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## New Mobile Payment Platform from Vesta

*Offers Secure Payment Features for Mobile Operators*

PORTLAND, OR (February 8, 2010) Vesta Corporation, a provider of electronic payment solutions, has announced the availability of version 5.0 of its secure Mobile Payment Platform. Vesta says the new platform enables wireless operators to increase subscriber ARPU, accept more payment types and achieve Payment Card Industry (PCI) compliance through a managed service that includes a portfolio of new payment services and features.

"Vesta's new payment platform offers a wide range of benefits to mobile operators," said Chris Parsons, chief marketing officer at Vesta Corporation. "In addition to facilitating secure transactions, operators can also enjoy significant time to market advantages and a full suite of innovative features."

For operators, the 5.0 version of the Mobile Payment Platform offers a business reporting portal and Vesta's token service that provides self-care functions and isolates operators from PCI compliance requirements. Enhancements for mobile subscribers include Vesta's quick code functionality, which enables faster payments through multiple channels; wallet functions supporting multiple users and payment devices; and the integration of social networking applications where subscribers can request, send and receive payment-related gifts.

With the growth of mobile payments, and the



increased diversity of new payment channels and methods, Vesta says it continues to place utmost importance on safeguarding the security and privacy of customer payment information. Vesta's Mobile Payment Platform is fully compliant with the PCI data security standard (PCI DSS) as mandated by the payment card networks. This compliance, they say, relieves the operator from the costs and burdens of maintaining compliance themselves, even through emerging channels like handset applications.

They say the Mobile Payment Platform also allows operators to increase subscriber ARPU while reducing churn. This is accomplished through Vesta's fraud engine, which increases the rate of successful payments, and by analyzing the customer data that flows through the Mobile Payment Platform. Vesta says it helps mobile operators better understand customer behavior by analyzing payment usage and demographic data, allowing the operator to up sell and cross sell, establish targeted marketing campaigns and optimize their prepaid and postpaid subscriber portfolios.

"As mobile consumers' payment preferences evolve and they pay via increasingly diverse methods, more and more mobile operators are embracing the flexibility, convenience and security our platform delivers," continued Parsons. "Vesta's new Mobile Payment Platform release enables operators to ensure customer needs are met as seamlessly and securely as possible."

Source: Vesta ([www.trustvesta.com](http://www.trustvesta.com))