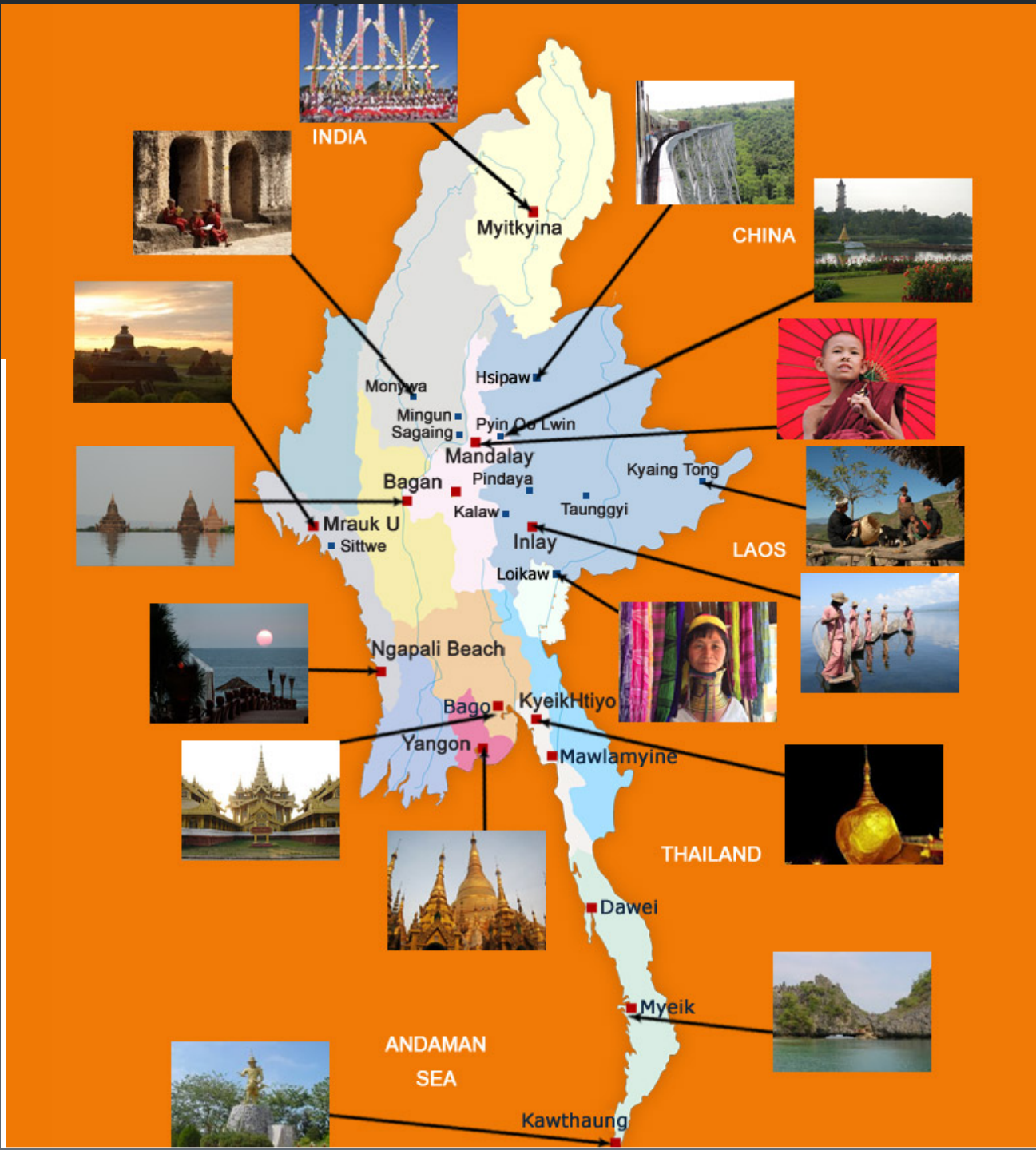




***“Myanmar  
Avoiding the  
Payment legacy”  
Digital Payments  
Case Study***

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Chief Information Officer  
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**“Om Suastiastu”**



# Contents


- What the payments space look like today in Myanmar vis-à-vis card and electronic payments?
- Where is Myanmar going next and why?
- How Myanmar can skip a generation of legacy and innovate?
- How do we make use of a standard in country (like SV)?
- What is the future impact expected to be?
- Points to note and pitfalls to avoid.
- A Trend for you to ponder over.

