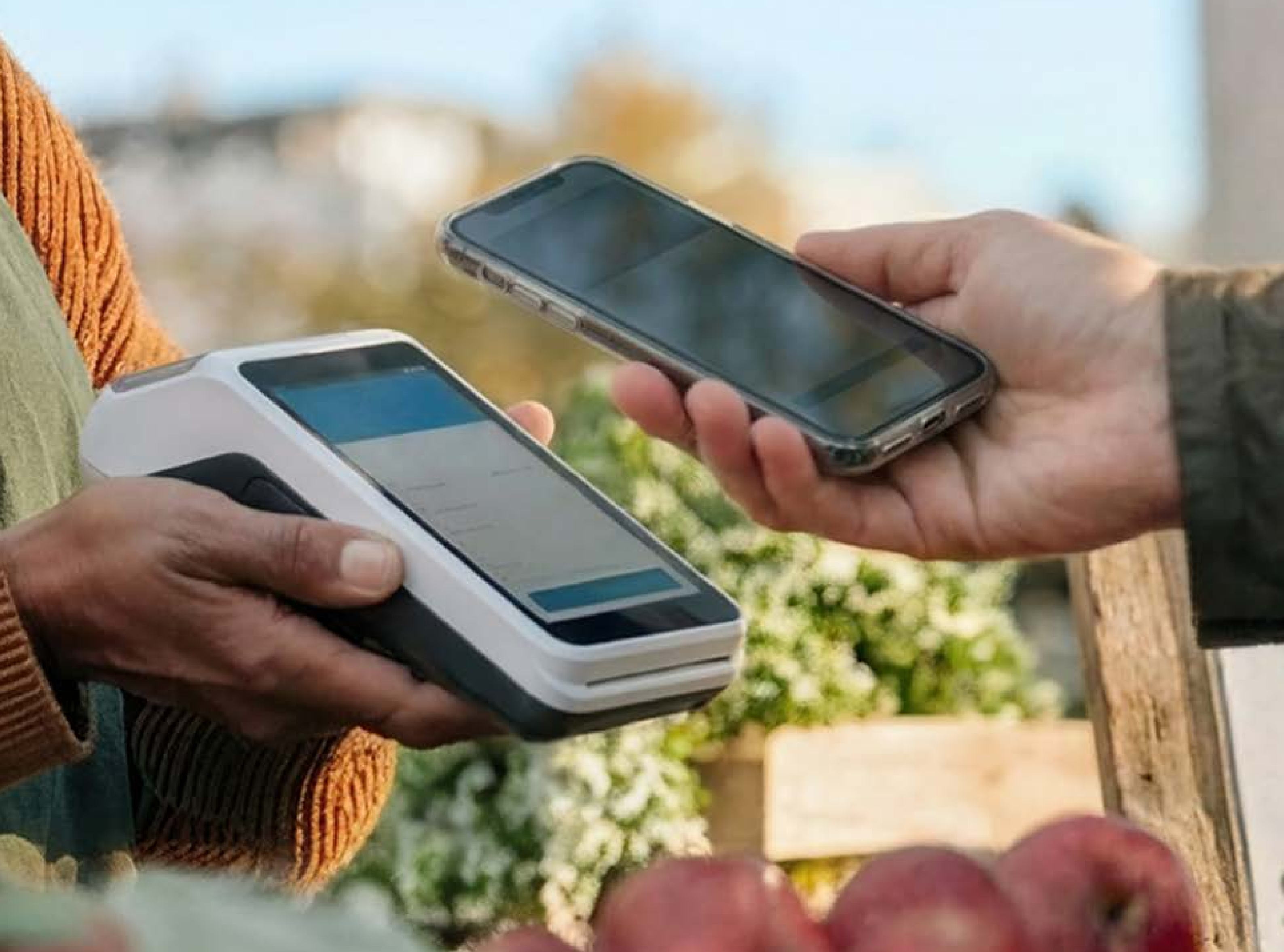
ERICSSON

150 years

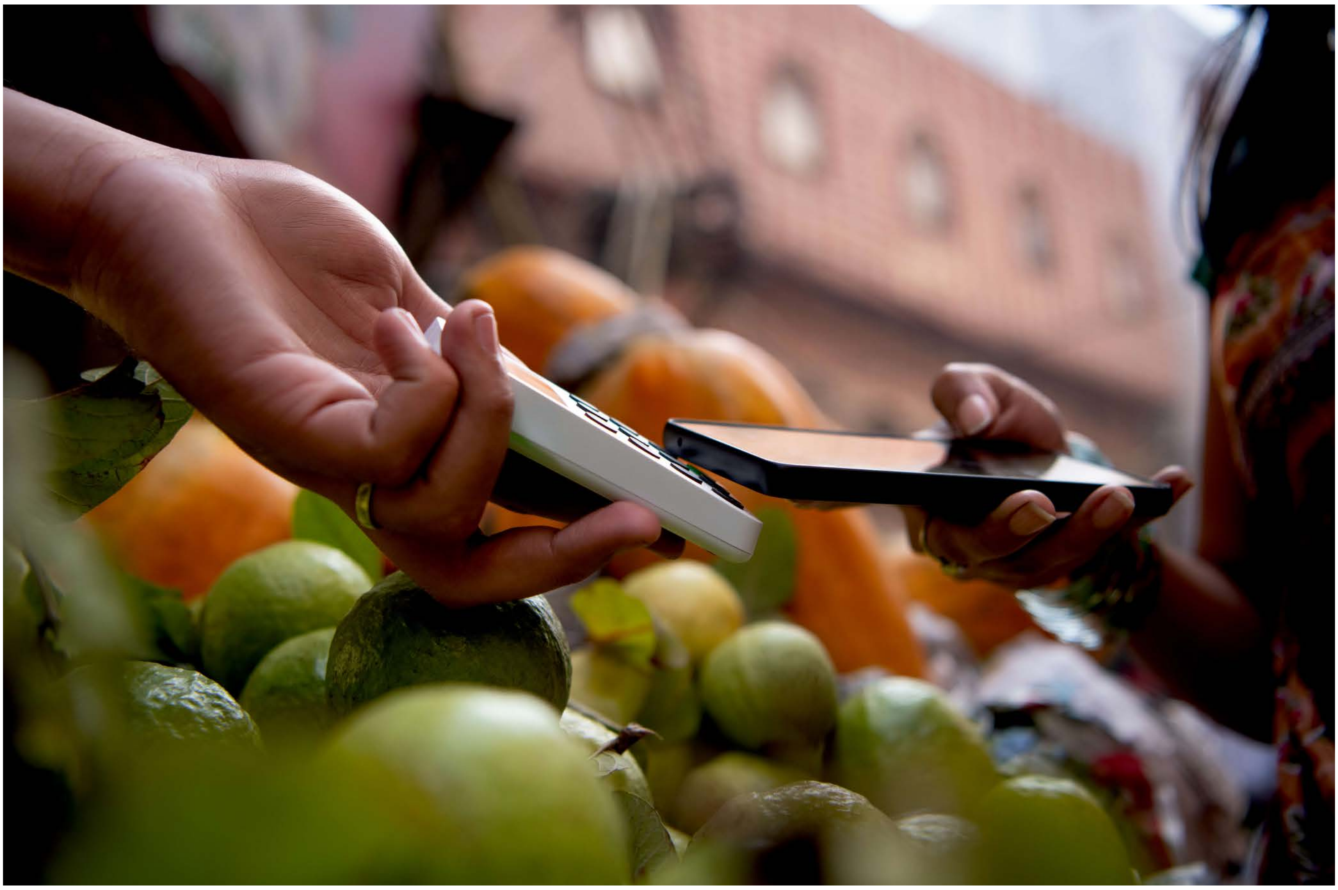
easypaisa and Ericsson

From mobile wallet to cloud-native digital bank, powering financial inclusion at scale in Pakistan.



easypaisa and Ericsson: From mobile wallet to digital bank

easypaisa and Ericsson have partnered on a transformation journey that goes far beyond mobile money. What started as one of the world's largest mobile wallet deployments is now evolving into a full-fledged digital bank for Pakistan, powered by Ericsson's cloud native Mobile Financial Services platform.



