Cloud API Platform to Send Credit to 4 Billion Phones

Reloadly powers the future of cross border digital mobile payments to emerging markets. Enabling the transfer of top ups, mobile money, and digital goods to be embedded into web, desktop, and mobile software apps.
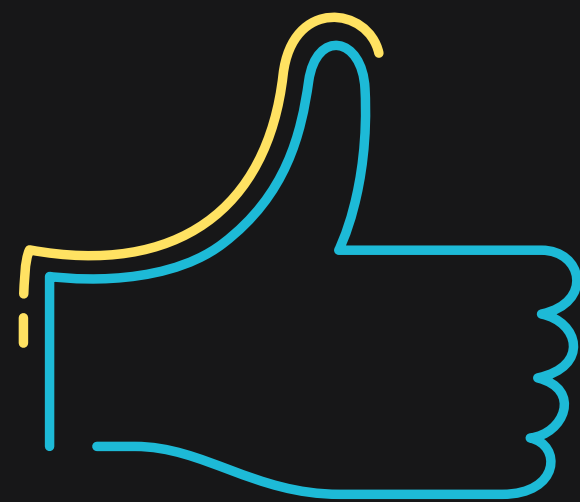
NEW

Software Era
Category
Model

With our API and a few lines of code, you can add mobile top ups to your application in the program language you already use.

There are 4 billion unique mobile subscribers in the developing world and 90% are prepaid users. Relatives living abroad are quickly becoming a convenient source for a quick top-up. Current technology developed by existing top up providers is outdated and old school with legacy APIs making it very difficult for new 3rd Party Platforms to enter the market.

