

News

French operators, Atos form Buyster e-payment venture

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French-headquartered IT services group Atos Origin has formed a joint venture with the country's three MNOs, Orange, SFR and Bouygues Telecom, to develop an internet payment platform to take on PayPal, Google and Apple. Each partner will own a quarter of Buyster, which starts out with EUR2.8 million in capital and originated in the Mobile Network Operator Payment (MNOP) project launched in May 2010. Buyster's 15-strong staff is headed by former Verifone consultant Eric Contier. The new company will apply with the central bank to become a registered payment service provider and aims to launch commercially before the summer. The new service will allow consumers to pay for goods and services online from any terminal, including computers, smartphones, tablets and connected TVs. It will use any mobile phone for ID and password entry. Payment can only be authorised by entering a code sent via SMS. Buyster hopes to become France's biggest m-payment and second-biggest internet payment service, Contier said. He expects the country's e-commerce market to be worth EUR60 billion in 2015, with 10 percent from mobile purchases. National distance selling association Fevad reported 24 percent e-commerce growth to EUR31 billion last year.

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