

MyPay

A GROUND-BRE





STORIES BY SHUKRI RAHMAN

AMID the pursuit of a more transparent and friendlier face of government, the quest of making lives easier for citizens can greatly be derived from people-friendly technology. Friendly in many key respects, heralding a new benchmark.

The lives of Malaysians can certainly be greatly enhanced with timely and accurate information, kind assistance, friendly yet with consistent reminders, secure, efficient and effective interaction as well as ease of use from such a technology platform.

Enter MyPay.

Developed and owned by Dapat Vista Sdn Bhd, which is 80% owned by HeiTech Padu Bhd, this

MAKING DIGITAL PLATFORM

single platform payment gateway seeks to simplify processes from the back-end. In turn, it is envisaged to revolutionise payment for various government services, making them the undisputed darling among citizens in this country.

The focus is on delivering great customer experience.

Leveraging on Dapat Vista's strength and track record with its government agencies' healthy relationship already in place, it did not take long for the three key people of Dapat Vista to get their acts together.

This despite the challenging and hard work awaits them.



"We knew (Dapat Vista Executive Director) Sabri before. Responding positively to his invitation, we came in to build the product (MyPay) from zero. Our aim is to support the digital government policy for the benefit of both the rakyat and its agencies," Dapat Vista Chief Executive Officer Nick Liew shares how their partnership began with **Malaysian Business**.

Sabri, one of the original founders of Dapat Vista, along with Liew and Joshua Smith, the company's Chief Technology Officer (CTO) were all motivated by "putting all relevant information online on a single platform and making government payments

easier for Malaysians."

"Having seen actions in startups, we all saw MyPay's huge potential for giving back to people," Liew says, who with Joshua were previously with Uber Malaysia.

Dapat Vista has been working very closely with the Malaysian Administrative Modernisation and Management Planning Unit (MAMPU), the government secretariat for public service administration modernisation and innovation initiatives, from the beginning.

It was awarded the MySMS



short code (15888) contract in 2008. A major contract, it incorporated five elements of data mining online – MySMS, MyMMS, USSD, MyPay and MyAppGen.

The company developed the latter, a master program comprising an online intelligent medium for government agencies' apps-building using simple templates.

The contract was subsequently boosted in 2012 until 2018 on a Build, Operate and Own (BOO) basis whereby Dapat Vista will eventually own the technology or product.

Initially MyPay just started as a simple cash register. It has since been enhanced to incorporate information and payment.

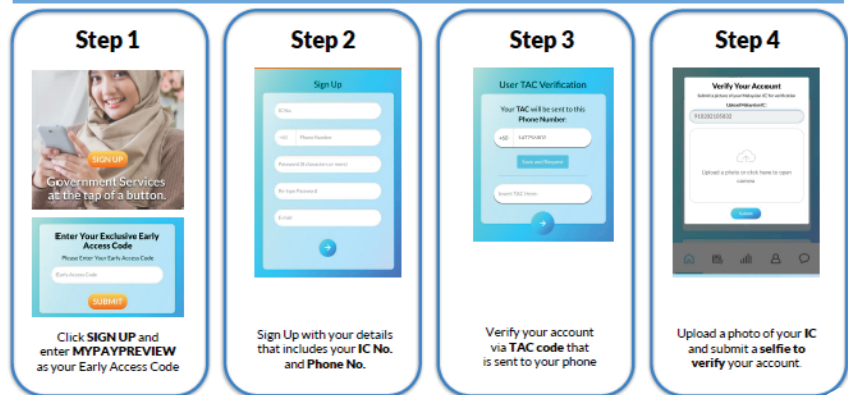
"Just like planting a tree, MAMPU has planted the seed, Dapat Vista waters it in order to eventually reap the fruits,"

Liew explains.

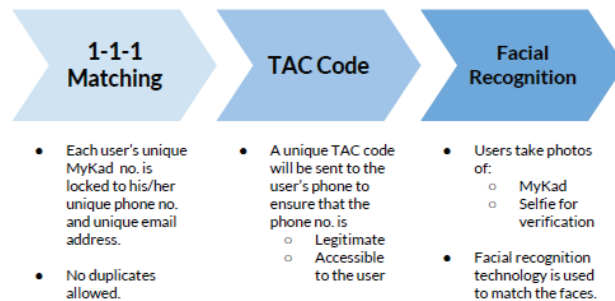
Liew stresses that regardless of the change of the Federal government in May 2018, Dapat Vista has invested RM1 million with no upfront payment, grant or loan in order to build the product first. It is strictly a private investment supporting the government's digital strategy.