Cloud platforms reshaping huge markets

COMPUTE & STORAGE

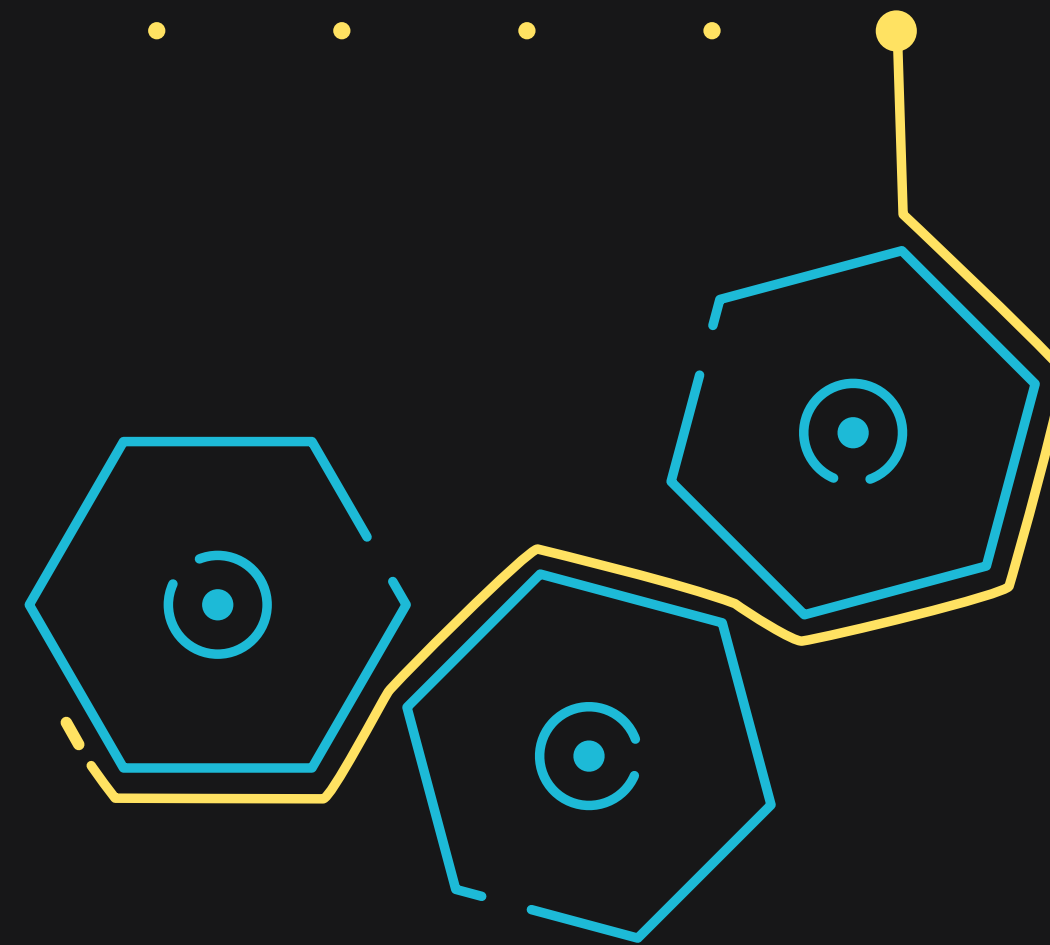MAPS

COMMUNICATIONS

ANALYTICS

PAYMENTS

AIRTIME

WHY DO CUSTOMERS CHOOSE RELOADLY?

We've removed the heavy lifting for developers, making the integration process straight forward and easy to add top ups and digital goods to 3rd party platforms.

quality & reliability

building blocks for their user case

tooling to operate on a global scale

WORLD CLASS DEVELOPER ON-BOARDING

Reloadly has created a new sales channel for MNOs through an Open API platform, built for developers. MNOs traditionally fail to update their legacy BSS infrastructure systems, creating a inefficiencies to deploy digital products.

self-service model

unique developer experience

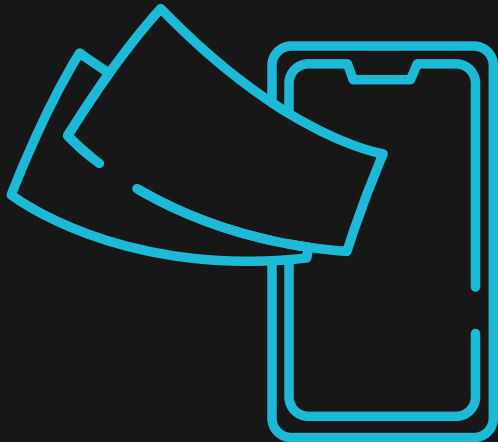runtime platform

COMMUNICATIONS APIs FOR ANY USE CASE

Airtime – Data Bundles – Digital Goods – Mobile Money – Vouchers

digital goods

```
10001101
01011011
10001100
01101011
```
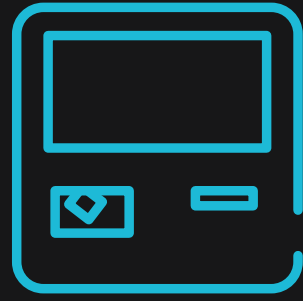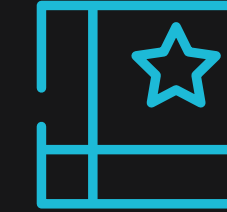
data bundles

mobile money

airtime
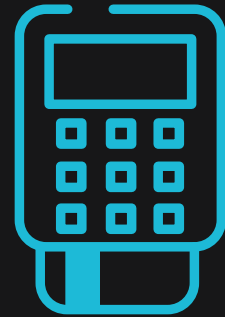
vouchers

BEST USE CASES FOR MOBILE TOP UPS

Self Service Machines

Retail Shops / Chains
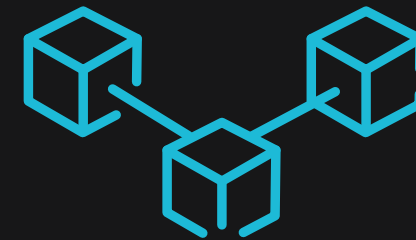
Rewards / Loayalty

