

The Difference Between a Payment Vendor and a Payment Partner

You can find a vendor that *works for you* to process your payments. Or, you can have a payment partner that *works with you* to ensure you have the technology, support, and pricing that is the best fit for your business.

As your payment partner, Wind River will:



Make sure you have the **latest technology** and equipment to meet the needs and preferences of your customers.



Provide **transparent pricing** so you can be assured there are no hidden fees or vague charges appearing on your invoices.



Keep you informed on trending security threats so you can **stay protected**.



Get to know you and your business so we can provide you with the **best support** in the industry.



Earn your business everyday with an at-will agreement versus locking you into a contract with penalties for termination.

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“If we’re going to hold ourselves to a superior service standard, our vendors need to be held to that same standard. We appreciate that Wind River has the same level of customer commitment that we have. It’s the foundation of a long-lasting and mutually beneficial partnership.”

Eric Buszka, CFO
Service Electric Supply

SERVICE PROMISE

Wind River
Payments

Your Payment Processing Partner

Many merchant services relationships go on autopilot as soon as you sign on. Wind River believes that the handshake is just the beginning of a successful, service-focused relationship.

Here is our After the Handshake service promise to our customers:

- 1. An Assigned Relationship Manager**
Direct line access to someone who knows you and your business.
- 2. Proactive Rate Monitoring:**
A unique service in the industry, we proactively monitor your rates and volumes to make sure you’re qualifying for the lowest possible rates from the card brands.
- 3. Regular Account Reviews**
Enable us to understand your evolving business needs and make recommendations to address those changing needs.
- 4. Data Security:** In-house experts support you in achieving and maintaining data security and breach protection.
- 5. Training and Implementation Support:**
Whether you’re a new client or a long-standing partner, Wind River is happy to provide training and guidance to you and your staff.



Scan to read a success story from one of our customers.

PAYMENTS, YOUR WAY.



A Different Kind of Payment Processing Partner

Wind River Payments believes local business is the backbone of the community. Our role as your payment partner is not to just process your credit card payments but to help your business thrive.

Products and Services

Wind River Payments will work with you to create a customized payment program.

Point of Sale hardware and software comprising the latest technology in countertop, wireless, and virtual terminals and mobile options.

E-commerce capabilities for a seamless and secure payment experience for your customers.

Mobile Payments such as Apple Pay and Google Pay.

Multiple Payment Methods, including credit / debit, ACH, gift cards, e-billing, and Level III processing (B2B transactions).

Advanced Security Package tools to help secure your data and expedite the PCI compliance process.

Payment Expertise and Guidance to ensure your payment environment meets the unique needs of your business -- both today and tomorrow.

Plus, **no contracts are required**. Over 90% of our customers stay with us year after year not because they have to but because they want to.

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“Having access to a helpful, local, professional team of people is a great asset to have.”

Amy Scaggs, Bell Ford
Wind River Customer since 2016

Why Wind River?

Based in Madison, Wisconsin for over 20 years, we bring our Midwestern values and work ethic to ensure all customers, large and small, operate in a cost-effective, efficient, and secure payments environment.

You can count us for:

- Customer-focused and accessible service via your relationship manager.
- Payment program options that fit the needs of your business, regardless of your transaction volume.
- The latest hardware and software technology.
- Transparent and fair pricing so you always know what you're paying and what you're getting in return.
- Proactive monitoring to ensure you qualify for the lowest possible rates by the major credit card brands.
- Regularly-scheduled program reviews to make sure your payment solutions continue to meet the growing needs of your business.



**For more information,
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We are proud to bring our customers the payment solutions of a mega-company and the service of a family-owned business.

