



the payments association

DISCOVER
Global Network

Open Banking Use Case Interview: Ordo



Fliss Berridge
Director & Co-Founder
Ordo



Read The Payment Association's Open Banking Guidebook [here](#)



Once you raise an invoice for your customer you log in to our secure platform and create what we call a 'Smart Request' because it's not just a request for payment, it's smart.

Interviewer: Please introduce yourself

I'm Fliss Berridge and I am one of five co-founders of Ordo. Ordo is an open banking enabled platform and we provide Payments-as-a-Service to a variety of companies from micro businesses, sole traders and SMEs up to enterprise corporate clients.

When was the company set up?

We set up in 2018. I am one of five founders and we're actually the previous management team of Faster Payments, the payments service that runs all online and mobile banking in the UK. We realised that we had the relevant payments and banking knowledge, and we had contributed to the emerging idea of 'request-for-payment' whilst running Faster Payments, and so we set up a company to build a request-for-payment service

Can you talk us through your product use case in a little more detail?

OK, so if you're an SME, you are the entity collecting payments. You sign up and register with Ordo. That takes about 3 minutes - we've timed it. And we only collect the amount of data we absolutely need to provide the service. You connect your account you want to be paid into as a business. Once you raise an invoice for your customer you log in to our secure platform and create what we call a 'Smart Request' because it's not just a

request for payment, it's smart. It includes the business's invoice reference, it includes the reference that your payer will recognise, not something useless for the payer like invoice 1234; includes the amount and the due date and the business can decide whether to allow the customer to ask for an extension to pay and whether they can part pay in instalments. They then send that request securely across our platform and the customer receives a secure link either by SMS or email, or they receive a QR code across message platforms like WhatsApp, and Signal, and so on.

The customer just clicks the one time using a secure tokenised link. Within a few clicks the customer is taken to their own bank domain where Ordo has set up the payment for them and, providing the customer wants to pay, and recognises the payment, and so on, they click and authorise payment themselves within their own banking domain in the usual way.

What are the key benefits to the Bank or other Financial Institution with your solution?

Open Banking was aimed at SMEs and businesses who'd been underserved by the banks traditionally so Open Banking and PDS2 (the 2nd Payment Services Directive) was aimed at enabling Fintechs like Ordo and our agile up-to-date technology - Fintechs that are secure, regulated by the FCA, (meaning our system has been checked, we have been checked, and are monitored by the

FCA) - PSD2 was set up to enable Fintechs like us providing innovative competitive services to businesses because the banks weren't providing services to businesses, particularly SMEs who were mostly ill-served by the banking market so far.

What markets are you live in today?

We are focussing on the UK at the moment. PSD2 is across Europe but implementation of the APIs that are needed for the technology to be practically useful for people is most advanced in the UK. And so that's where we are operating so far.

We are connected to 98% of the retail banking market in the UK and 100% of the banks that offer open banking in the UK, and we do have plans to move to Europe very soon – yes. There are a few countries that stand out that have got hot Fintech areas and talent that stands out – but I can't reveal where we might be heading. But definitely Europe and the Americas, and then Asia as well.

What has been the greatest challenge?

First of all it was the banks providing a consistent high performance level of service from their APIs which influenced what level of service we could supply to our customers. That's got much better now, and we've had good communications with the banks providing those APIs.

Now our next challenge will be the banks building on the Open Banking services that are available today and building out the greater expanse of APIs to enable different sets of payments like Variable Recurring Payments (VRP) to enable a greater number of services to be provided through Open Banking.

How do you see open banking developing over the next 2 – 5 years?

Well, the next thing that everyone's talking about in Open Banking, is VRP. So that will be the repeated payments we do and that consumers have. So, the first initiation of that will be to replace or give an enhanced service on direct debits so users can be making that repeated payment they're comfortable with, but without having to authorise it every single time. Providing that payment sits between certain parameters that the business and consumer have agreed, and that might be e.g. if it's no more that £100, no more than once a month, always send that payment through.

How imminent is that going to be available?

The Competition and Markets Authority have mandated the 9 biggest banks in the UK to build this functionality ready for January 2022.

What opportunities do you believe this creates for your company?

Well, we're planning to expand the propositions that we're offering and so we would be able to meet the needs of more businesses and SMEs and provide more payment types. We're an Open Banking platform so, whatever size company you are, whatever solution is right for you, we've got a pick and mix capability that you could integrate into your platform; or not integrate and use our 'off the shelf' solutions. There are different levels of integration you can do with our solutions. So, it's about giving a greater opportunity to businesses and SMEs for being able to collect and receive payments easily.



Open Banking was aimed at SMEs and businesses who'd been underserved by the banks traditionally so Open Banking and PDS2 was aimed at enabling Fintechs like Ordo and our agile up-to-date technology.