# What the Payments Space look like today in Myanmar vis-à-vis Card and Electronic Payments?

- MPU (Myanmar Payment Union) Debit Cards for ATM and POS related transactions and eCommerce
- VISA and MASTERCARD Prepaid Cards with Tier 1 commercial banks
- UPI (Union Pay International) and JCB (Japan Credit Bureau) tying up with Myanmar Payment Union as well as selected individual commercial banks to grab a pie of the economy opening up.
- Tier 1 Commercial Banks' Proprietary Online Banking Channels and Payment Gateways
- Mobile Financial Service companies making a beeline by tying up with financial institutions and riding on the recent telecom boom starting to take effect since last 2 years, which redefined the payment industry

# Where is Myanmar Heading Next?

- Myanmar is uniquely positioned to be the next success story in the ASEAN or perhaps in ASIA to adopt latest technologies and helping itself leapfrog to the next level in the payment industry.
- Payment Industry is attempting to find co-working space with financial institutions and testing adoption of latest trends of QR code based payments, based payments, Wallet driven payments.
- Merchants with tie-ups with the payment industry will be a formidable force to drive the next revolution as new investments are happening and merchants do not shy away from educating their distribution network and in turn their end customers.
- Startups are happening in country with guidance and accelerator programs from incubation labs like Phandeeyar who are not afraid of experimenting.



# How Myanmar can skip a Generation of Legacy and Innovate?

- New-age customer wants faster processes and quick facilitation of payments without compromising on security elements.
- New-age customer wants to own a smartphone rather than owning a basic or feature phone.
- Prices of smartphones have come down and is quite affordable nowadays. Myanmar is no different.
- Mobile payment is the next big thing in Myanmar. 75% of smartphone owners are always engaged on social media. Age is no bar.
- Payment Gateways are nowadays facilitating integration with social media based messenger apps.
- Innovations will never stop (will this innovation continue even to the Smartwatch?). Only time will tell.



# How do we make use of standard in Country like SmartVista?

- It is a very fact of life that 2 of the top 3 commercial banks in Myanmar, including mine, as well as a dynamic bank with good amount of insight towards mobile financial services penetration with tie up with a major telecom operator in Myanmar are using SmartVista as the core payment switch and Card Management System. This provides easy integration with third party channels through well defined APIs (Application Programming Interfaces).
- This uniquely positions us to quickly launch new services with the involvement of the developer community.
- Cardless Cash Withdrawals or Biometric authentication driven withdrawal mechanism will be the new norms.
- Card and mobile payments will drive the payment industry in Myanmar and solutions like SmartVista can make the difference.





