

# Case study: PingPing



Belgacom's PingPing chooses Tunz.com as its technical and financial provider

## Challenges

PingPing, a brand of the Belgacom Group, is a mobile micro-payment platform which allows users to purchase products and services (such as parking tickets, food and beverages in supermarkets, school/company canteens or vending machines, P2P-payments, movie tickets, online content, bus tickets...) using their mobile phones (max. 25€/transaction). Being a player in a continuously and quickly evolving market, PingPing needs its technology to be up-to-date with the latest evolutions in a dynamic world.

## The solution

For PingPing, Tunz.com delivers the mobile wallet platform together with a number of specific developments and customisations in order to extend the services proposed by Belgacom, such as:

- Seamless integration with the billing system of Belgacom: purchases carried out by PingPing users can be carried on directly on their mobile phone invoice (or pre-paid credit)
- Interface with banks allowing users to connect their e-wallet with their bank account
- Mobile applications for iPhone & Android,...

Tunz.com's unique quality is that we combine a state of the art mobile payments system with an e-money license which solves the regulatory burdens for many mobile operators. Moreover, we run the service in a full white-label model leaving the whole customer ownership and market proposition to our partner.