



The power to do more

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INFORMATION | GADGETS | TECHNOLOGY

BYTES

PAYZA The Solution to the Local E-Commerce Scene?

Payza is one of the leading global online payment platforms which specialize in e-commerce processing, corporate disbursements and remittances. Payza has been operating in Bangladesh for over two years, in the duration of which they have introduced two services- the first, introduced in March 2012 allowed Payza users to send money from abroad to other Payza users inside the country. The second service improved on the first by letting users send money from a Payza account from abroad to any local bank account here, removing the need for the recipient to have a Payza account. These services greatly helped remittance and outsourcing in the country the last couple of years.

Payza now plans on opening the e-wallet service in Bangladesh which will address the payment problems in the e-commerce field inside the country. We spoke to the CEO of Payza, Mr. Firoz Patel who is in Bangladesh right now to oversee the launch of their new service.

The session started off with a short video clip which advertises the new product- the e-wallet. An e-wallet is basically a portal on top of a bank account or a credit card which can be used to send money from one account to another. This will be particularly helpful for the e-commerce sector where there are no easy payment solutions. Making transactions via credit card is a long and laborious process that includes filling out lengthy forms with all the credit card details. Moreover, people are reluctant to give out such sensitive information so freely, especially with such

high risks of phishing.

With Payza, the user would only once be required to give his/her credit card information to the Payza account and afterwards, anytime the user wishes to make a purchase online, he/she can do so by using their Payza account which will make the payment from the bank account/credit card information the Payza account is linked to. All they need is to enter their Payza username and password along with a pin code which is in place as a security measure to prevent hacks and phishing attempts. It is a debit system and there are good security measures taken which are already in practice in countries abroad and proven to work well.

"The idea behind the Payza local e-wallet system is to make the buying process easier and faster. You make a Payza account and you put some money into it like you would when you are filling your credit. Then you use that account to buy products and services online through any site in Bangladesh.

"Payza will be providing the same features here in Bangladesh that Paypal provides inside the US," we were told. This raised the obvious question, "Why is PayPal not providing their services here?"

Nadimur Rahman, vice-chairman of Casada Technology (Payza's local business partner) and founder of Loosemonkies, who was present during the interview explained the situation to us in depth. There are restrictions from the government on making purchases outside the country. PayPal works on a 'Money in, money out' principle. There is money in, but no money out. Moreover, the

market here is not big enough for PayPal to be interested in. There will be no PayPal here anytime soon, he concluded.

Granted, Payza will not be able to offer services to make purchases internationally, Mr. Patel is hopeful about the prospects of the booming local e-commerce scene. "We feel that there is a huge market here," says Mr. Patel. "There is a booming e-commerce market, freelance work as well as a lot of outsourcing work are being done here that would highly benefit from the service we are offering."

Mr. Patel hopes to create a buzz strong enough to make Payza go viral, "Part of our work is B2B and



We asked which banks or mobile fund transfer services will Payza be supporting in their e-wallet service. Mr. Patel tells us that

in the future they would be looking to integrate as many banks as possible, but currently Payza is associated with two banks in particular. "As I said, we are already partnered with Bank Asia. Moving forward, we have just signed an MOU with Bangladesh Commerce Bank (BCBL) to facilitate the Payza local e-wallet system in Bangladesh. We are also looking to partner with MFS such as

BKash, and are talking to them at the moment."

The service will be launched right after Ramadan, Mr. Patel tells us. "Tentatively our target is September of this year. There are ongoing talks with the Bangladesh Bank as well as certain ministries. We will launch as soon we come to an arrangement."

While many of the problems in making online transactions still persist, Payza's new e-wallet service looks to be a big step in the right direction.

ZARIF MASUD



part of it is directly at the consumer end of the spectrum. I think with a combination of local effort and the word of mouth effect we can become a big part of the growth of online businesses in Bangladesh."

TECH SPOTLIGHT

A desi ERP in town BizRP!

Those of you who are working in MNCs and FMCGs know exactly how invaluable Enterprise Resource Planning or ERPs are to the daily operation of the company. For those of you who don't know what ERP is let me quote from Wikipedia: "Enterprise resource planning (ERP) is a business management software—usually a suite of integrated applications—that a company can use to collect, store, manage and interpret data from many business activities, including: product planning, cost and development, manufacturing or service delivery, marketing and sales, inventory management, shipping and payment etc. ". So you can understand its importance pretty clearly. Currently only a handful ERPs are available in the market including SAP, Oracle etc. There are some locally developed ERPs as well. But they are not suited for all sorts of businesses. Until BizRP was launched!

