

# PAYMENTS AWARDS 2017

## Winners Brochure

**16 November 2017**  
**London Marriott Hotel,**  
**Grosvenor Square**

Featuring



The **rewarding** way to pay



## Welcome



**Michelle Stevens**  
Group Editor  
FStech & Retail Systems

**P**ayments as a sector has never been more crucial or touched more points in the lifecycle of consumers and businesses.

A growing number of markets around the world are rolling out near real-time payment systems, and in the UK access to payment rails and clearing services are being widened as new players enter the market.

On the whole, individuals and organisations are enjoying unprecedented global connectivity in terms of payment flows. People

have never had more choice in the way that they can make payments or transfer money – whether that be in-store, online or in-app; or via digital banking, cross-border payments or mobile remittances.

In terms of retail payments, contactless now accounts for a third of all card payments made in the UK, but mobile payments are growing, particularly as biometric features come to the fore,

with facial and fingerprint recognition now increasingly used to authorise transactions.

And let's not forget our old friend cash – its usage may still be on a gradual decline, but the introduction of redesigned coins and polymer banknotes has signalled a move to adopt new materials and anti-counterfeiting technology even in this most traditional of payment methods.

At the other end of the spectrum, the use of emerging technologies such as distributed ledgers are still being explored in different payment fields, and it remains to be seen if digital currencies ever truly enter the mainstream. But what is certain is that in the burgeoning global payments ecosystem, the effective analysis and protection of the growing amount of data will remain paramount.

Such a dynamic time in the industry was reflected in a record number of entries to this year's Payments Awards, so congratulations to all of our shortlisted companies. And thanks goes to our judges, who undertook the challenge of deciding the winners from another exceptional and innovative field.

In this review you will find a round-up of all the 2017 category winners, plus highlights of the winning entries from Close Brothers Retail Finance, Zapper, Epos Now and Vocalink.





Best Online Payments Solution (Consumer)



Best Online Payments Solution (Merchant)



Best Mobile Payments Solution

## The Winners

Now in their fifth year, the Payments Awards continue to recognise excellence and innovation across the sector. This year's event saw a sell-out industry audience gather at a prestigious gala dinner and trophy presentation ceremony, held at the London Marriott Hotel, Grosvenor Square on 16 November. Guests were greeted with a lively champagne reception, followed by a welcome speech by Michelle Stevens, Group Editor of FStech and Retail Systems and Chair of the 2017 judging panel. The awards were then hosted by actor and presenter Chris Barrie, who handed out the trophies to the night's winning companies...

### Best Online Payments Solution (Consumer)

The first award of the evening went to a solution that is offering online consumers a new way to checkout and spread the cost of their purchases. Klarna picked up the trophy for its customer finance options – including its 'pay after delivery' and 'pay later' services – which retailers can easily integrate into their e-commerce operations.

### Best Online Payments Solution (Merchant)

This technology platform is enabling specialist retailers to offer their customers seamless access to credit application and fixed payments services. Close Brothers Retail Finance won this award for its point of sale payment products, provided through an online user interface that can be accessed across all devices (see page 8).

### Mobile Payments Solution of the Year

For a mobile app that combines customer insights for retailers with

payments, vouchering and loyalty features for customers, the winner in this category was Zapper. The company's all-in-one mobile solution, one of the largest in the UK retail convenience market, helps merchants deliver smarter marketing campaigns, build brand loyalty and increase revenue (more on page 10).

### Best In-Store Payments Solution

The judges were impressed with this mobile point of sale hardware, with a detachable tablet for in-store and field mobility. The trophy went to Epos Now for its POStoGO solution with integrated payment technology, which allows small retailers to take payments on the move, with ease, accuracy and speed (turn to page 11).

### Best Contactless Payments Project

Barclaycard was victorious in this category for a project that is using contactless technology to address the issue of decreasing cash usage and boost donations to the charity sector. Trials of Barclays' new contactless donation box with several charities have seen public donations made with a credit or debit card average more than three times the amount usually made with cash.

