

[Reply Group makes mobile move](#)

By Scott Thompson

Reply Group has launched Pay Reply, specialising in mobile payments consulting services and platforms.

Pay Reply's fundamental technology asset is the proprietary mobile payments platform HI Credits. This is the basis of a collaboration between Reply and MasterCard, the ultimate goal of which is to create a solution that will integrate the platform and PayPass Online, a digital wallet service and acceptance network, developed by MasterCard.

"The mobile payments market is experiencing remarkable levels of growth and innovation," says Tatiana Rizzante, CEO at Reply. "Over the next three years, we expect to see exciting development opportunities in this area that will revolutionise mobile sales channels. There is clear interest today from players in a number of industry sectors, with many companies ready to acknowledge that success in mobile payments will be a real distinguishing factor in improving their competitive edge."

Pay Reply is able to provide end-to-end support to companies for their mobile payment solutions. Services range from business analysis consultancy, strategic market positioning, risk assessment services and security/industry standard compliance assessment services to the integration of proprietary technology platforms, process analysis services, and the implementation of customised solutions both in-house and via cloud computing, on a pay-as-you-go basis.