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PAYMENTS

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Stakeholders weigh in

on new directions for Canadian payments

Also in this issue:

- ▶ In conversation with Visa Canada
- ▶ A merchant primer on tokenization
- ▶ Getting a boost from private equity

Young adults fear financial future

Financial reality is especially harsh for 20-somethings in the US as a mere 23 percent rate themselves as totally independent, according to a survey by The PNC Financial Services Group, Inc. Only 18 percent of 20-29 year-olds are confident they will have enough money to live comfortably when they are ready to retire.

These findings are part of the *PNC Financial Independence Survey*, which sought insights into the financial mindset of 20-somethings within Generation Y, which is projected to outnumber all population segments by 2017.

Low-cost online payment service launched

Global payment solutions provider hyperWallet Systems, Vancouver, has launched a new low-cost online merchant payment processing service for organizations and their customers. "Direct Pay" merchant payment option provides a secure, cost-effective complement to card payments by enabling customers to pay for products using funds from their bank account, an online e-wallet, or combination of both, according to the company.

"Until now, organizations experiencing high merchant processing fees had little choice when it came to lowering payment costs or offering customers additional payment acceptance methods," stated Bill Crowley, VP of Product Development at hyperWallet. "By using Direct Pay, companies can gain dramatic cost-savings compared to card processors, and can offer customers a convenient way to make purchases online without maxing out their credit cards."

For businesses, implementing the Direct Pay service is a simple process and requires only a one-time integration to hyperWALLET. Companies can offer Direct Pay via their company's web-

site payment page, where customers select it as a payment option during the e-commerce checkout process. Using Direct Pay, funds are debited from the customer's existing e-wallet or bank account (or a combination of both), and their product purchase is complete.

"The benefits of Direct Pay go beyond cost-savings," noted Crowley. "In addition to our low processing fees, the service helps companies manage chargeback and rolling reserve levels to free up cash flow and reach more customers by offering e-wallet & bank debit payment options in addition to credit and debit cards."

The service also supports loyalty points, enabling companies to define their own loyalty points schemes and redemption rules for product purchases or company promotions.

Direct Pay is designed for organizations which operate on a global scale. It is currently live with US and Canadian banks, with rollouts scheduled for England and Europe in early 2012, for eventual linkage to all 50+ hyperWALLET-serviced countries within two years.