### Anti-fraud or Security Solution of the Year

InAuth picked up a high commendation here for technology that is providing device identification, risk detection and analysis capabilities for in-app mobile payments. But Ethoca won this category for its direct merchant alert system, which in 2016 delivered 6.3 million alerts to merchants, eliminating 2.7 million chargebacks and preventing over 1.5 million fraudulent orders.



Best In-Store Payments Solution  
- sponsored by Wirecard



Best Contactless Payments Project



Anti-Fraud or Security Solution of the Year





Most Disruptive Payments Technology

## Most Disruptive Payments Technology

This award recognised a platform designed to give merchants a single view of acquirers and payment providers available in the marketplace. This year's trophy went to APEXX for its price comparison-style platform, which aims to open up visibility and competition for the global payments services that merchants and e-commerce businesses require for their operations.

## Payments Startup of the Year

For an offering that aims to automate payment flows and reduce processing costs for businesses, 2017's Payments Startup of the Year was Modulr. Its e-money platform is split into modules that can be easily integrated by businesses, reducing the time taken to receive payments and giving them greater control of the process.

## Technology Provider of the Year

The winner of this category has been supplying fast and reliable point of sale systems to some of the world's largest sporting, hospitality and retail events. Bleep UK took the plaudits here for continuing to provide seamless payment operations at cyclical events such as the Olympic Games, Wimbledon and major football tournaments, as well as to a variety of permanent retail and hospitality locations.

## Best Cross-Border Payments Solution (Consumer)

The judges gave the nod to a service where senders can transfer international payments to a recipient's mobile wallet in a wide variety of ways. This award went to Mahindra Comviva and Econet Wireless for 'EcoCash Diaspora', which since its launch in 2014 has become the largest mobile remittance service in Zimbabwe.



Best Cross-Border Payments Solution (Consumer)



Payments Startup of the Year  
- sponsored by Paysafe

## Best Cross-Border Payments Solution (Business)

Currencycloud took the plaudits here for its platform that is helping remove the friction in cross-border payments for businesses through the simple incorporation of its flexible APIs. The firm's multi-currency payment and conversion tools are giving its growing number of clients access to Currencycloud's banking network and global payments ecosystem.

## Best Merchant Acquirer or Processor

The judges' vote here went to Paysafe, for providing a full range of payment processing solutions to merchants, across multiple payment types, currencies and territories. Delivered through an integrated platform, the company's offering is geared towards mobile-initiated transactions, real-time analytics and the convergence between bricks and mortar and online payments.

## Clearing or Settlement Initiative of the Year

The panel recognised an organisation that is aiming to become a game-changer in the industry, using agile technology to build a new clearing service. The winner was ClearBank, the UK's first new clearing bank in more than 250 years, which is seeking to create greater competition and transparency in the UK market.

## Lending Initiative of the Year

A high commendation was presented in this category to iwoca, an online finance platform for small businesses that makes rapid credit decisions based on the analysis of numerous data points. But the victor was an online lender that has been innovating with new technology and setting records in the peer-to-peer lending sector. The award went to Zopa, which has now lent over £2 billion



Best Cross-Border Payments Solution (Business)



Technology Provider of the Year



Best Merchant Acquirer or Processor



Clearing or Settlement Initiative of the Year



Lending Initiative of the Year



B2B Payments Innovation of the Year

by matching investors to borrowers via its digital platform.

### B2B Payments Innovation of the Year

For bringing a new B2B payments offering to the market and widening access to payment systems, the winner was Starling Bank. It is the only sponsor member of the UK's Faster Payments Scheme to offer clients real-time Faster Payments Agency access, and is also utilising its API-led technology to speed up onboarding times and enable businesses to create new instant payment accounts.

### Best Prepaid Card Solution

In this category, the judging panel opted for a prepaid card programme which is supporting the distribution of local authority social care payments. The trophy went to allpay for an initiative that provides care users with their funds via a prepaid account issued on a Mastercard card, improving convenience for end users as well as delivering a cost-effective 'direct payment' option for councils.