"We all saw the potential of giving back to people via this data. By informing them, issuing reminders and enabling payment of obligations, we are passionate in enhancing the lives of Malaysians when dealing with the government through a single platform. Thus our unique selling proposition is consolidating government information and

Signing Up With MyPay



Ensuring every account is secure - eKYC



payment in one platform."

Rarely available elsewhere, he adds that consolidation is done through IC numbers. MyPay will interface between billing and actual payment of individuals' financial and legal government obligations.

The project proponents are more than certain that it is the way to go.

Sabri says, "We shall be busy telling them 24/7 what they should be paying (billing) with relevant due date and pertinent information. Our call to action will be in seamlessly getting people to pull their money from banks, e-wallets, credit cards, etc to pay their government dues."

The latter cut across many obligations such as water bills, quit rent, land tax, loan and other taxes.

He reckons the public will be very happy. Reasons: This will prevent them

from being in default as well as from paying interests and extra fees.

He adds: "The pain point is these bills are now all over the place. There is no single aggregator. Collection is thus generally poor. MyPay helps to organise everything in one setting."

Notes a banker-turned-trainer: "They can achieve their objective provided the process is seamless with appropriate incentives thrown in, perhaps by the government."

Citing Boost's 'shake the phone', he opines that it is fun and rewarding.

MyPay is also different from e-wallet.

Sabri says MyPay will not ask people to deposit money as philosophically he reckons it is not the right thing to do.

"Normal e-wallets are passive. The longer you keep your money, it will be better for them. MyPay is not about keeping deposit earning interests.



Neither do we encourage people to top up, with the lure of more rebates. Often times, people forget to use them," the company's major shareholder says.

Clearing will be T+1 settlement service, i.e, faster than other wallets. Reconciled date will also be pumped live with live data pull-out.

At present MyPay covers 17 Ministries and 25 services.

They include *Perbadanan Tabung Pendidikan Tinggi Nasional (PTPTN)*, *Polis Di Raja Malaysia (PDRM)*, Road Transport Department (JPJ), *Lembaga Pembiayaan Perumahan Sektor Awam (LPPSA)*, Election Commission (SPR), Selangor Land Office, *Majlis Bandaraya Subang Jaya (MBSJ)* and *Majlis Bandaraya Petaling Jaya (MBPJ)*.

According to Sabri, potentially there are 300 different government agencies. The size of clients (public) is quite staggering. Examples: Two million PTPTN borrowers; 15 million vehicles on the road.

Having succeeded in putting up various information and architecture for a seamless user flow, Dapat Vista has allied itself with Maybank for its FPX banking facilities. There is also ongoing talks with two of the country's leading e-wallets, Boost (3.2 million registered customers) and Touch n' Go (more than 20 million cards in circulation and more than 7 million daily transactions as of

end 2017).

For the record, according to Carousel, the number of e-wallet users in Malaysia surged to 52.9% in October last year, from 24.3% in February, 2018.

Where will MyPay get its revenue from?

Apart from free checking of individual government billing status, Liew says it will charge convenience fee of between RM1 – RM2 per transaction, much cheaper than going to the physical counter.

Citing extra services such as delivery of licences, road tax and so on Sabri quips: "Depending on market forces though, we reckon effectively it can be a combination of RM1- RM5."

It also strictly adheres to Treasury circular and the government need not fork out any money for this payment services gateway.

On the telco side, there has been a related development.

Says a telco watcher: "I reckon the average revenue per user (ARPU) numbers for telcos have increased over the years because the broadband packages have overtaken the previously popular voice and SMS services. Yes, the online payment system is getting more popular now. It has been used extensively by users, especially the younger groups."

Other than more established

gateways such as Paypal trying to penetrate, merchants' own gateways are also providing alternative ways for payments.

He adds, "While there is no data to support this, Malaysia's online payment gateway has not reached its full potential yet."

In terms of MyPay's ARPU, with a projected 500,000 to 1 million customer base initially, Sabri is banking on RM5-10 ARPU to start with. This translates into RM1-200 per month per user.

Other revenue channels include earning overnight interest as it is more than a day (T+1). In addition, he points out adds that advertising and smart partnerships in very specific cases, negotiable on a case by case basis, are also possible.

Indeed with economies of scale, MyPay is also looking to incorporate a host of value-added services relevant to individual users - personalised important information from the government like licence renewal date, travel clearance and EPF statutory contribution.

