

# Tabapay: Helping deliver, reliable and lower cost real-time<sup>1</sup> payments for Fintech innovators



Incredible growth since launching with Visa Direct in 2018

**111%**

Compound Annual  
Transaction Growth Rate

**153%**

Compound Annual Growth  
Rate in Dollar Volume

**Over 1 Million**

Transactions Processed  
a Day





Visa Direct helps provide the essential infrastructure for the world of real-time<sup>1</sup> payments and helps us better serve our clients. The ability to offer a true, real-time rail with ubiquitous coverage is indispensable to our clients, especially those focused on younger generations. We are excited to see how our Fintech clients will continue to innovate in the years to come as new use cases arise and they partner with TabaPay to solve them with a Visa Direct enabled solution.

**Tim Astanov**

Head of Product & Platform  
Commercialization, TabaPay



Consumer expectations on how they access their money continues to move towards instant. They want to be able to pay instantly, and more importantly, they desire instant access to their earnings. Fintechs are quickly addressing this opportunity to provide money movement services quickly and easily, but they can also run into difficulties in delivering these money movement solutions.

For Fintechs, it can be difficult to find the right bank partner to support all of the use cases where real-time<sup>1</sup> payments can be applied to ensure payments go through as intended. ACH has historically been a suitable option, but in an instant world, consumers are not willing to wait 3-5 days for the funds to be deposited into their account. With TabaPay's solution integrated with Visa Direct via banking partners, Fintechs have the opportunity to fulfill the real-time<sup>1</sup> expectations of their end-users at lower cost with reduced complexity enabling them to move funds quickly, reliably, and securely to any eligible debit or prepaid card, in over 170 countries. Debit is the most preferred and used method of payment<sup>2</sup> and is an easy way to offer real-time<sup>1</sup> money movement to match the needs and expectations of today's consumers.

### **Enabling enhanced client experiences**

With the integration of Visa Direct, Tabapay provides a seamless user experience and helps provide a direct connection between funds to be received and an eligible card already in many consumer wallets. Additionally, clients can benefit from a streamlined authorization process whereby TabaPay uses Visa Direct to validate account information and ensure money is available. This has not been functionally possible with ACH or check. Many of their clients are also leveraging the improved user experience and authorization functionality to expand their products and services to new use cases and potential revenue opportunities.

With Visa Direct and our banking partners, TabaPay offers flexible and innovative solutions to address use cases involving money movement, payouts and account funding. Since the launch of the Visa Direct enabled solution, TabaPay has seen clients across a diverse set of industries such as lending, digital banks, digital brokers, crypto, remittances, tip management, real estate and gaming drive the tremendous growth across use cases that provide real-time<sup>1</sup> access to funds<sup>3</sup>. Whether for business owners or consumers, the acceleration of real-time money movement has been driven by key use case categories such as earned wage disbursements, early wage advances and repayment, loan disbursements, account funding, P2P, crypto onramp and offramp, remittance funding and cross-border push and cash to card. Using the TabaPay solution, clients from across these use cases are able to expand their core product offerings with new services domestically, or by expanding to new countries through cross-border functionality.



Through the TabaPay solution with Visa Direct, clients have seen tremendous growth, reported improved customer experiences with debit account funding and are reaching under-served populations.

**Manoj Verma**  
CRO/CFO, TabaPay



### **Delivering a streamlined implementation**

TabaPay provides access to Visa Direct through a unified API. This single connection provides TabaPay's clients with a quick and easy way to securely payout money and fund accounts using the recipient's eligible Visa debit card in real-time, regardless of banking hours, or pay to their account of choice.

The option to be paid to Visa prepaid debit cards can also help TabaPay clients reach unbanked and underbanked populations, not accessible by RTP or ACH. Speed, certainty of funds, less complexity and reduced operational overhead are key ways in which Visa Direct has helped clients with payments.

Today, TabaPay processes over a million transactions a day, is ranked as a top merchant acquirer in the US, a top 7 card-not-present acquirer according to the Nilson report and has grown to 15 banking partnerships. With real-time payments and account funding enabled by Visa Direct, TabaPay is continuing to build an innovative brand that focuses on making payments simple, real-time, and cost-effective, while building a strong, diverse client base.

### **Learn more**

[\*\*Click here to visit the Visa Direct website\*\*](#)

1 Actual fund availability varies by receiving financial institution, receiving account type, region, and whether transaction is domestic or cross-border. Availability varies by market.  
2 Findings from the Diary of Consumer Payment Choice.  
3 Use cases are for illustrative purposes only. Program providers are responsible for their programs and compliance with any applicable laws and regulations.