### Best Alternative Payments Project

This year's award went to a biometric-enabled cashless payments system, which the judges felt had huge potential in a large, emerging market. The winner was Financial Software and Systems for its Aadhaar Pay service in India, which enables merchants of all sizes to accept payments via fingerprint authentication linked to a customer's unique social security number.

### Payments Infrastructure Award

GoCardless was recognised with a high commendation in this category for creating a new international network designed to allow organisations of every size to collect Direct Debit payments. But Vocalink walked away with the trophy for its work on delivering

real-time payments and supporting the payments infrastructure in several key markets around the world (see page 12).

### Marketing Campaign of the Year

This clearly defined campaign championed contactless technology through an industry-first payments event that was quite literally out of this world. The trophy went to Nationwide Building Society for not only making the first contactless payment in space, but for delivering a campaign around it that had a tangible impact on the customer adoption of contactless payments.

### Payments Innovation of the Year

Eckoh scooped this prize for a unique innovation that allows consumers ringing a contact centre to make a payment over the phone using Apple Pay. The firm invented and built this solution with the aim of helping contact centre operations keep pace with technology, compliance and consumer payment preferences.

### Payments Pioneer Award

The judges felt that the recipient of this award was a prominent figure and role model in the payments sector, championing diversity and leading a number of high-profile industry programmes. This year's Payments Pioneer was Andrea Dunlop, the CEO of Card Solutions and Acquiring at the Paysafe Group.

### Overall Winner

This year's entries were outstanding, so it was a hard task for the judges to select just one from the category winners. But they opted for a company that has been instrumental in the development and running of payment networks internationally, crowning Vocalink the 2017 Payments Awards' Overall Winner.



Best Prepaid Card Solution



Best Alternative Payments Project



Payments Infrastructure Award



Marketing Campaign of the Year



Payments Innovation of the Year



Payments Pioneer Award

## The Judges

### Simon Burrows

Director  
PwC

### Mark McMurtrie

Director  
Payments Consultancy

### Tim Decker

Head of Payments Product Development  
Lloyds Bank Global Transaction Banking

### Michelle Stevens

Group Editor  
FStech and Retail Systems

### Graeme Forward

Analytics Manager – Assurance and Fraud  
Transport for London

### Anthony Strzalek

Editor  
National Technology News

### Scott Manson

Head of Payment Strategy  
Nationwide Building Society



Overall Winner



The 2017 Winners





## With thanks to our Payments Awards sponsors

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## Best Online Payments Solution (Merchant)



### Close Brothers Retail Finance

**T**he Best Online Payments Solution (Merchant) category at this year's event saw the judges award the top prize to Close Brothers Retail Finance for its online payment solution delivered through its retailer partner services.

Combined with self-serve and paperless point of sale technology, the company's retail finance solution aims to offer an alternative payment option in the market, with a return to personal, local account management that has allowed retailers to unlock growth from their customer base.

The system's easy to use online user interface enables access across all devices to an unlimited number of retailer users. The abundance of configuration options also gives consumers using the service an enhanced buying experience that can be tailored to each retailer's specific brand and products.

The AnalyticsAccelerator feature provides retailers with unique data analytics and insights, helping them to understand the characteristics of finance customers, identify growth areas, and focus advertising and strategy more effectively. They can also pinpoint optimal customers in terms of gender, age, location, purchasing habits and likelihood of being accepted for finance.

From making an enquiry to Close Brothers, retailers can be ready to offer finance within five days, and in some cases 48 hours, in just three steps, if they have provided all the necessary

information. Over the past year, Close Brothers' retailer client base has increased in number by 450 to reach more than 750.

In addition, customer loyalty to these retailers has increased due to their new finance options, with 57 per cent of shoppers saying they would have bought elsewhere if finance was not available, according to Close Brothers' 2016 customer survey. Furthermore, retailer sales from offering finance have surpassed the £200 million mark, a Close Brothers' analysis of its existing retailer clients found.