# What is the future impact expected to be?

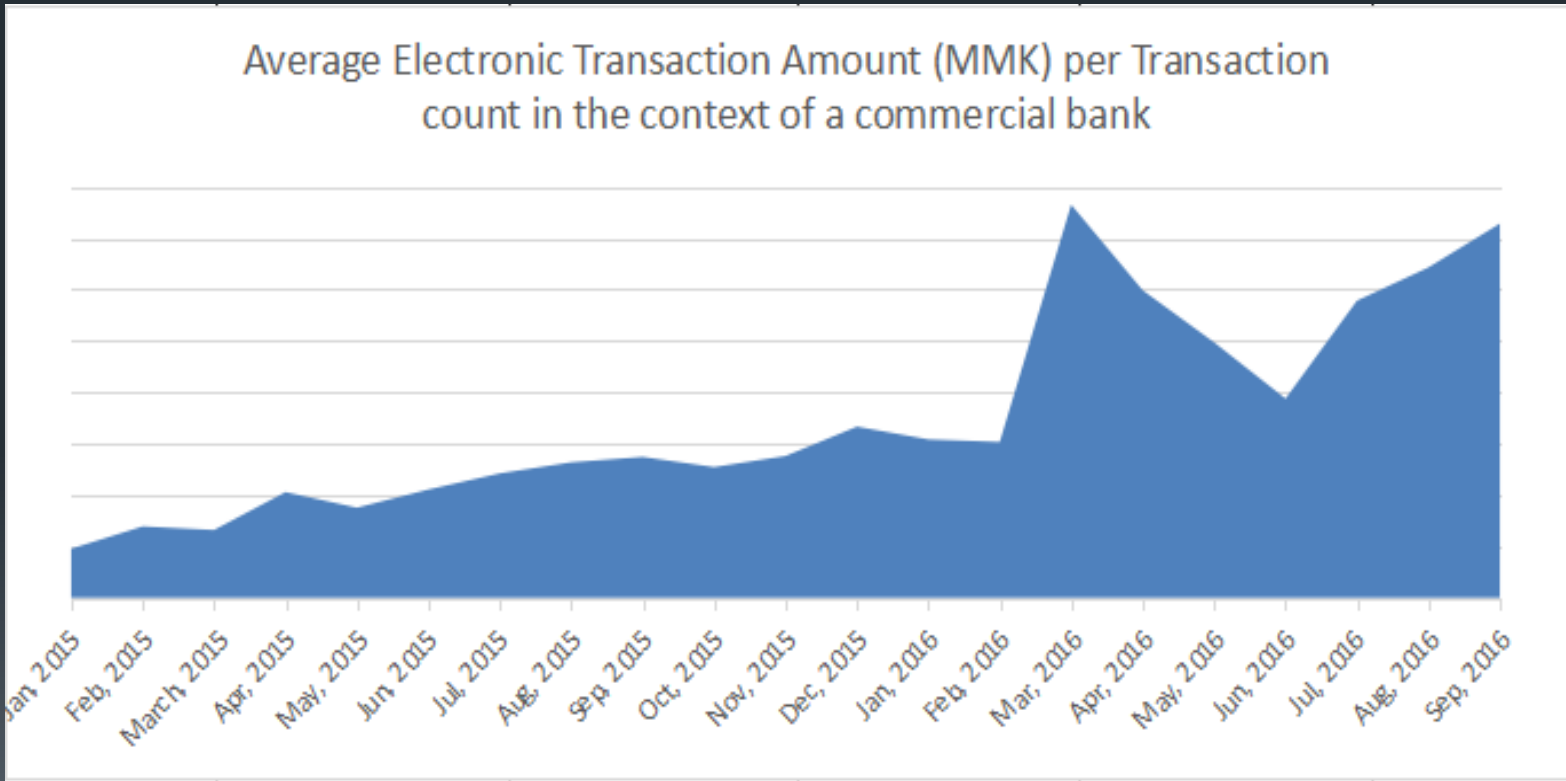
- Ready integration oriented transaction channels.
- Mobile or email messaging driven or Biometric authentication driven fund transfers or cash withdrawal mechanisms.
- Wallet integrated as well as Social Media integrated transaction channels with secured payment gateways.
- Enablement of hassle-free peer-to-peer, B2B, B2C payments.
- Merchants as well as financial institutions-driven cashless payment ecosystem



## Points to note & Pitfalls to avoid

- Keeping costs and time-to-market on the lower side.
- Consolidation of different payment channels to one-standard.
- Avoiding mistakes committed in other regions.
- Cashing on the huge opportunity in Myanmar with access to latest trends and technology without having to go through the process of replacing the legacy or avoiding situation of reinventing the wheel.

# A Trend for you to Ponder Over...





# Any discussion?

- .....



**Thank You very much!**



**Matur Suksma!**