MyPay only requires a simple and convenient one log-in and a one time entry of details in one-location. Such ease for a seamless user experience provides a real choice for both Malaysian citizens as well as forward-looking and progressive government agencies. **mb**

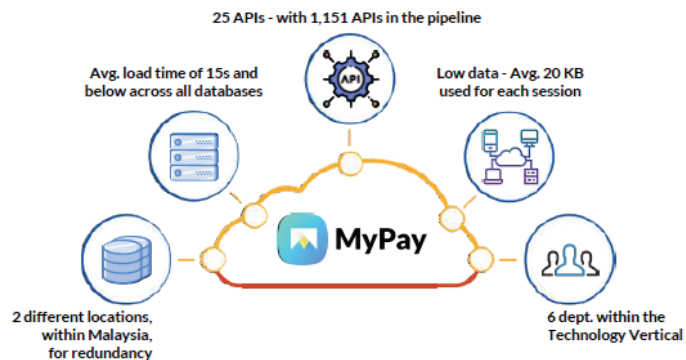
IN MyPay WE TRUST

DAPAT Vista acknowledges that trust is vital for its payment gateway business.

CEO Nick Liew says, “Trust is a pre-requisite towards a great customer experience. Our focus is on citizens. For customers to come back, it has to be a fine, pleasant, smooth, useful, reliable and safe experience. Hence we take great pains in ensuring that proper safeguards for data security and privacy are in place. For the next three years, we will continue to constantly improve our product.”

Having invested RM2.5 million, MyPay will need between RM5-10 million more, the bulk of which will be for technological development and marketing. The former comprises security enhancement, ensuring

The Technology behind MyPay



99% up time and R&D to ensure that government databases are up to specs.

Towards this end, the company has been working very closely with the Communications & Multimedia Ministry and Cyber Security. They meet regularly, give updates and ask for advice on what should be tweaked.

Example: Term and conditions before the I agree box must be clear and readable to make sure that potential users know what they agree too. It also uses both English and Bahasa Melayu.

Dapat Vista Chief Technology Officer (CTO), Joshua Smith, stresses that MyPay utilises a proprietary software for its back end.

He says, “We don’t rely

on physical hardware. For the front end, the framework enhances code preference and responsiveness so that one can view on any device.”

MyPay is backed by four levels of safeguards at the front end while the back end employs total hashing and normal DOS with SSL protocol in place.

Smith assures that MyPay technology platform is very difficult to copy.

Dapat Vista has managed to work around the huge challenge in dealing with different systems, languages and infrastructure across various client agencies.

He says: “We have set a very high standard. Maybe other players can come up with the main program. But the connection behind it makes it hard.”

Allied to a robust business and aided by anticipated ‘snowballing effects’, the future looks very promising.

“Our business is pretty solid. During both good and bad times, people still

FIVE ELEMENTS OF DISRUPTION ECONOMY

01 Birth of a “new” innovation

Technology and cultural changes **02**

03 From tangible to intangible metrics

From physical to virtual **04**

05 Leveraging people analytics

Note: Adapted from “5 things You Need To Know About The Disruption Economy”, Jeff Boss, www.forbes.com, Nov 23, 2015.

need to deal with the government. This to a large extent, cushions us against any shocks. Competitors can come in but it won't be easy," Liew says confidently.

Besides, the global trend towards digital data and cashless society in many important facets of citizens'

lives is working in MyPay's favour. Notwithstanding that, the founders believe that educating the public, especially their target of everyone with ICs, is a continuous process.

Dapat Vista has come full circle. If we accept disruption economy, then it looks that Dapat Vista is here to stay.

Aiming to be the Yahoo! of Malaysian government services is truly not a far-fetched dream.

At the end of the day, MyPay is very sure and very clear about one thing.

"We don't sell and we don't share data. We respect people's privacy. Once trust is lost, business can close." **mb**

ALL ABOUT THE GOVERNMENT INFOPAYMENT

Malaysian Business sent a few questions to MAMPU Deputy Director General (ICT), Dr Suhazimah Dzazali in order to get a better feel of MyPay and its potential. Excerpts...

What are the benefits of using MyPay for users and government agencies?

MyPay gives users the convenience of retrieving information from and making payments to government agencies easily through their mobile phones. This is also aligned with MAMPU's goal of digitising government payment services.

Is MAMPU happy with the safety measures provided by MyPay?

To gain access to all of MyPay's features and view personal information, users are required to be verified first.

After signing up for MyPay with their phone numbers and myKad no., users are required to upload a photo of their IC and submit a selfie. This is part of the eKYC (electronic Know Your Customer) security feature in MyPay.

MyPay's eKYC security system validates users'

identities through myKad photo and facial recognition matching. This method is also practiced by major banks, financial institutions, and telcos in Malaysia.

In your view will agencies be prepared to offer incentives/rewards to attract users?

