

2025 #17

FINANCE^x

Magazine - Payments Edition

NEW ZEALAND'S BLUEPRINT FOR REAL-TIME BANKING: COLLABORATION OVER CODE



**POWERING GROWTH THROUGH
SMARTER PAYMENTS**

**A PUZZLE OF RULES:
WHY EU PAYMENTS LAW
REMAINS FRAGMENTED**

**STABLECOINS GET THE
HEADLINES.
TOKENIZED DEPOSITS
GET THE JOB DONE.**

**WHEN YOUR AI
ORDERS COFFEE:
WHY AGENTIC
PAYMENTS ARE
FINANCE'S MOST
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Closed-Loop Payments of Banking-as-a-Service

The digital payments world is undergoing a deep transformation. Fintech solutions and the Banking-as-a-Service (BaaS) model are redefining how companies and consumers interact with money.

Today, thanks to specialized operators such as TPPay, an Electronic Money Institution (IMEL) to offer a “Banking-as-a-Service” model, it is now possible to create closed and integrated payment ecosystems—the so-called closed-loop systems—capable of enabling instant, free, and fully traceable transactions.

At the heart of this evolution lies a simple yet disruptive idea: every company can become the central player in its own payment system, offering its customers a digital wallet that allows them to pay, receive, and transfer funds within a closed circuit, without intermediaries and with full control over financial flows. The result is a more efficient, secure, and convenient system that strengthens the relationship between brands and end users.

From Banking-as-a-Service to Closed Circuits

Banking-as-a-Service today allows any company—even non-financial ones—to provide integrated banking or payment services directly within its platform, without the need for a license or proprietary infrastructure. Specialized and regulated partners like TPPay provide the technology, compliance, and infrastructure, while the company retains full control over the user experience, brand identity, and data.

This approach democratizes access to financial services and enables businesses to reinforce their brand identity by disintermediating traditional channels and offering personalized, simple, and coherent user experiences. It’s a model suited to multiple industries—from retail to crowdfunding, from B2B platforms to utilities—helping both digital-first and traditional companies introduce innovative payment solutions, increase customer loyalty, and open up new revenue streams.

The Value of Integrated Payments

Integrating payments within one’s own ecosystem is not just a technological choice—it’s a strategic growth decision. Each transaction becomes an additional point of contact with the customer, a valuable source of data, and a lever for building loyalty.

Through digital wallets and closed-loop payments, companies can collect insights on spending habits, personalize offers, and increase usage frequency and customer satisfaction.

s: The Silent Revolution

as-a-Service

Direct payment management also allows a significant reduction in acquiring costs, which can drop to as low as 0.1%, eliminating the typical fees of traditional transactions. Every operation is instant and free, delivering tangible benefits for all parties involved: companies receive funds immediately, customers pay with no additional costs, and the entire process becomes faster and more transparent.

Efficiency, Flexibility, and Data Control

In a rapidly evolving market, having a proprietary payment system means being able to adapt the offer to changing needs, differentiate from competitors, and innovate independently. The “Banking-as-a-Service” model enables companies to build customized payment ecosystems, tailoring services to their business needs and integrating them via APIs into existing digital channels.

This architecture ensures a shorter time-to-market, lower development costs, and full regulatory compliance, even within the complex framework of digital payment regulations. At the same time, real-time financial and behavioral data management gives companies a significant competitive advantage—allowing them to know their customers better, monitor performance, and make data-driven strategic decisions.

A Seamless and Personalized User Experience

From the consumer’s point of view, closed-loop systems mark a turning point in the payment experience. Payments become a natural, integrated gesture within the services people already use daily. A retail customer, for instance, can use a branded wallet and card to shop, collect points, receive instant discounts, or access exclusive promotions. Similarly, in mobility or corporate welfare platforms, payments, refunds, and rewards coexist in a single digital solution.



The result is a smoother, more engaging, and consistent experience, where payment is no longer a separate action but an integral part of the relationship with the brand. At the same time, companies gain full control over money flows and can generate new monetization opportunities, turning what was once a cost into a strategic lever.

Towards an Integrated Financial Ecosystem

The closed-loop and Banking-as-a-Service models represent the two main pillars of a structural shift in financial services. The ability to embed payment and banking functionalities directly within a company's digital channels enables the creation of autonomous, intelligent ecosystems based on efficiency, speed, and personalization.

In this perspective, payment becomes a central moment of the customer journey: an opportunity to strengthen trust, gather valuable data, and improve profitability. The entire value chain benefits—companies gain control and efficiency, while consumers enjoy greater simplicity, immediacy, and personalization.

Ultimately, closed-loop payments are not just a technological innovation, but a new paradigm of interaction between people, businesses, and finance.

Thanks to Banking-as-a-Service, technology and human experience converge, turning every transaction into an opportunity for growth, efficiency, and shared trust.

About TPPay

TPPay is an innovative Italian Electronic Money Institution (IMEL) offering a new approach to corporate financial services. As Italy's first IMEL-as-a-service provider, TPPay enables companies to launch their own payment and financial solutions without the need for a banking license.

Its offering includes white-label payment accounts, custom co-branded debit and prepaid cards, and automated payment systems that simplify reconciliation and reduce transaction fees through closed-loop infrastructures.

Learn more at www.tppay.it.



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