

CASE STUDY

Non-negotiable requirements for connectivity and control were key to Tap's new crypto payment solution

Tap chose GPS for its 'powerful, flexible and dependable technology' that offers real-time rule manipulation.



About Tap

TAP is an all-in-one crypto app with 2 main aims, to make crypto instantly accessible to the new user and infinitely more convenient for the current crypto adopter.

A true and trusted one-stop-shop for anyone in crypto.

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David Carr
Chief Operating Officer, Tap

Situation

Tap is a new alternative crypto banking product with a mission to make crypto as easy to use as fiat currencies for consumers. Tap wanted to transform the way people trade, move and spend their money using its trading app and contactless prepaid Mastercard. Crypto and fiat currencies would be seamlessly traded or instantly spent with a single tap of the finger.

Challenge

While the concept is new, the Tap team includes seasoned Fintech innovators with extensive experience of assembling market-leading payment programmes. Their deep knowledge of the payment ecosystem meant they had clearly defined and non-negotiable requirements for the optimal configuration of Fintech services to bring Tap to market. This included wanting to use a specific Gibraltar-based Issuer for their card programme. This issuer would need to connect and work seamlessly with Tap's processor for the card programme to work as Tap wanted.

Other key challenges in the project were the team's requirement to take control of authorisation decision-making process and the unforeseen impact of COVID-19 on their launch plans.





Benefits

The launch of Tap coincided with the arrival of COVID-19 on UK shores. 'This completely blew our launch targets out of the water', said Carr. 'GPS was a big help during those difficult times and enabled us to ensure our programme remained viable'.

The Tap team appreciated the flexibility of the GPS Apex platform as they developed their solution. 'Being able to set rules for how accounts are managed is very important', said Carr. 'Some processors have rules that are all hard-coded so they can't be customised easily. A valuable feature of the GPS Protect fraud solution is the ability to manipulate many of the rules in real-time. That means we can eliminate false positives, learn quickly and respond immediately to changes in the market'.

The care and attention clients can expect from GPS is consistently high throughout their journey to market and profitability. 'Once we'd launched and moved from project to account management, customer support is just a quick message away to get things fixed', said Carr. 'Problems get resolved very quickly which means we can stay focused on growing our business'.

Solution

'We evaluated a number of possible issuer processor options', said David Carr, Chief Operating Officer, Tap. 'We wanted powerful, flexible and dependable technology from a processor with a strong presence in Europe. We know the GPS External Host Interface (EHI) technology works well as I've used it a number of times, so we had a high level of trust and confidence when choosing GPS'.

Tap wanted both its e-money issuer and crypto providers to be based in Gibraltar. 'This was so we could simplify regulatory compliance and the management of our programme by making it easier to cross-check and avoid any complications', explained Carr. 'Our Issuer in Gibraltar works with a number of processors across Europe, but they were very happy with our choice of GPS based on their own positive experiences of working with them over a number of years'.

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Looking for a Paytech Partner? Let's talk about your big idea