Today, Ericsson's platform seamlessly supports a mission critical easypaisa stack serving **18 million app users and 59 million customers**. This modern, cloud native foundation is enabling easypaisa to move from a "payments only" wallet to a **multi product digital bank** delivering richer, more personalized financial services at scale.

The challenge
easypaisa began as Pakistan's first and largest branchless banking solution, giving millions of people a safe way to send and receive money, pay bills, and perform basic transactions through a mobile wallet in a largely cash-based economy. As customer needs evolved and digital adoption accelerated, easypaisa needed to move beyond a "payments-only" wallet to become a full-fledged digital bank. This meant scaling from wallet-level transaction volumes to banking-grade throughput, supporting more complex, multistep financial journeys, and meeting stricter expectations for reliability, compliance, and security—while continuing to serve a diverse customer base across urban and rural Pakistan, including many previously excluded from formal banking.

The solution
To drive this transformation, easypaisa partnered with Ericsson and adopted Ericsson's cloud-native Mobile Financial Services platform as the foundation for its digital bank. Ericsson's platform powers a mission-critical easypaisa stack serving millions of users, enabling a single app experience where customers can store value, pay, save, and access broader financial services. Engineered for massive transaction loads with low latency and high availability, the platform supports complex journeys such as recurring payments, merchant flows, and banking-style services, and provides the flexibility and compliance needed at digital-bank scale. Ericsson's roadmap and continuous innovation in Mobile Financial Services allow easypaisa to move beyond payments into savings and value-store features, merchant and ecosystem payments, subscriptions, donations, and targeted, data-driven offerings that support financial inclusion and responsible credit.

The impact
The easypaisa–Ericsson collaboration is firmly rooted in Pakistan, where digital banking plays a pivotal role in expanding financial inclusion and resilience. Today, easypaisa, through Ericsson's platform, is serving 18 million app users and 59 million customers, reaching people across urban and rural areas, including those previously excluded from formal banking. This foundation enables faster, more secure, and user-friendly financial experiences that meet digital-bank expectations and support national priorities such as emergency relief and social payment for example, enabling flood-relief donations via the app in just a few clicks.

Ready for the next chapter of digital banking, easypaisa is now positioned, through its long-term partnership with Ericsson, to continue expanding from a wallet to a full digital bank with richer, regulated financial products, build an open, partner-friendly ecosystem on top of Ericsson's cloud-native platform, and keep innovating at scale while safeguarding reliability, performance, and trust. By combining easypaisa's deep local insight with Ericsson's proven Mobile Financial Services platform, the partnership is demonstrating how a wallet provider can transform into a digital bank for millions safely, at scale, and with a clear path for future growth.

About the service providers

easypaisa - easypaisa is committed to transform Pakistan into a cashless and financially inclusive society by creating value through the power of collaboration and technology. Through innovative payment solutions, the company is enabling more than 14 million users to make everyday transactions with ease and comfort. easypaisa is powered by Ericsson Wallet Platform. Know more about easypaisa by clicking here.

Ericsson Wallet Platform - Ericsson Wallet Platform has enabled mobile financial services for over 300 million mobile wallet accounts globally, making it one of the leading mobile financial service platforms in the world. Every month, Ericsson Wallet Platform processes over 2.6 billion transactions worth more than 36 billion USD. It enables financial service providers to offer hundreds of digital payments use cases such as donations to the consumers. Ericsson Wallet Platform also creates an interconnected ecosystem of consumers, agents, merchants, government and non-government organizations enabling quick, convenient, secure and inclusive digital payments. Know more about Ericsson Wallet Platform by clicking here.

References

- easypaisa
- Climate change likely increased extreme monsoon rainfall, flooding highly vulnerable communities in Pakistan
- Pakistan floods: One third of country is under water - minister
- Easypaisa Facilitating Flood Relief Donations Across Pakistan

About Ericsson

Ericsson's high-performing networks provide connectivity for billions of people every day. For nearly 150 years, we've been pioneers in creating technology for communication. We offer mobile communication and connectivity solutions for service providers and enterprises. Together with our customers and partners, we make the digital world of tomorrow a reality.