

From Zero to Multi-Channel Remittance

How a Startup MSB Launched Web and Mobile App Simultaneously Using RemitSo's Unified White-Label Platform

Industry: Money Services Business Region: United States / Latin America Classification: Confidential

Executive Summary

A newly licensed US-based Money Services Business sought to enter the competitive remittance market serving Latin American corridors—targeting Mexico, Guatemala, Colombia, and El Salvador. With limited capital and a lean team of 8, the operator needed to launch across web and mobile channels simultaneously to capture market share before competitors could respond. Using RemitSo's white-label platform, the MSB went from zero infrastructure to processing live transactions across both channels within weeks—complete with full AML/KYC compliance, multi-corridor FX management, and real-time transaction monitoring.



1. The Challenge: Competing Against Established Players

The US-to-Latin America remittance corridor is dominated by established players with decades of brand recognition, thousands of physical agent locations, and millions of active users. For a startup MSB, the barriers to entry are formidable:

- **Multi-Channel Expectation** — Customers expect to send money via mobile app or web portal—offering only one channel means losing a significant share of potential customers.
- **Compliance Complexity** — Operating across 4 corridors requires integration with FinCEN BSA/AML requirements, state-by-state MTL compliance, and destination-country regulations.
- **Speed to Market** — Every month of delay costs market share. Traditional platform development takes 12–18 months; the MSB needed to launch in weeks, not years.
- **Capital Constraints** — With limited funding, building separate web and mobile systems was financially impossible. The operator needed a unified platform.

Strategic Decision: After evaluating custom development (\$500K+ and 18 months), competing white-label providers, and hybrid approaches, the MSB selected RemitSo's Platform as a Service—offering **both channels from a single codebase** with built-in compliance, at a fraction of the cost.

2. The Implementation: Rapid Launch Timeline

Phase 1 | Platform Configuration & Branding

- RemitSo deployed the **white-label platform on AWS** under the MSB's own brand—custom domain, logo, color scheme, and branded email notifications.
- 4 corridors configured: **US→Mexico, US→Guatemala, US→Colombia, US→El Salvador** with real-time exchange rate feeds and margin controls.
- Payment gateway integration completed: **Stripe** for card collections, **ACH** for bank transfers, with routing rules configured by currency and payment method.
- Compliance foundation established: AML policies configured per corridor, sanction screening activated against 40,000+ records, Risk Rule Engine calibrated with 55+ risk factors.

Phase 2 | Channel Development & eKYC Integration

- **Web Portal** — Responsive web application deployed with 3-step send flow: enter amount → add recipient → confirm and pay. Integrated real-time price calculator with transparent fee display.
- **Mobile Apps (iOS + Android)** — White-label apps configured with biometric login, push notifications, and the “send money in 3 taps” experience. Submitted to App Store and Google Play for review.
- **eKYC Onboarding** — Digital identity verification integrated across both channels—customers complete KYC once and can transact from any channel seamlessly.

Phase 3 | Testing & Go-Live

- End-to-end testing across both channels: web-to-bank deposit (Mexico), mobile-to-cash pickup (Guatemala), mobile-to-mobile wallet (Colombia).
- RemitSo's **Role-Based Access Control** configured: Master Admin, Compliance Officer, Treasury Manager—each with appropriate permissions.
- Payout network connectivity verified with banking partners across all 4 destination countries.
- Both channels went live simultaneously. RemitSo's unified back-office provided a **single dashboard** managing transactions from web and mobile—with consistent compliance enforcement across all touchpoints.

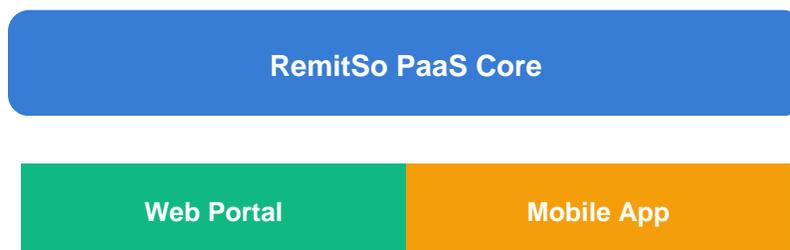
Month 1 Performance by Channel

Channel	Month 1 Transactions	Avg. Value	Top Corridor
Web Portal	680	\$385	US → Mexico
Mobile App (iOS + Android)	1,120	\$290	US → El Salvador
Total	1,800	\$326	—

Mobile-First Adoption: Mobile app downloads exceeded 3,200 in Month 1, with a 35% conversion rate to first transaction—driven by the seamless “3-tap” send experience and integrated push notifications for rate alerts and transfer status updates.

Unified Platform Architecture

RemitSo’s platform architecture enables both channels (Web Portal and Mobile App) to operate from a single codebase with shared compliance, FX engine, and payout network. This unified approach ensures that policy changes, rate updates, and compliance rules take effect instantly across all channels.



3. Unified Compliance Across All Channels

A critical advantage of RemitSo's unified platform is that **compliance enforcement is consistent across web and mobile channels**—eliminating the regulatory gaps that often emerge when operators manage separate systems for each channel.

Compliance Feature	Web	Mobile
eKYC Identity Verification	✓	✓
Sanction Screening (40K+ records)	✓	✓
Risk Rule Engine (55+ factors)	✓	✓
Risk-O-Meter Dynamic Scoring	✓	✓
AML Policy Enforcement	✓	✓
Transaction Monitoring	✓	✓
Document Verification Queue	✓	✓
360° Customer Profiles	✓	✓

During Month 1, RemitSo's compliance engine processed **1,800 transactions across both channels** with zero compliance gaps. The system automatically escalated 14 transactions for enhanced review—7 from web and 7 from mobile—demonstrating consistent enforcement regardless of the origination point. All 14 were resolved within 24 hours using the unified compliance dashboard.

RemitSo's single-platform architecture means that when an AML policy is updated—such as adjusting transaction thresholds for a specific corridor—the change takes effect instantly across web and mobile simultaneously.

4. Lessons Learned: Why Unified Multi-Channel Wins

This case demonstrates that in competitive remittance markets, speed to market and channel breadth are decisive advantages. By deploying both channels from RemitSo's unified platform, the MSB achieved in weeks what would have taken 12–18 months with custom development—and with consistent compliance from day one.

<p>1</p> <p>Speed to Market</p> <p>Launched in weeks vs 12–18 months custom build.</p>	<p>2</p> <p>Unified Compliance</p> <p>One policy engine enforced across all channels.</p>	<p>3</p> <p>Channel Flexibility</p> <p>Web + Mobile from a single codebase.</p>
<p>4</p> <p>Cost Efficiency</p> <p>\$7,499 setup vs \$500K+ custom development.</p>	<p>5</p> <p>Scalable Growth</p> <p>Expandable without re-architecture.</p>	<p>6</p> <p>Customer Choice</p> <p>62% mobile, 38% web — every customer served.</p>

Final Assessment

The remittance market rewards operators who can meet customers where they are—on their phones and on the web. RemitSo's unified white-label platform eliminates the false choice between speed and compliance, between digital convenience and operational quality. One platform. Two channels. Full compliance. From day one.

The future of remittance is omnichannel—and with RemitSo, that future is available in weeks, not months.

— CEO, US-Licensed Money Services Business