



UNIVERSITY OF SOUTHAMPTON STUDENTS' UNION

OPEN BANKING CASE STUDY - FUNDRAISING AND TICKETING

UNIVERSITY OF SOUTHAMPTON STUDENTS' UNION BOOSTS FUNDRAISING AND TICKETING WITH ASIMA'S OPEN BANKING API

OVERVIEW

The University of Southampton Students' Union (SUSU) plays a central role, organising events, supporting societies, and raising funds for charitable causes.

With activity levels high throughout the year, SUSU needed an efficient way to collect payments for both fundraising and commercial purposes, including ticket sales for events.

To streamline collections and reduce costs, SUSU integrated Asima's open banking API into their systems, providing instant, account-to-account payments for students, staff and supporters.



THE CHALLENGE

FEES, RECONCILIATION AND DELAYS

Before implementing Asima, payments for fundraising and events were taken exclusively via card processors, direct debits and manual bank transfers. This approach created several challenges:

- High processing fees eating into charitable and event revenues
- Manual reconciliation
- Delays in settlement impacting cash flow
- Payment failures and customer queries around status

With a growing calendar of events and ambitious fundraising targets, the team sought a faster, lower-cost solution that could integrate directly with their platforms.

THE SOLUTION

INTEGRATING ASIMA'S API

SUSU selected Asima's open banking API (directly via Wonderful's One API in the first instance) to replace a portion of card-based transactions with instant bank payments. The system is used for:

- **Fundraising campaigns run by SUSU and its affiliated charities**
- **Ticket sales for gigs, social events, and student activities**
- **Payments for commercial services offered through the SUSU**

Payment links and QR codes allow supporters and attendees to pay directly from their bank account in seconds. No card details, no manual input, no delays.

Implementation was rapid thanks to Asima's developer-focused documentation and responsive technical support.

"The integration was straightforward, and the support from the Asima team was excellent. We had everything we needed to get up and running quickly."

~ Rachel, Head of Digital & Marketing, SUSU

RESULTS

EFFICIENCY, COMPLETION, SETTLEMENT

Since adopting Asima's API, SUSU have achieved significant improvements:

- Lower transaction costs - more funds from charitable transactions go directly to the relevant student groups
- Instant settlement - improving cash flow for event organisers and campaign managers
- Higher completion rates - especially for mobile-first audiences
- Reduced admin time - automated reconciliation and fewer payment-related queries

“Students like how quick and easy it is to pay. From our side, it's more cost-effective and gives us immediate confirmation, which is hugely valuable when managing busy events.”

~ Kelly, Head of Finance, SUSU

SUPPORT AND RELATIONSHIP

UK SUPPORT AND GUIDANCE

Beyond the technology, SUSU values Asima's UK-based support and collaborative approach. Lower transaction costs - more funds from charitable transactions go directly to the relevant student groups.

The team is also exploring new use cases, including expanding the platform for gift aid payments and early participation in pilots for open banking Smart Debits (cVRP) to replace Direct Debit and card-on-file services.

"We've had a strong relationship from day one. Whenever we need guidance, we get timely, helpful answers - that kind of responsiveness is rare."

~ Paul, Chief Operating Officer, SUSU

LOOKING AHEAD

EFFICIENCY, COMPLETION, SETTLEMENT

SUSU plan to extend their use of Asima to further reduce reliance on card payments, maximising revenues from both fundraising and ticket sales. They see open banking as a natural fit for a mobile-first student audience and a way to deliver greater transparency, efficiency, and security.

"Asima has transformed the way we handle payments - it's faster, simpler and more efficient for everyone involved."

~ Paul, Chief Operating Officer, SUSU

ABOUT ASIMA

Asima is the enterprise API platform of Wonderful Payments. Built for organisations that want to integrate open banking payments and data directly into their systems, Asima offers robust, secure and developer-friendly infrastructure with transparent pricing and UK-based support.

To learn more, visit asima.co.uk or email asima@wonderful.co.uk