

WITH BACK TO THE FUTURE INTEGRATED ACH PAYMENTS

Wind River
Payments

Automated Clearing House (ACH) transactions were first introduced in the 1970s as a simpler and faster alternative to check payments. Now, over 50 years later as businesses look to expand payment channels, ACH has reemerged as a progressive way to augment check, cash, and card methods of payment.

WHAT ARE ACH PAYMENTS?

Commonly known as an e-check, an ACH payment is bank-to-bank, electronic money transfer that is securely processed through the Automated Clearing House Network.



ADVANTAGES OF ACH PAYMENTS

Whether your customers comprise consumers or businesses, ACH brings a host of benefits to your business:

Ecommerce

- ▶ Provides an additional payment method option to customers
- ▶ Expands your shopper universe to include consumers who may not have a credit card
- ▶ Saves money with reduced processing fees

B2B Accounts Receivable

- ▶ Receive your funds faster than waiting for checks to arrive
- ▶ Convenient method for recurring or installment payments
- ▶ Greater protection against fraud than checks

Software with Integrated Payments

- ▶ Gives you a competitive advantage
- ▶ Saves your customers money on processing fees
- ▶ Opens an additional channel of revenue for customers

WIND RIVER INTEGRATED ACH

Wind River doesn't simply enable ACH payments. We want to make it as efficient as possible for your business. Our integrated ACH payments include:

Flexibility – Accept ACH payments through virtual terminals, hosted payment pages, and your ecommerce website.

Integration – ACH transactions are enabled through a single gateway integration to streamline the process and simplify reporting.

Help Getting Started – We assist you with the application and underwriting process.

Ongoing Support – We provide ACH support through a dedicated relationship manager.

WHO SHOULD ACCEPT INTEGRATED PAYMENTS

You should consider ACH payments if any of these scenarios apply to your business:

1. Provide ecommerce
2. Receive a significant amount of check payments
3. Offer recurring or installment payment options to customers
4. Desire to reduce the time it takes to receive invoice payments

WE CAN HELP

Whether you're considering ACH or you already offer it through a non-integrated provider, give us a call. We'll show you how easy it is to get started.

CONTACT US TODAY

608.442-5699 | info@windriverpayments.com