

CASE STUDY

Phoenix



Evolution of the Shared Switch

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Case Study



Challenge

- ▶ Implement a transaction processing solution that would be robust, flexible and scalable to route transaction originated from any channel of the member bank to other member bank
- ▶ Add innovative and stirring services on its platform to enable banks to facilitate their customers and benefit from iLINK services ranging from simple ATM network sharing to more complex inter-bank funds transfer.

Solution

- ▶ Phoenix, an integrated EFT processing and switching system that provides ATM device driving, transaction routing and authorization, host and interchange interfaces, settlement, management reporting, network control and stored value functionality through ATMs, POS and other self-service devices
- ▶ IBFT, which provides a fast, powerful and a unique service of transferring funds between member banks.
- ▶ Utility Bill Payment solution to enable member bank which opts to give this facility to its customer to benefit from offering utility bill payment through ATM or any other channel that the bank prefers.

iLINK started its journey back in 1997 when two banks took initiative of forming ATM shared switch, now iLINK (Guarantee) Limited is a consortium of major banks that own and operate the largest representative shared financial services network of Pakistan with a combined strength of over 2200+ online ATMs in 150+ cities across the country. The network is continuously expanding as more member banks are engaged in the deployments of ATMs.

iLINK Shared ATM network provides round-the-clock access of ATMs to 27 member banks. iLINK has a wide range of products and services, which are being utilized by its member banks.

The Challenge

Today in a hypercompetitive environment Banks are being differentiated on basis of value added services they offer to their customers. Banks are now constantly coming up with innovative products and services, to expand bank's customer reach and shift the control to their hand. 1LINK as a shared switch, recognized that it needed to lead the banks from the front and give direction to the banks by offering innovative services on its platform. In addition, 1LINK was the ideal platform to offer this kind of service as it had the connectivity to all major banks and ATM transaction were already being routed through it.

To meet this demand, 1LINK sought a transaction processing platform that has the capacity to route transaction originated from any channel of the member bank to other member bank. In addition it should be a robust foundation for adding innovative and stirring services banks to facilitate their customers and enable them to benefit from 1LINK



- ▶ Connectivity of I LINK with VISA - service to its member bank as it has direct connectivity with VISANet to enable member banks to enjoy the liberty of offering full range of VISA products, without directly interfacing to VISANet.

Result

TPS and I LINK has always set off innovative and exciting services for banks to facilitate its self-service banking customers. I LINK supports transaction originated from member banks ATM or any other channel including:

Channel Services Supported

- ▶ ATM
- ▶ Internet Banking
- ▶ Mobile Banking
- ▶ POS
- ▶ IVR
- ▶ Call Center

External Interfaces

- ▶ VISA
- ▶ MNET
- ▶ ORIX POS Network

services ranging from simple ATM network sharing to more complex inter-bank funds transfer.

The Solution

TPS as a vendor to I LINK is the brainchild behind the addition of new services. TPS over the years has consistently come up with new ground-breaking ideas to further expand I LINK offered services, and has provided the technology to materialize the ideas.

TPS' flagship product Phoenix is the core powering engine behind the shared switch, which routes and process million of transactions every month. Phoenix today at I LINK is not only a Shared ATM switch but is a bridge between the member banks for customer based financials transactions. Responding to the customer needs, TPS came up with innovative and stirring service models / solutions which the I LINK member banks readily adapted.

The Result

I LINK and TPS relationship has come a long way, and both have played a vital role in shaping e-banking of Pakistan.

Currently following services are being offered at I LINK:

Standard ATM Transactions

All the customers of I LINK member bank can perform the standard ATM transaction on any I LINK ATM, which include:

- ▶ Cash Withdrawal
- ▶ Balance Inquiry

Inter-Bank Funds Transfer

I LINK offer a unique service of transferring funds between member banks. This transaction can be initiated by a customer of member bank which is providing this service, and the beneficiary customer should also be of one of the member banks.



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1LINK is a technology user of TPS and the shared ATM network owned and operated by 1LINK is based on TPS Phoenix technology. TPS has been a strategic technology partner of 1LINK since its inception and actively provides software enhancement, customization and support services to 1LINK.

Working together, TPS and 1LINK have introduced various innovative e-Banking services within the financial sector of Pakistan.

The synergies of TPS and 1LINK continue to redefine and reshape the e-Banking business within Pakistan on a national basis.

Some of the recent strategic initiatives successfully launched by 1LINK with help of TPS include the following:

- *Enabling 1LINK to become the local VISA processor for its member banks*
- *Defining and implementing a comprehensive VISA Debit migration plan for 1LINK member banks*
- *Launch of online Inter-Bank Funds Transfer facility on 1LINK network*
- *Acceptance of any member bank's Credit Card on 1LINK member ATM network*
- *Online Utility Bill Payment Service program on 1LINK*
- *Financial sector consolidation with interconnectivity of 1LINK & M-Net switches*

I further endorse that 1LINK is very satisfied with the support and services of TPS and looks forward to a continued close cooperation between 1LINK and TPS to continue expansion of e-

Banking services in Pakistan.”

*Khayyam Mahmood Butt
CEO, 1LINK (Guarantee) limited
Pakistan*

Utility Bill Payment

Any member bank which opts to give this facility to its customer will have the benefit of offering utility bill payment through ATM or any other channel that the bank prefers. This give an added advantage to the bank as any new utility companies are being interfaced with 1LINK, the member bank's customer can easily pay its bills. Now the bank does not have to interface with different utility companies to offer bill payment, rather just have one interface with 1LINK which can cover all utility companies.

Support for VISA Transactions

1LINK is currently offering VISA service to its member bank as it has direct connectivity with VISANet. Member banks can opt for this service and can enjoy the liberty of offering full range of VISA products, without directly interfacing to VISANet. This is an added advantage as banks can avoid the hefty fee payment to VISA and will only need to pay minimal charges.





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