Mobile money is a driver for economic inclusion, and the increased use of mobile phones allows Transfer to provide mobile financial services (MFS) through basic mobile technology that allows anyone with a mobile device to send, request, and receive money on the go, quickly, reliably, and at the lowest cost possible -- anytime, anywhere.

**Solution design**
Transfer and the company behind it, Transfer, is a service that allows any person or business with a mobile phone to send, request, and receive money 24 hours a day, 7 days a week without the need for internet. The OPMs (Subsidiaries of Procesadora de Pagos Móviles, S.A. de C.V.) are the local operators of a bank-grade and multi-channel platform that handles the processing, storage, and administration of bank accounts associated to a mobile phone. Through Transfer, OPM will make available a variety of MFS to millions of people who do not have a formal relationship with the financial system and will promote the development of a digital commerce ecosystem where users, customers, and products use Transfer’s technology and network to do business at the lowest cost possible.

An interoperable and scalable solution, Transfer is backed by the ongoing commitment to innovation and the legal frameworks that have been promoted in Mexico and Latin America in recent years regarding correspondent banks, low risk accounts, and simplified processes for enrollment. The solution provides a regional platform open to banks and carriers and compatible with international standards, so that neither the technology nor the access channels will differentiate who has access or who does not. Transfer offers: 1) geographic coverage, potentially in 18 countries of Latin America, 2) a tailor-made technological hub, 3) interoperability that will facilitate national and international remittances 4) evolving software and services, and 5) economies of scale and optimized implementation times. Transfer operates under the regulatory framework of mobile payments in the countries where service is provided. It complies with the highest standards of security of the banks that are currently OPM’s customers, as well as with those of Digital Signature Services (DSS) and the PCI Security Standards Council. Transfer accounts are bank accounts backed by the infrastructure and expertise of the banking institutions currently offering Transfer.

The user is in control. Transfer currently offers a quick, reliable and convenient service to millions of people who already have a mobile phone regardless of their rate scheme (pre-payment/post-payment) or how basic their mobile device is. Transfer users can send money to other users and non-users (Person to Person money transfer or Transfer). See Figure 1 for a detailed flow of money transfers. Any adult may enroll in Transfer for free by making a call from their mobile phone, providing data from a national ID card, and creating a user PIN. In this process, a low-risk bank account is opened. The mobile phone is the account number. Transfer relies mostly on SMS to provide users with payments, money transfers, and balance inquiries, amongst other transactions all of which are PIN-protected. Following each transaction, the user receives confirmations via SMS. In the event the mobile phone is stolen or lost, the money remains in the account and may not be withdrawn by anyone else, since it requires the user PIN. Thus users may report lost or stolen devices worry-free while continuing to access their money through other access channels, such as their debit card or bank branch offices.

Wide range of products. With Transfer, users can send, request, and receive money, transfer money to any bank account, receive payroll deposits or subsidies, purchase airtime, make balance and transaction enquiries, withdraw money from ATMs and correspondent banks using their mobile phone, plus other transactions. In the future this service will provide: bill payment and international remittances and will incorporate access channels and user experiences that ensure that Transfer remains current at all times.

**Players in the mobile ecosystem**
Transfer’s mobile ecosystem includes the creation of a network that is fully connected to the local, regional, and international financial ecosystem and seeks the development a new form of interaction between the banked and the unbanked, so that anyone with a mobile phone can receive a Transfer without being enrolled and no matter how basic their mobile device is. See Figure 1.

Users interact in circuits interconnected by the products and services offered by Transfer and the particular penetration of each user in the financial ecosystem. In addition to the mobile ecosystem, OPM has the capacity to handle cards, so the Transfer ecosystem not only opens new access channels, but makes use of and adapts to the existing banking and retail infrastructure, depending on each user’s needs and particular circumstances.

Transfer envisions the following interaction circuits:
1. Disbursements circuit: bulk payments, and money transfers between bank accounts and Transfer accounts;
2. Transfers circuit: P2P and national and international remittances;
3. Payments circuit: money request, bill payments, airtime, online payments;
4. Conversions circuit: deposits and withdrawals in bank branches and correspondent banks and money transfers between Transfer accounts and any other bank account.

All circuits include networks of Transfer users, banks, mobile carriers, third party providers, and OPMs. In addition, for each of these circuits there are other players involved, thus, creating a fully-connected ecosystem which does not distinguish countries, technology, or access channels. See Figure 2.

![Figure 1: How a Transfer works. P2Ps can take place from the banked to the unbanked. Transfer is available 24/7.](image)

![Figure 2: Correspondent banks, companies, public institutions, merchants, utilities companies, remittance service providers, and ATMs are additional players to Transfer’s mobile ecosystem and infrastructure. All of these players interact in different circuits generating value.](image)