

Win with
us in
2016

Interswitch 

Warm compliments from all of us at Interswitch

Thank you for your patronage in 2015. You are at the centre of everything we do and we are proud to be associated with your business.

There will be some headwinds in 2016. Like was the case in 2015, analysts project that low oil prices and its attendant negative impact on government earnings will continue to present a challenge for the Nigerian economy.

However, there are many comforting upsides. The political environment, sequel to the 2015 elections has turned out to be stable, with the smooth handover of government on 29th May, 2015 and the swearing-in of the Federal Executive Council on November 11, 2015.

The 2016 budget presented to the National Assembly shows intent to diversify the economy, reducing future impacts of volatile oil prices on the economy. It seeks to significantly empower the private sector to create jobs by reducing taxes for businesses and providing subsidized funding for critical sectors of the economy like agriculture and solid minerals. The proposed Home Grown

School Feeding Programme also provides significant opportunities for job creation in the agriculture value chain. The budget also seeks to plug the huge infrastructure gap, with a N1.8 trillion vote for capital expenditure. This should hopefully reduce the cost of doing business in Nigeria.

Nigeria's demography still provides unique opportunities. The country's population aged between fifteen and fifty-four years is currently around ninety million, making up about fifty percent of the total population. This is a huge consumer market. With around 78% of Nigeria's internet users between the ages of 19 and 35years, technology offers efficient options to access this market.

We are committed to helping you seek these opportunities, take chances and win, so we provide some insights into how you can take advantage of these market opportunities in 2016.

Your partners at Interswitch wish you a profitable 2016!






Expertise you can trust

For over a decade, our transaction solutions have helped improve business efficiency and profitability across various sectors of the economy. That's why businesses across Africa rely on us for safe and seamless transaction solutions that enable them achieve much more.

Interswitch 
Transaction solutions you can depend on.

To find out more on how our intelligent transaction solutions can help your business visit www.interswitchng.com or contact us on 01-9065000

www.facebook.com/InterswitchGroup 
twitter.com/InterswitchGRP 

www.linkedin.com/company/interswitch-limited 

We share some principles that can help your business win in 2016!

#SwitchON 2016

1 LEVERAGE TECHNOLOGY

TECHNOLOGY is changing the landscape for businesses as it offers opportunities to increase revenue and reduce costs. Technology can be deployed to your core operational activities, ensuring that you get more value from the same input. Business digitisation has altered hitherto brick and mortar business models and these days, customers can get virtually any product or service online.

Technology offers e-commerce opportunities as businesses can digitize their offerings with e-commerce models. By providing online payment options, a business is able to offer its products and services to potentially more consumers, increasing revenue and potentially reducing transaction costs. An e-commerce model, with the required backend logistics support can help your business expand significantly in a relatively short period of time, reducing certain risks that come with geographical consolidation.

“This is a good time to develop competence in digital marketing as technology improves marketing efficiency”

According to GSMA, smartphone penetration in Africa is expected to grow from 160 million in 2015 to 380 million in 2020. The implication of this is that business Tweet, Facebook post or online advert impression will reach more than twice the number of people it is reaching now by 2020. In developing competence in digital marketing, you will need to understand your customers and the online marketing channels available to you to access them.

Marketing messages that are adaptable to these channels need to be developed to reach

your customers at these points of impact. Since social media marketing channels like Facebook and Twitter provide analytics, your business is more efficient at targeting the customer demographics and psychographics it needs to reach.

These technologies also provide metrics on level of customer engagement, providing feedback on the efficiency of the marketing process. You will however need structures around web & payment security, inventory, logistics and distribution to ensure that the transition to an e-commerce model is not fraught with operational challenges.

Technology also helps with operations management. By deploying enterprise resource planning technologies, your business can improve work processes like record keeping, procurement, payments, to mention a few. This can significantly improve productivity and profitability.

improve everyday work processes like record keeping, procurements and payments by deploying enterprise resource planning technologies



Easier, faster and more convenient way of disbursing funds

Autopay is a secure web based solution with an efficient platform for managing multiple credit payments that recur periodically across banks. It enables organizations perform one-off or recurring direct credit multiple payments to vendors, contractors, suppliers and staff, across multiple banks in a timely and cost effective manner.



Verve Paycode. Withdraw cash without ATM cards.

Introducing Verve Paycode, the super convenient way to collect cash from ATMs nationwide without an ATM card.

