent charging, mobile payment and retention solutions, we have the largest convergent charging and payments installed bases in the world. More than 80 customers, in over 50 countries, perform over 2.4 billion transactions per day using our solutions.

With 16 offices globally we provide flexible end-to-end solutions with ongoing product development and worldwide implementation and support services.

▶ For more information, please visit www.eservglobal.com



Belgacom International Carrier Services S.A./NV (Belgacom ICS) is a leading global carrier of voice, data and value added services to over 500 wireless, wireline and service providers through sales offices in Brussels, Bern, Dubai, Singapore and New York.

Belgacom ICS is at the forefront of the international communications industry, acting as a catalyst for growth, both in terms of traffic and reach. The company aims to enable global interworking across all networks, technologies and services. As a result of this approach and the joint venture with Swisscom ICS, Belgacom International Carrier Services is now one of the largest wholesale voice carrier and a world leader in data transit services.

▶ For more information, please visit www.belgacom-ics.com