POS Machines

Exchange Houses / Banks

Web / Desktop / Mobile Applications

Money Transmitters

Crypto / Blockchain

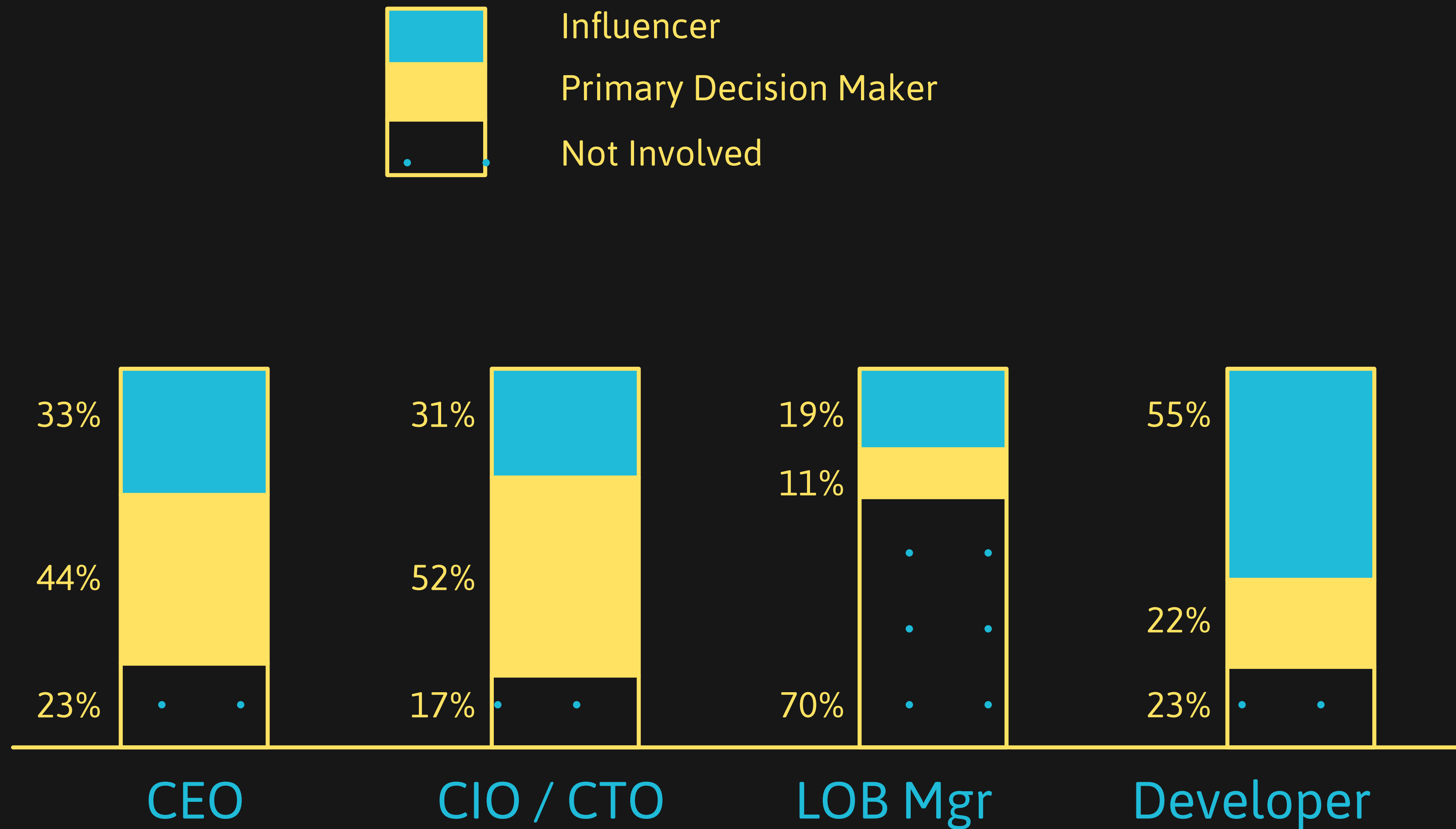Telecom Carriers / Communication Apps

Mobile Operators – P2P
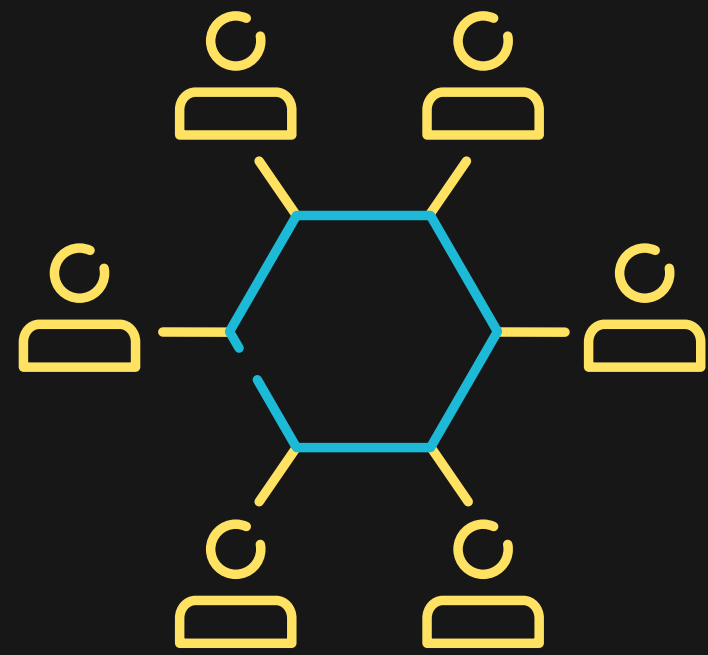
Fintech / Mobile Wallets
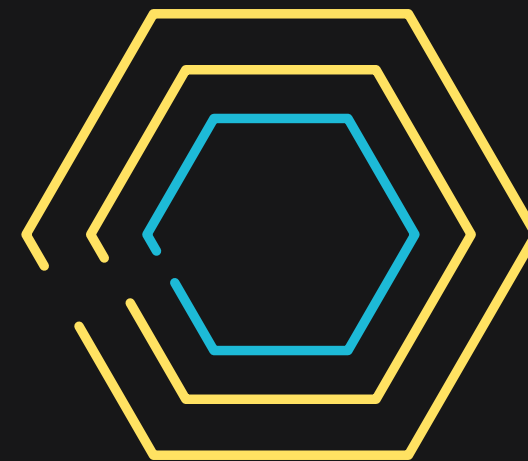
NGOs

DEVELOPERS INFLUENCE BUYING DECISIONS

Influencer
Primary Decision Maker
Not Involved

	CEO	CIO / CTO	LOB Mgr	Developer