To use, simply download the Verve world app on your phone, then generate the paycode, which can be sent to anyone for quick, cardless cash withdrawals at ATMs.

You can also dial *322*8*amount# to get the Pay code via SMS

Each Paycode generated expires after 24hrs.



www.myverveworld.com





2 MANAGE CASH FLOW

CASH IS STILL KING! A business is only as sustainable as the level of cash it is able to generate. In this economic climate, you will need to pay extra attention to cash management. This is especially important for service businesses. Some of the tips below will guide you in doing this:

Encourage Down Payments: This is very critical for service providers. With down-payments, your business reduces its exposure to funding cost of sale from your operational cash income.

Reward Quick Payments: You can offer discounts to customers who are willing to pre-pay, provided you cover your costs and have a reasonable profit margin.

Invoice Immediately: If you take your time sending the invoices needed to process payment, your creditors in turn will take their time paying you. Make prompt invoicing a priority.

Have a Line of Credit: Credit lines are very important for businesses and even more important for businesses in slowly growing markets. If you are in manufacturing for example, you want to be sure you have a line of credit if there is a machine breakdown and you don't have the required cash reserves to fix it or buy a new one. Commercial and microfinance banks and well as credit unions provide options for lines of credit.

Deposit Cheques Promptly. This reduces your cash conversion cycle and improves your cash position.

“With down-payments, your business reduces its exposure to funding cost of sale from your operational cash income”

Be Innovative with Customer Billing:

You can be innovative around customer billing. You don't have to use the same billing approach for all customers.

Consider long-term subscription based billings, which guarantee long-term income, albeit at reduced prices for customers you see a long term relationship with.

Chase Debts Firmly:

Ensure that you have a resource dedicated to chasing debts owed your business and track this on a daily basis if possible. Ensure your debt collection plan which clearly articulates how you intend to recover debts owed. Where debt recovery is turning to be impossibility, consider hiring the services of debt collection professionals.

Develop monthly cashflow reports:

This will help you see the true financial state of the business and make decisions accordingly. You will need to work with a smart accountant, who can be in-house or outsourced to generate quality management accounts for decision making.

Receive payments from multiple sources with

Paydirect

Interswitch's revenue collection solution - Paydirect provides a tool for cash flow optimisation. It is a collection, monitoring and reporting solution your company can adopt to receive payments from its customers using the bank branches of various banks on the Interswitch network without necessarily having accounts in those banks.

With Paydirect, your customers can make payment at any bank branch across the country and from within its offices. Your company can log into the Paydirect reporting portal and view all payments from a single source. You can view payments received immediately they are paid irrespective of the bank they were paid from.

Paydirect helps your business optimise the process of revenue collections, remittance and monitoring. This will increase revenue collected by providing easier payment options for your customers.



Quickteller **Mini**

Make and receive payments with a **PING!!!**

The quickest way to transfer funds is now on your **BlackBerry® Messenger**. Simply download the Quickteller Mini app, follow the simple instructions and chat while you receive your transfers and much more.

Download the Quickteller Mini app via:
BlackBerry World | Google Play Store | Apple App Store | Windows Store
bbm.quickteller.com



3 ENSURE OPERATIONAL EFFICIENCY

Uncertain times demand that you run lean and nimble operations that are easily adaptable to changing market and industry realities. Operational efficiency goes beyond just cutting costs. Your goal is not to cut costs, but to improve productivity and if cost cutting is an option (and it usually is), then by all means do so. You will need to clearly articulate the architecture of your organisational processes. What are the processes involved in delivering value to the customer from the point of creating this value, to driving demand for

the value, offering the value and getting feedback from the customer on the value offered. When you understand this, you need to clearly ensure that no aspect of these processes is over-resourced.

Operational efficiency may also mean that your business will need to outsource processes that are not your core business, enabling you better prioritise to focus on your core business.

As we mentioned above, technology can help your business improve efficiency.



Quickteller is Interswitch's online payments platform, which can help your customers pay for goods and services across multiple convenience channels. The channels available include ATMs, your company's website, Quickteller website www.quickteller.com, Quickteller mobile app (on android, BBM, windows), shortcode (USSD), and Quickteller agents.



4 INVEST IN PEOPLE

EMPLOYEE COMMITMENT and motivation is perhaps the single most important factor winning businesses. For a business to have employees who are committed and motivated, it needs to have a system in place that attracts and keeps employees it wants. Essentially, the business needs to have an employer brand (or employer promise) that is attractive to the career objectives of the kind of people it seeks to have.

