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## BEST MARKET EXPANSION PROGRAMME



## Global Processing Services (GPS) - Launch of APAC Hub in Singapore

**“The winner has demonstrated and proved to be of great value to their customers in APAC in the relatively short time that they have expanded in this region.”**

Global Processing Services (GPS), The PayTech Pioneer™, has earned a peerless reputation for enabling high-profile fintech innovations in the EMEA region. As the fintech revolution has gained momentum globally, GPS has seen exciting growth opportunities for its clients and a fresh wave of fintech innovators emerge in the APAC region.



### The Project Explained

In March 2019, GPS made the strategic decision to expand into the APAC region. Instead of fuelling its market entry with a large marketing budget, GPS invested in technical enhancements, as well as in increased scalability and resilience to meet tough Tier 1 bank performance standards. As part of its ambitious 12-month plan, GPS signed an APAC Partnership Agreement with Visa and secured the support of the Economic

Development Board in Singapore. In November 2019, the GPS team celebrated the opening of its regional headquarters in Singapore and an office in Sydney, Australia from where it now supports a growing number of high-profile clients including Revolut, WeLab Bank, Razer Fintech and Xinja. In realising its international expansion plans, GPS has brought the

epicentre of the European Fintech revolution to APAC, enabling its original disruptors to continue their growth journeys whilst offering a new wave of fintechs a wealth of experience in delivering breakthrough solutions.

### What Made This Initiative Unique

GPS has taken a unique approach to its global expansion. Its planning and execution have been based on leveraging its reputation for innovation and delivery with a detailed 12-month plan for an organic market entry strategy, rather than relying on a large marketing spend to attract attention.

The first steps to its APAC expansion were taken in November 2018 when GPS took part in the Department for International Trade (DIT) Mission with a small stand at the Singapore Fintech Festival. A decision was immediately made to launch at that event in 2019 and a 12-month strategic launch plan was drawn up to ensure its success:

- March 2019 - Second DIT Mission to Singapore with small stand at Money 2020 Asia, setting up of GPS' legal entity in the region and selection of office location
- August 2019 - GPS signed strategic Partnership Agreement with Visa for APAC and hired first APAC employees
- October 2019 - GPS focused on achieving successful implementations with Revolut and Xinja, providing regional case studies ahead of launch
- November 2019 - A 13-person GPS team arrived in Singapore for the official launch at the 60,000 attendee Singapore Fintech Festival (SFF), including hosting a Launch Party with 183 guests.

### Delivering Innovative Solutions to Specific Problems or Opportunities

In Europe, GPS has established itself as the payments processing partner of choice for many of the fintech success stories, developing its business through reputation rather than significant marketing activity. Where fintech challenger brands in Australia, Singapore, Malaysia and Hong Kong have sought to emulate the European successes, they have proactively sought out and gravitated towards GPS' single global Apex platform. With Xinja, GPS has demonstrated it can meet the stringent requirements of APRA, and with the Hello Hay Challenger Bank, GPS has shown its capability to develop a solution that negates any round the world latency considerations, with authorisation response times of 100ms.

In getting these first customers live, together with supporting Revolut's APAC expansion, GPS demonstrated again that it continues to build its business reputation and maintain its tight partnership approach first, adhering to its CEO Joanne Dewar's mantra of 'Scaling Sensibly'.

### More about the company:

Official website: [globalprocessing.com/](https://globalprocessing.com/)

[enquiries@globalprocessing.com](mailto:enquiries@globalprocessing.com)

[linkedin.com/company/global-processing-services](https://linkedin.com/company/global-processing-services)

[twitter.com/GPS\\_Processor](https://twitter.com/GPS_Processor)

**“ We are honoured to be the category sponsor, and to be able to champion those in the industry who are working so hard to drive change and push the boundaries of innovation. ”**

Rob Anderson, Managing Director, Paynetics

### Congratulations to the other finalists

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What borders?

**GLINT**

**🚫 Railsbank**