Agencies can provide incentives to attract customers but this is subject to the agencies' budget and service-type. MyPay can also support agencies' efforts by offering users a variety of rewards including cashbacks and MyPay Rewards Points.

How different is MyPay from MYEG?

MyPay is a platform that displays relevant and important personal information to users, and then allowing them to make payments seamlessly on their mobile phones.

MyPay also comes with special features such as eKYC facial recognition, reminders, notifications and analytics.

MyEg, in contrast, carries some specialised services not offered by MyPay. However, MyPay is not in direct competition with MyEg as both offer different payment alternatives to the public. **mb**

FOUNDERS' PROFILES

Three wise men got together and came up with an attractive proposition which is expected to transform government services in an efficient, simple and transparent manner with seamless interaction. Know the people behind MyPay as it strives to support e-government, digital society and making government services more accessible to all...



SABRI ABDUL RAHMAN

EXECUTIVE DIRECTOR

CURRENTLY, via Television Airtime Services Sdn Bhd, Sabri Abd Rahman, 60, oversees the implementation of mobile solutions for e-Government through a subsidiary company, DAPAT Vista Sdn Bhd.

He was the original founder of Dapat Vista in 2003 with the late IT guru, Azli Paat.

An advertising and broadcasting man, he is also a Board Member of Media Prima Digital and Electronic Media Airtime Services Sdn Bhd (E-Mas).

Sabri was involved in the merger and acquisition exercise of Metrovision into Media Prima in 2000.

After working with TV3 since its inception, Sabri started 59 Corporation in 1990 and Television Airtime Services in 1992.

Sabri is known for his work with some of the most prominent broadcasting and communications experts and specialists in Malaysia, and the wider ASEAN region.

A graduate in business and management, Sabri worked in banking and finance before joining the broadcasting and advertising industry.

His other directorships include Big Tree Outdoor Sdn Bhd and Synchrosound Studio (HOT FM and Fly FM Radio).

He is also the Chairman of the Malaysian Coalition for the Prevention of Child Sexual Abuse (MCPCSA) and Child Helpline Malaysia. He was appointed by the Women, Family and Community Development Minister as a Member of the Majlis Penasihat dan Perundingan Kanak-kanak Kebangsaan Malaysia.

Presently Sabri is a Trustee for two Foundations - Malaysian Children Television Foundation (MCTF) and Pintar Foundation Malaysia, a Khazanah Nasional Berhad foundation.

He also sits on the Board of Governors of a Non-Governmental Organisation (NGO), "Protect and Save the Children Malaysia".

NICK LIEW

CHIEF EXECUTIVE OFFICER

NICK Liew, 30, co-founded MyPay with Joshua Smith and Sabri Abd Rahman.

At MyPay, Liew leads a forward-thinking and vibrant team of go-getters who hope to improve the customer experience and efficiency of government services in Malaysia.

The former Uber Malaysia Head of Strategy and Planning joined Percetakan Nasional Malaysia Berhad as Venture Development Manager before starting his latest business endeavour, MyPay.

Liew has a 10-year experience in business, finance, and leadership. He started as a Real Estate and Hospitality Senior Audit Executive at Ernst & Young in London.

After returning to Malaysia, he co-founded TrupCo Sdn Bhd, a pioneering startup that specialised in training and coaching high quality drivers in KL.

His ambition for TrupCo was to reinvent the Malaysian ridesharing image by educating and empowering public service drivers.

Liew graduated from University of Lancaster, UK, with a first class degree in Accounting and Finance. He obtained the title of Chartered Accountant from The Institute of Chartered Accountants of Scotland.



JOSHUA SMITH

CHIEF TECHNOLOGY OFFICER

TECH true-blue Joshua Smith, 29, is the Chief Technology Officer and co-founder of MyPay.

Throughout his six-year career, the former Uber Malaysia Analytics Team Leader has ventured into a number of working fields – from software and hardware engineering, data analytics, strategic management, to entrepreneurship.

Smith first started his career at Citibank Malaysia as an Analyst before taking on a Technology Consultant role at Accenture.

In 2015, he moved to Oxford, UK to work as an Analytics Consultant at OXIS Energy Ltd. He then returned to KL the following year to lead the Analytics Team at Uber Malaysia. Right before co-founding MyPay, he was the Chief Data Officer at TheLorry.

A Chevening Scholar, Smith obtained his Master's Degree in Automotive Engineering at Cranfield University, majoring in electric vehicles.

Prior to that, he graduated with a Bachelor's Degree in Mechanical Engineering at the University of Sunderland. Smith also pursued a course in Strategic Management and Innovation at Copenhagen Business School. **mb**