Businesses with highly motivated employees are organizations that have designed into their human capital development structure a system of continuous training, development, and an inspiring work environment. By investing in the development of the skills and knowledge base of its people, smart businesses ensure that they develop commitment and loyalty which reduces employee turnover and reduces the cost of onboarding new employees.



“Take advantage of platforms to connect with people and opportunities that could be important for sales growth, strategic business partnerships, and funding.”

5 GROW YOUR NETWORK

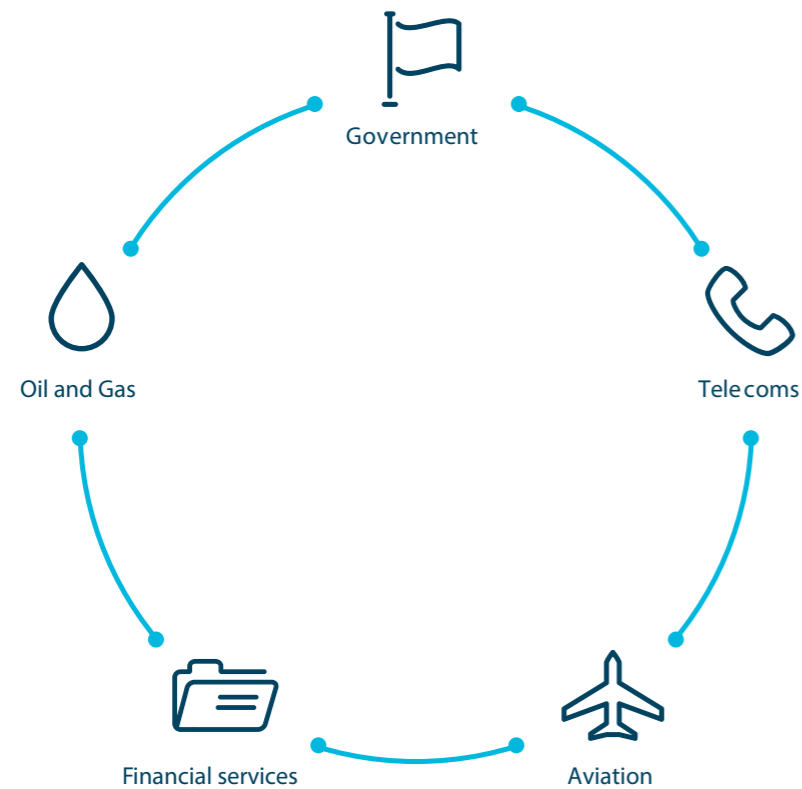
Networks and relationships are very essential for businesses. By participating in exhibitions, conferences, business clubs, chambers of commerce, mentoring organizations, local and regional business groups, professional associations, your business is exposed to critical decision makers who may need your products and services.

Take advantage of business luncheons, seminars, conferences, exhibitions, charity events, to mention a few, to connect with people and opportunities that could be important for sales growth, strategic business partnerships, and funding.

Associations like the Nigerian Association of Chambers of Commerce, Industries, Mines and Agriculture (NACCIMA), Manufacturers Association of Nigeria (MAN), Women in Management and Business (WimBiz), Nigerian Economic Summit Group (NESG), Bilateral Chambers of Commerce, to mention a few, provide significant networking opportunities.

“Smart businesses ensure that they develop commitment and loyalty which reduces employee turnover and reduces the cost of onboarding new employees.”

Interswitch offers tailored electronic payment solutions in Africa to governments and some of the world's biggest brands and businesses.



Oil and gas	Financial Services	Government	Tele.coms	Aviation
Oando	Citi	Nigerian Federal Inland Revenue Service	MTN	British Airways
Forte Oil	Standard Chartered	32 State governments in Nigeria	Etisalat	Virgin Atlantic
	First Bank of Nigeria	10 MDAs (ministries, departments and agencies) in Nigeria	Airtel	Kenya Airways
	United Bank for Africa	Central Bank of Gambia	GLO	Alitalia Airways
	Zenith Bank		Visafone	Delta Air
	Guaranty Trust Bank			Lufthansa
	Skye Bank			
	Kenya Commerical Bank			

Our strengths

Pan-African offer – including unrivalled payments network of more than **100 financial institutions** linking East and West Africa