BizRP, a not so tough to learn ERP, is a product from KaritKarma Ltd. It can handle assets, resources, supplies & logistics, inventories, sales, taxes, finance issues- you name it. KaritKarma's CEO Mr. Lutfar Rahman Nirjhar affirmed that this ERP solution is probably the most affordable service that money can buy. He also added that it is the only fully functioning Cloud based ERP Platform built in Python 2.7 and 3.x with Flask. "We have our Data Center (DC)

with own network infrastructure. As a result the data that you store is completely safe. Banks, financial institutes, FMCGs and SMEs can easily avail our service." Being a cloud based solution the end user can avail the service using a basic PC or even a smartphone. All you need is a decent internet connection.

Mr. Nirjhar, owner and CEO of KaritKarma Ltd, started developing BizRP back in 2010. It took him near about four years to develop it. Now it's fully operational and anyone can start using it. All you need to do is subscribe for at least five accounts. The most enticing thing about BizRP is its pricing. It will cost you only Tk. 500/- to subscribe per account per month. Compared to the all other ERPs out there, the fee is almost negligible. Already KaritKarma has captured a good volume of the business in Dhaka. They also have gone international: currently they have clients in Middle East and North America. When asked about his future plan with BizPR, Mr. Nirjhar said that he plans to reinvent the way people manage business in Bangladesh and worldwide. By 2016, he plans to launch BizRP in 50 countries. Ambitious indeed!

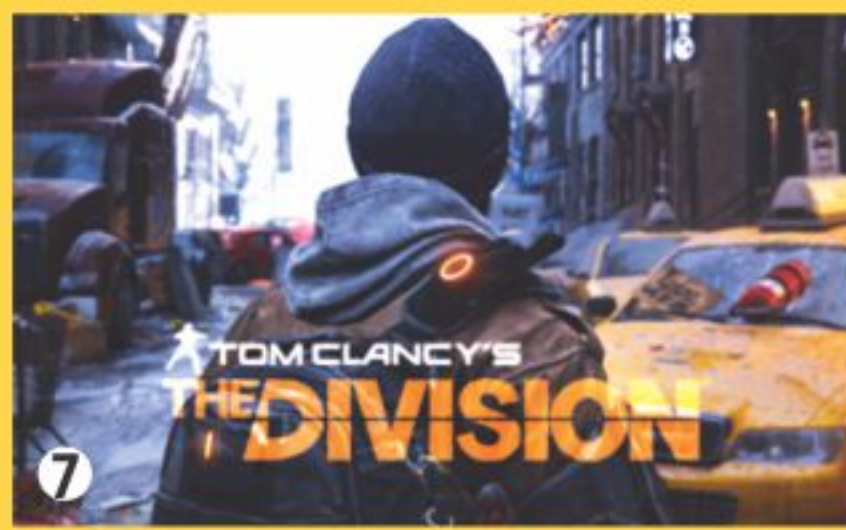


BYTES' E3 Pick New 9



1. Assassin's Creed Unity
2. Mortal Kombat X
3. The Wild Hunt
4. FiFa 15
5. Batman: Arkham Knight

6. The Crew
7. The Division
8. Lara Croft And The Temple Of Osiris
9. Rainbow 6: Siege



JUST IN

ASUS unveils B85-Pro gaming motherboard



ASUS has unveiled its new B85-Pro Gamer motherboard which is the first member of its new gamer line of motherboards aimed for entry-level and mid-range motherboards strictly designed for Gamers. It features an 8-phase VRM part, four DDR3 DIMM slots, single PCI-Express 3.0 x 16 slots and one PCI-Express 2.0 x 4 slots. It also comes with two PCI-Express 2.0 x1 slots and three plain PCI slots, four SATA 6Gbps and two SATA 3Gbps ports, DVI, D-Sub and HDMI outputs as well as premium Gigabit Ethernet controller and SupremeFX audio, all features from much more expensive ROG line of motherboards.

Price: Tk. 11,000/-

Dell OptiPlex™ 3020MT Desktop PC

Dell introduced OptiPlex 3020 mini tower desktop PC, which is the line of office desktops. The desktop PC focused on productivity, in a compact tower format suitable for economizing space in a busy office. The Optiplex 3020MT uses the Intel H81 chipset, runs an Intel 4th Generation Core-i5 processor of 3.2 GHz with 4 GB DDR3 memory, 500 GB hard disk. The desktop PC has Intel integrated graphics with single HDMI and VGA port, 8 USB 2.0 ports, along with a DVD writer, 18.5-inch LED monitor, built-in audio, USB mouse and keyboard. The PC comes with licensed Windows 7 Professional (64-bit) OS.

Price: 18.5" LED monitor + PC: Tk. 58,500/- and 3 years warranty



TECH BITS

Rangpur hosts National App Development Boot camp.



Computer Source provides machine readable passport service at Abu Dhabi



Canadian Supreme Court rules internet anonymity is key to privacy



LinkedIn to face lawsuit for sending repeat invitations to your contacts



Iraq blocks Twitter, Google, YouTube and Facebook in effort to stifle insurgency

