

DELIVERING FASTER DIGITAL SALARY PAYMENTS

CloudPay is employing Visa's money-movement network, to reduce payroll payment cycles that typically take 2-3 days through banking systems. The new digital payment method makes salary payments direct to employees' debit or credit cards using Visa Direct, Visa's real-time¹, push payment platform.

Visa Direct utilises the payment provider's powerful, global network to facilitate fast digital payments worldwide, with state-of-the-art security and compliance controls.

After completing a customer's payroll cycle, CloudPay can now make salary payments in minutes rather than days. Pay-to-card transactions are made via Visa Direct to any eligible 16-digit debit or credit card number, on any card network.

Employees can still receive salary payments as usual in their bank accounts. But payments can be made 24/7 and arrive faster via Visa Direct's single point of connection rather than going through disparate systems involving multiple banks and different banking hours.

VISA

"Enabling solutions that help workers access their paychecks faster through EWA and payroll solutions is more vital than ever. This is why our partnership with CloudPay is so important. We are delighted Visa Direct is now supporting businesses in their efforts to enhance their payroll systems and enable on-demand payouts for their workers."

Nicky Alexander, Head of Visa Direct, Europe



Pay-to-card
salary payments



From 3 days
to real-time¹



Fast, secure
& compliant

¹ Actual fund availability varies by receiving financial institution, receiving account type, and whether transaction is domestic or cross-border.



Enabling Pay-To-Card

CloudPay offers a global Pay On-Demand mobile app, CloudPay NOW, which is connected to Visa Direct. Employees use the CloudPay NOW app to make fast pay-to-card payments using their earned wages, 24/7 and anywhere in the world.

CloudPay NOW is the world's first global Pay On-Demand solution. It's a low-cost, high-value benefit that enables employers to offer pay flexibility and control, giving employees on-demand access to wages they've already earned, without having to wait for payday.

To ensure that employees don't dip too far into their earned wages before payday, employers can set caps and tolerances for using the app; for example a maximum percentage of net salary or number of withdrawals in a month.

"I think global organizations will jump at the chance to transform treasury processes with new digital payments, because the time and efficiency savings for treasury and payroll are nothing short of dramatic. And progressive employers looking for ways to improve employee experience, are becoming interested in Pay On-Demand, and the opportunity to offer this benefit globally with CloudPay NOW."

Paul Bartlett, CEO, CloudPay

To find out more about pay-to-card salary payments or our global pay on-demand solution, CloudPay NOW visit: cloudpay.com

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CASE STUDY VISA DIRECT

One CloudPay customer, a leading luxury retail brand, uses CloudPay NOW to provide Pay On-Demand to over 4,000 employees in 12 EMEA countries.

Within the first two months of launching the app, the company saw a 30% adoption rate among its workforce.

Nine in ten CloudPay NOW withdrawals made by this organization's employees are via the pay-to-card option facilitated by Visa Direct.



12 EMEA
countries



30% adoption
rate



9 in 10
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"As a payroll group, CloudPay NOW is something we can bring to the table to support our employees."

**Senior Director of Payroll & People Operations,
CloudPay NOW customer.**