Reputation for **innovating world-class products and services** that are also highly tailored to the African market



Highly ambitious and driven organization with **vast industry expertise** drawn from highly skilled local and international professionals

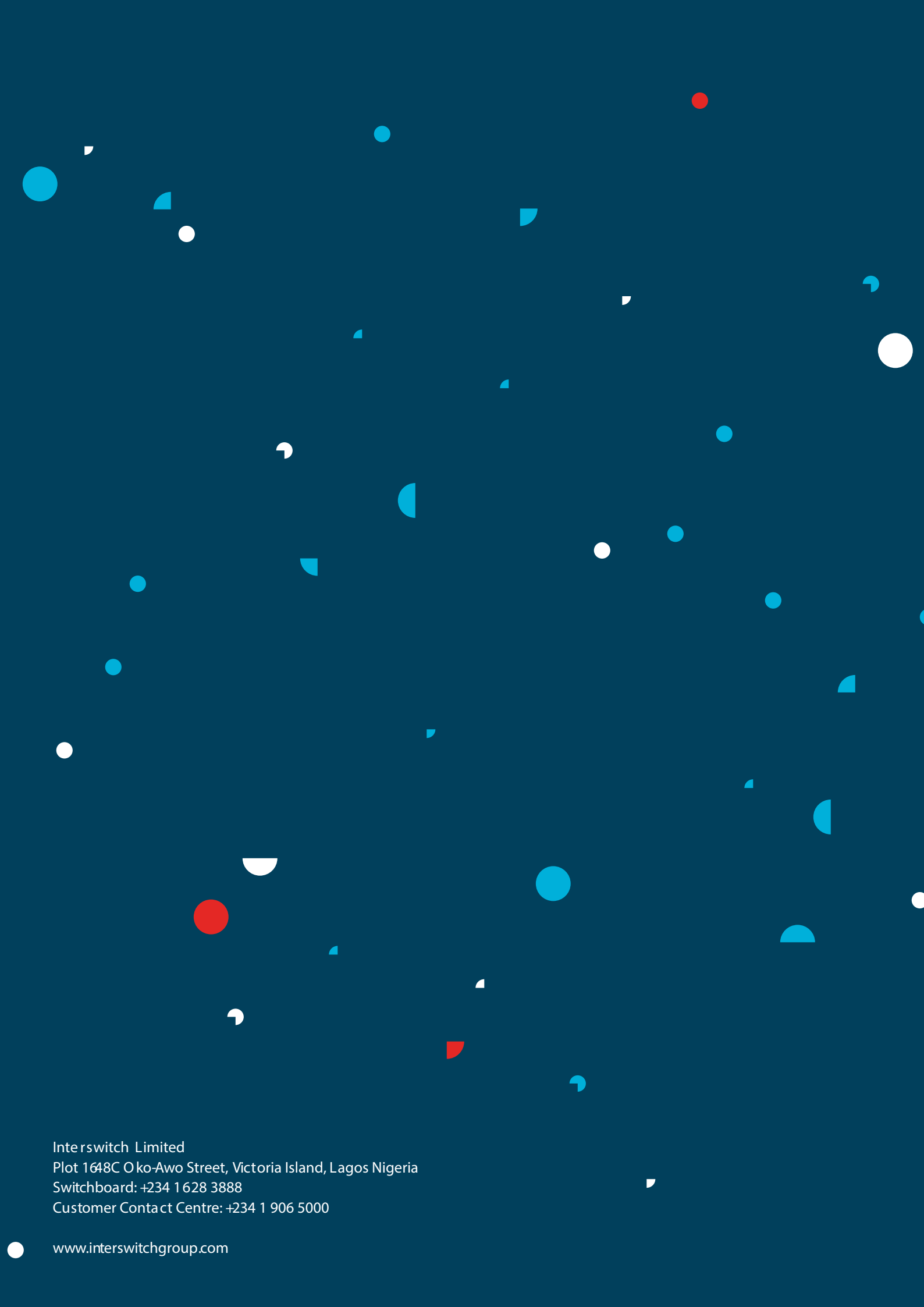


Market leader in electronic payments in every country the company operates



Secure, reliable and scalable platform for electronic transaction processing





Interswitch Limited
Plot 1648C O ko-Awo Street, Victoria Island, Lagos Nigeria
Switchboard: +234 1 628 3888
Customer Contact Centre: +234 1 906 5000

 www.interswitchgroup.com