Influencer	33%	31%	19%	55%
Primary Decision Maker	44%	52%	11%	22%
Not Involved	23%	17%	70%	23%

BUSINESS MODEL FOR INNOVATORS

Our Growth Strategy

DEVELOPER REACH

Continue penetration with the 20m+ global developers

PLATFORM EXPANSION

Continue innovating with building blocks, particularly Use Case APIs

ENTERPRISE MOMENTUM

Drive penetration in enterprises as they increasingly become software builders
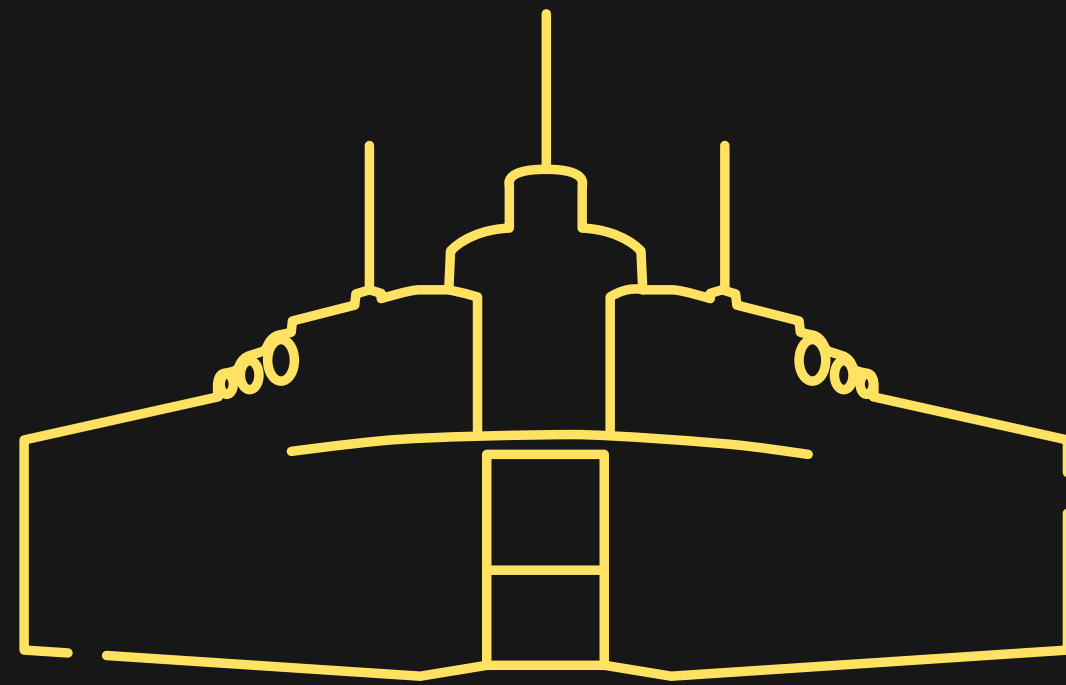
INTERNATIONAL GROWTH