The 2017 Payments Awards judging panel was also impressed with the system's QuickStart and FastForward retail finance features, which enable SME specialist retailers to compete with online giants. The judges said: "This payments solution is delivering a holistic model – particularly for smaller online retailers, who are able to offer fast credit applications to their customers and grow their turnover."

Alex Marsh, Managing Director of Close Brothers Retail Finance, stated: "We are honoured to have won this prestigious award, in a category which really highlights our passion to provide an easy to use service which is an extension of our retailers' businesses and truly helps them grow. We're very proud to champion specialist retailers and we will continue to focus on helping UK retailers unlock growth in challenging market conditions."







# Unlocking growth for retailers by making products more affordable

Point of sale finance for specialist  
UK retailers instore and online

### Best Mobile Payments Solution

#### Zapper

Picking up the trophy for Best Mobile Payments Solution at this year's awards was Zapper, for its all-in-one smart app which combines mobile payments, digital vouchers and in-app loyalty.

The 2017 judging panel was impressed with Zapper's technology, which provides consumers with a new level of payment convenience, aiming to disrupt the way in which shoppers pay, receive promotions, earn loyalty points and redeem vouchers.

Zapper is currently being used by more than 14,000 businesses around the world, with over a million registered downloads. Users simply scan a QR code to automatically redeem available vouchers and earn store loyalty rewards in just one tap to pay.

The range of services available through the app also helps retailers and brands to measure staff performance, respond to feedback, create smarter marketing campaigns with stronger ROI, increase awareness, drive customer loyalty and grow company revenues. Shoppers are able to search for venues in the app, find nearby discounts and also see rolling offers in-store on the digital front-facing screens at the till.

Retailers are able to match every basket to a customer, track individual habits and present consumers with personalised rewards directly through the app to help build store loyalty and

stand out from the competition. Zapper is designed with a low cost of entry, it can be installed within hours and implemented by businesses of all sizes – from independent stores to national chains.

The initial UK launch of Zapper in Nisa stores around Peterborough at the end of 2016 saw great success, and this year Zapper has launched in another 1,000 convenience retail sites including many more Nisa locations, Spar, Best-One, Premier, Londis and Family Shopper. With the average shopper spending £8.47 when they pay with the app, it is clear Zapper is transforming the way in which shoppers pay and receive rewards.

The judges felt Zapper was a well-deserved winner of this category, stating: "This mobile payments solution demonstrated the ability to deliver strong customer insights as well as encourage brand loyalty. This is a multi-faceted payments app that has already received strong customer feedback."

Gerry Hooper, CEO of Zapper UK, said: "We were delighted to win Best Mobile Payments Solution. It's been a really exciting year launching Zapper's rewarding payments app into the retail convenience sector. Delivering real value, the appetite from both retailers and shoppers alike is very positive for the year ahead as we continue to grow."



### Best In-Store Payments Solution



#### Epos Now

**E**pos Now was the recipient of the Best In-Store Payments Solution award for its new POStoGO mobile point of sale system, which is addressing a number of issues faced by retailers and consumers.

Accessibility, queue wait times and a lack of payment options are among the top frustrations cited by customers when visiting shops and restaurants. POStoGO strives to tackle these problems on a number of levels, facilitating payments choice and speed to enhance the experience for both the consumer and the store assistant.

The POStoGO unit comes equipped with a detachable tablet, which means that employees are able to take payments anywhere on the operational floor. This is beneficial for quick table service in restaurants, as a tool for queue-busting in retail, or to meet the needs of customers with mobility issues.

The technology's intuitive Athena interface has also reduced the average transaction time by 50 per cent through enhanced visibility and usability, reducing queue wait times. POStoGO facilitates an extensive range of payment options such as chip and PIN, swipe, cash payments and contactless, including mobile solutions such as Apple Pay and Android Pay. The solution also eliminates human error and reduces the opportunity for theft through an integrated inventory management system.

