

Wibmo Areion Token Hub solution now available in the Microsoft Azure Marketplace

Microsoft Azure customers worldwide now gain access to Wibmo Areion Token Hub to take advantage of the scalability, reliability, and agility of Azure to drive application development and shape business strategies.

10 November 2022: Wibmo, a leading provider of digital payment solutions & online payment processing services, today announced the availability of its Token Hub solution in the Microsoft [Azure Marketplace](#), an online store providing applications and services for use on Azure. Wibmo's customers can now take advantage of the productive and trusted Azure cloud platform, with streamlined deployment and management.

The Reserve Bank of India (RBI) has recently published guidelines to restrict entities that can store card credentials while mentioning standards for tokenization by merchants, acquirers, and fintechs that require repeat payments. These include online subscriptions, Standing Instructions, frequently visited shopping portals, etc. However, there are currently no globally accepted norms to provide tokenization in a consistent manner.

Wibmo Areion Token Hub, built to EMVCo standards, addresses this gap as the only unified tokenization solution for CoF (cardonfile) transactions, recurring subscription payments, and device tokenization for tap-n-pay contactless payments. A pioneer in innovation, Wibmo Token Hub enables - CoF network tokenization with all leading card networks in India and supporting Issuer Tokenization for merchants, payment aggregators, fintechs, acquirers, and Issuers with various tokenization use cases and value-added services with single integration.

Wibmo Areion Token Hub enables payment journeys with added flexibility and security, it is easy to integrate with Payment Gateway, 3DSS, ACS, and other hosts/enterprise ecosystems, so that customers can go live in a week. Offering single integration for network, issuer, and device tokenization, Token Hub is the simplest way to remain compliant with RBI's latest COFT guidelines while delivering a frictionless payment experience.

Ravi Battula, Head of Merchant Acquiring Solutions, Wibmo, said, *"Being listed on the Microsoft Azure marketplace is a key accelerator in Wibmo's growth journey. It is exciting to anticipate how this development will catapult the growth of our Token Hub and further augment customer security through seamless experience."*

*"Microsoft Azure Marketplace lets customers worldwide discover, try, and deploy software solutions that are certified and optimized to run on Azure," said **Jake Zborowski, General Manager, Microsoft Azure Platform at Microsoft Corp.** "Azure Marketplace helps solutions like Wibmo Areion Token Hub reach more customers and markets."*

The Azure Marketplace is an online market for buying and selling cloud solutions certified to run on Azure. The Azure Marketplace helps connect companies seeking innovative, cloud-based solutions with partners who have developed solutions that are ready to use.

About Wibmo:

Wibmo Inc., a Cupertino, California company, is a subsidiary of PayU. It is a global full-stack PayTech company, an industry leader in payment security and digital payments in emerging markets, partnering with 130+ banks across 28 countries. The company is the largest authentication service provider in India, one of the world's leading digital payment markets. It also offers fraud and risk management solutions, mobile payments, prepaid solutions, and a host of merchant and acquiring services.

Learn more about Wibmo: <https://www.wibmo.co/>