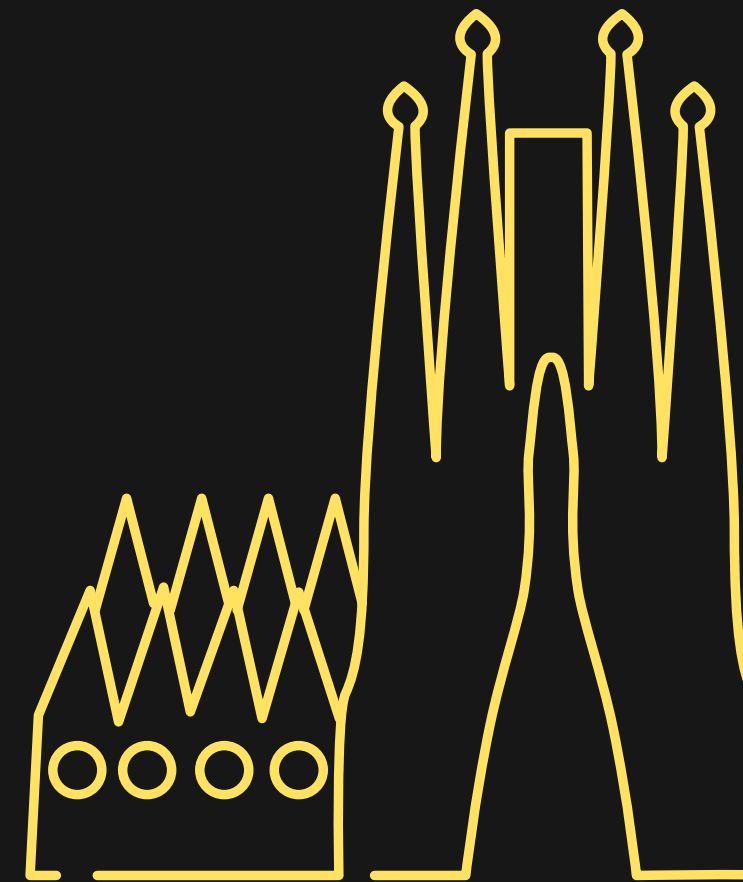16% of revenue today comes from companies based outside of the United States

Get started right away, there are no contracts and only pay for what you use

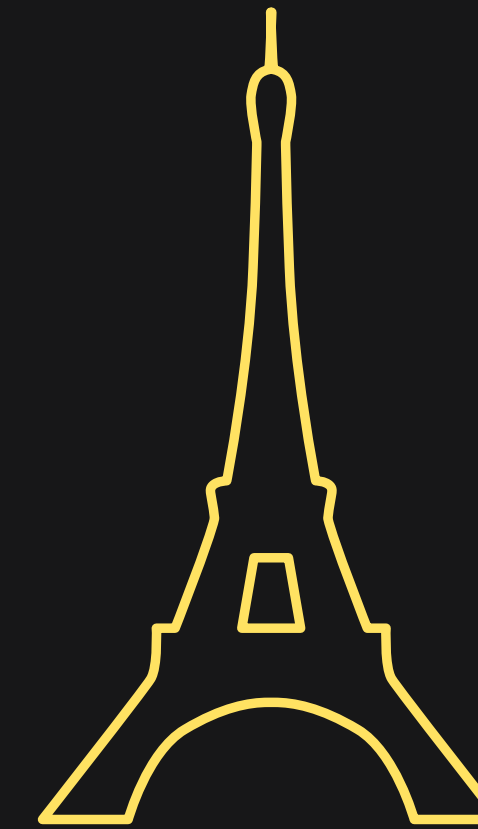Get your free API key now at reloadly.com

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