Designed and built with affordability in mind, POStoGO retails at £795 – 25 per cent cheaper than traditional EPoS systems. The system can be set up straight from the box, while there are no fixed costs, just a one-time payment for the hardware. Epos Now estimates that small businesses with an average monthly revenue of £20,000 should see a return on investment in less than six weeks, making a saving of more than £22,000 annually through reduced administration and wastage costs.

The judges at this year's Payments Awards were impressed with the Epos Now system, and particularly its application for smaller merchants. The panel commented: "This is a fully functional, transportable and scalable solution, with a hassle-free set up and the capacity to speed up service and payments."

Jacyn Heavens, CEO and Founder of Epos Now, said: "Brexit, increases in business rates, and corporates dominating the High Street are just some of the challenges faced by small and independent businesses. Epos Now developed POStoGO in response to these challenges, with affordability in mind. With unlimited access to our award-winning AppStore, POStoGO is as scalable as it is mobile, which is hugely important for businesses whose needs will change as they grow and develop."





### Payments Infrastructure Award and Overall Winner **VOCALINK**



#### Vocalink, a Mastercard company

**V**ocalink's success over the past 12 months secured them both the Payments Infrastructure Award and the Overall Winner accolade at this year's Payments Awards.

The company has recently delivered two real-time payments networks in both Thailand and the US, and also supported challenger banks and financial institutions in the UK through its PayPort payment gateway platform, which helps to level the playing field between established and up-and-coming banks.

When launching the PromptPay real-time payments system in the Thai market, Vocalink first had to understand the requests of the government and then build the right system to support the country's unique needs. PromptPay was designed to accelerate the adoption of mobile payments, address financial inclusion and support the expansion of Thailand's burgeoning digital economy, while also reducing the country's reliance on a physical banking infrastructure and cash. Since PromptPay's launch, over half of Thailand's 60 million residents have registered for its money transfer services and 21 banks have already signed up.

In the US, Vocalink's partnership with The Clearing House is delivering a real-time payments (RTP) network that will serve the business customers of more than 14,000 US banks when it fully launches. The new system will form a cornerstone of the national payments infrastructure in the US and will run independently from conventional settlement systems.

In June 2017, Starling Bank also became a Direct Agency sponsor for Vocalink's PayPort Service in the UK, enabling access to the country's Faster Payments Scheme (FPS). As a sponsor bank, Starling will authorise and settle transactions for organisations who want to connect quickly to FPS as a Direct Agency. The partnership will enable access to the network in a quicker, more efficient way by removing costs otherwise associated with running and maintaining in-house systems.

The 2017 Payments Awards judging panel said: "Vocalink's work on the infrastructure for instant payments is having a high impact in an increasing number of markets globally. The company is a fitting recipient of both the Payments Infrastructure Award and the Overall Winner trophy at this year's event."

Paul Stoddart, Vocalink's CEO, commented: "We are delighted to have been recognised by the industry for what has been a milestone year for Vocalink. Working with The Clearing House, RTP is a best-in-class system capable of meeting the demands of today's US economy, while also being robust and flexible enough for further innovation. At home, we have supported up-and-coming banks, such as Starling Bank, through our payment gateway product PayPort, which helps facilitate a level playing field between established financial institutions and challengers, enabling immediate payments for all kinds of payment service providers."



# POWERING ECONOMIES

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*...empowering people*

A Mastercard company, Vocalink designs, builds and operates industry-leading bank account-based payment systems.

Our technologies power the UK's real-time payments, settlements and direct debit systems, as well as the country's network of more than 70,000 ATMs.

In 2016, we processed over 90 percent of salaries, more than 70 percent of household bills and almost all state benefits in the UK.

In addition, our proven real-time bank account-based payment solutions provide more payment choice to customers in Singapore, Thailand and the United States.





# **PAYMENTS AWARDS**

**2018**

## **Save The Date**

**14 November 2018**  
**London Marriott Hotel,**  
**Grosvenor Square**