

Getting the Most out of your Payment Systems
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You might regard Payment Systems as nothing more than a vehicle for transferring funds: an intermediate step between you and your players' money. If that's all you're looking for, you need not read any further!

The fact is that you will surely require a demographically appropriate and technically effective selection of Payment Systems in order to target the markets you want, and deliver funds with a minimum of overhead. However, many payment systems can deliver much more if you are resourceful. Since you're going to be paying for these services anyway, any failure to maximize the potential benefits is effectively lost money.

But first... the basics. Although there are a wide array of Payment Systems available to operators and players today, they can generally be divided into the following five categories:

1. Credit cards – the most widespread and accepted Payment System on the Internet today,
2. Debit cards – increasing in popularity, this Payment System is most prevalent in Europe,
3. Bank transfer – similar to debit cards, this Payment System provides an additional level of versatility to operators,
4. Prepaid cards – although expensive, this Payment System offers a high degree of anonymity to players, and
5. eWallet accounts – a highly versatile type of Payment System that effectively uses a special account of pre-verified e-funds for use anywhere on the Internet,

Clearly each of these Payment Systems provides for a range of demographic and geographic acceptance, but what else can they offer? There are hidden benefits for those who know how to look for them.

Firstly, some Payment Systems can provide a degree of protection from chargebacks. This can be of critical importance to operators, as chargebacks draw money straight from your bottom line. Some Payment Systems can even provide a 100% assurance of payment by effectively assuming the liability for chargebacks themselves, or by fully confirming all deposits before the funds are available for use. Even where a guaranteed assurance is not provided by the Payment System, the additional layer of protection can potentially help to reduce your losses.

Another way to maximize the benefit of Payment Systems, particularly with eWallet accounts, is to leverage them to satisfy regulatory requirements.

Those operating gaming sites in highly regulated jurisdictions such as Alderney, the Isle of Man, Vanuatu and Australia, and even promising newcomers such as First Cagayan, may already be familiar with the stringent and comprehensive requirements set forth for player verification (i.e.: age, identify, residence and geographic location) and anti-money laundering. Many of these Payment Systems can take a significant portion of the responsibility off of your shoulders – or at least help carry the burden by complementing your existing systems.

These Payment Systems require the customer to provide registration information to verify their identity before setting up an account. In fact, a great deal of the third-party verification systems on the market today are already being utilized by some of the top Payment System providers. In addition, users may be required to enter a secure username and password to make deposits or withdraws from their Payment System. This adds a layer of security to your gaming site, and helps you to achieve regulatory compliance.

It is in the best interest of any Payment System provider to keep comprehensive and accurate transaction records. Depending on the nature of your contract, you could potentially be privy to varying amounts of this information. Through effective integration of these transaction records with your gaming system data, you can go a long way to meeting regulatory compliance relating to anti-money laundering. Remember that the best way to prevent money-laundering is to keep comprehensive and accurate records so as to make any such endeavours far too traceable to be safe for organized criminals.

Identity verification and anti-money laundering are two of the most scrutinized elements of gaming in highly-regulated jurisdictions. A distributed liability between you and your Payment System providers can go a long way to keeping everyone's objectives in line, and providing you with powerful allies in maintaining your collective reputations.

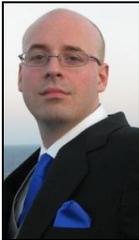
Another potential benefit of eWallet Payment Systems that may not yet be explored to the full extent possible is to use them as customer base marketing tools.

Since many of these Payment Systems have an established customer base, each of their users is potentially a new player for your gaming site. This customer base will be far more likely to wager on your gaming site over a non-participating competitor's gaming site, seeing that you accept their chosen Payment System. These users will perceive an increased level of security due to the intermediary role of their trusted Payment System, and will see a less-onerous registration process. These benefits will make new players feel more comfortable gambling on your site.

As new innovations emerge and new technologies develop, Payment Systems will surely provide an even greater range of added features.

When choosing your Payment Systems, don't just settle for ones that satisfies the minimum requirement. A few smart choices up front, and a few clever integration tricks down the road, could potentially give you the boost you need to help justify the cost.

Bio



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