

### At the center of payments innovation

*How Avidia Bank successfully executed their payments leadership plans*

Avidia Bank's history of embracing technology led them to search for a technology partner that could provide the type of payments innovation with the scale to support their national growth ambitions. Satisfying commercial merchants' payment options was part of this equation but it also included the online environment to automate the risk management aspects of enrolling and onboarding merchants and a national network of resellers.

A tech-savvy executive of the bank came across a California based fintech company that just announced their launch of what they called "Bank Centric Payments" and a partnership was forged. The results are showing short and long term benefits and could change the way banks position themselves in the payments ecosystem.

"With Avidia Pay, we offer innovative solutions that are ideal for organizations looking to instantly improve their payment acceptance."

MARK R. O'CONNELL  
President and CEO  
Avidia Bank



#### Profile: Avidia Bank

Headquarters: Hudson, MA

Founded: 1869

Locations: 9 in Central Massachusetts

Key Services:

Commercial and Consumer Banking

Assets: \$1.5 billion



**2017 NEACH Excellence  
Award Winner**

“On day one the idea of delivering payments innovation as a bank taking a central role connecting a reseller network and merchants may seem like a reach, to say the least. On day two we could see that it was going to happen, because all the tools were built out and waiting for us to adjust to our preferences.”



Bart Murphy  
Executive Vice President/  
Chief Lending Officer  
Avidia Bank



**Avidia Bank's capacity and focus** to improve the customer experience inspires them to initiate technical partnerships, expand mobile capabilities and be recognized in national Fintech publications for the launch of our Cardless Cash and Avidia Pay products. The ability to partner with third-party organizations and support additional brand extensions ultimately helps them by “upping their game” to more readily level the competitive playing field. As the backdrop to the rapid technology changes in the financial industry, staying current with innovation, especially in the payments space, led them to adopt one of the most flexible and customizable payments solutions available today.

As a white labeled platform branded as Avidia Pay, the bank and their resellers can innovate in a way that doesn't require them to build a payment solution(s); instead they are provided with the tools and support needed to customize the platform to meet their needs. With this in mind, the platform is constantly changing to meet the evolving demands of the market and those of the bank's valued clients. Delivering innovation is the focus and goal-and having a fully built-out technology platform is how Avidia Bank took it from a goal to a reality. Their reselling partners have embraced this approach and as a result have a more interactive bank partner.

The Bank Centric Payments platform provides an easily deployed risk-managed environment for the registration, underwriting and delivery of ACH, RDC and credit card payments through one easy to use, cloud based system.

**A major differentiator** is that the bank is in the loop 24/7/365 and with one login point all parties (bank, ISO, and merchants) are in a real-time position to view and manage any transaction or issue.

Until recently, the idea of a community bank deploying a payment technology platform that could bridge the technology disconnect between banks, processors, ISOs, agents and merchants in terms of providing a single login environment was the stuff of fiction. Especially when you consider that this same platform also had to facilitate registration, risk mitigation, due diligence, compliance, payment solution delivery and transaction processing of card, ACH and RDC with ongoing reporting and monitoring for all parties. The bank's discovery of linked2pay came just as they were launching such a platform.

The Bank Centric Payment approach is a game changer because it provides the bank with the underwriting and risk management tools needed to provide the confidence to scale their payment solutions. This will help them attract and retain highly valued commercial clients. Merchants and resellers both enroll via online forms that are integrated to big data sources like LexisNexis, Giact and Experian that provide the data validation; these can be easily accessed through the provided dashboard to order an updated review at any time in the future.

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## A gold medal winner for ACH innovation



linked2pay was awarded the Gold Medal in the Automated Clearing House (ACH) category at Innovation Project 2014 hosted by PYMNTS.com

"Most community banks treat traditional merchant services programs and ACH or RDC processing separately. This solution enables a more cohesive approach to payments that can be branded in their name and with the right partnerships significantly reduce expense for their commercial clients."

This platform enables the bank to completely brand the experience for all businesses and any number of partners using the system. It also empowers the bank with tools to review and approve any business that applies for service. This is a very big deal for Avidia Bank and our reseller partners --- because a process that has always been slow and paperbound is now fast and paperless-and it still meets all of our requirements. The bank sits atop a multi-layered solution platform that lets them keep tight control but streamlines the process of getting all participating parties onto a platform that provides services that specifically apply to their unique needs - isn't it a wonderful thing when technology rises to that level!

# EMBRACING FINTECH

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Another differentiator with Avidia Pay is that the bank is in the loop 24/7/365; the design provided by linked2pay is the only solution the bank is aware of that has one login point for all parties that allows them to leverage a full array of solutions with seamlessly integrated credit card and ACH payment acceptance that are both easy for the person making the payment, the person receiving the payment, the service provider and the bank - each via their own interface; the result is that all parties have real-time view to manage any transaction or issue. This gives the bank the scale for national growth as a bank-direct payments provider.

Avidia Pay is a cloud-based payment solution that is available to Avidia Bank business clients and to their network of resellers and all of their clients --- and the key elements of differentiation include: paperless registration, approval and service delivery - along with fully integrated payment solutions - like online, email, mobile, face-to-face, over-the-phone and online shopping cart payments that melds credit card and ACH payments with Avidia Bank serving as the ODFI or access point to the ACH network --- which is short for the Automated Clearinghouse Network which serve 11,000 bank members.



“The bank has seen our solution reseller network grow by over 700% in the past year. Before we would have never been able to support 2000+ sales agents, but with the bank centric payments platform we can provide service excellence in harmony with other participating banks.”

Beyond Avidia Pay the Bank Centric Payments platform is available for other banks to participate in a branded or non-branded ODFI role. Furthermore, banks that do not want to adopt the ODFI role can deploy as resellers and reap the benefits of providing advance payment solutions to their ISOs and merchants with a level of simplicity not yet offered to them by the large, established platform providers. Beyond the considerable technical hurdles in developing a single platform with the scale and solution set to service banks, ISO and merchants, the platform is also integrated with the leading provider of core processing solutions that banks already have in place today.

“Merchants can get the solutions they seek - like online, email, mobile, face-to-face, over-the-phone and online shopping cart payments. And it works on any device or browser - so when a business sends an email payment request a customer can pay it on their computer, tablet or mobile phone.”

Richard McShirley  
CMO, linked2pay

Customization is key in the delivery of payment solutions. The Bank Centric Payments platform has a library of APIs ready to be leveraged in ways to fit project needs. Additionally, an array of payment options include automated registration for merchant on-boarding or migration. A Sandbox request provides the documentation and test environment need explore, test and deploy payment solutions.



“We are extremely proud of the award recognition for our AvidiaPay product. Avidia Bank’s capacity allows the Bank to initiate technical partnerships and support additional brand extensions, ultimately helping us to level the playing field with larger competitors all while meeting the rapid technology changes in the financial industry.”



Mark R. O’Connell  
President and CEO  
Avidia Bank

Bank Centric Payments was created with the intent and goal to address ‘project complexity’ and to allow banks to securely innovate without taking on a developmental project. The platform provides an easily deployed risk-managed environment for the registration, underwriting and delivery of ACH, RDC and credit card payments through one easy to use, cloud based system. This design provides banks a more cohesive approach to payments; this system can be branded in their name and with the right partnerships can significantly reduce expense for their commercial clients. As a result banks now have a new, easy to deploy option that can help them in terms of their service reputation and aid in their ongoing effort to retain happy commercial clients.

“Data integrated to a live registration, underwriting and onboarding process is a prime example of how solution providers can bring improved efficiency and KYC elements to financial institutions while enhancing the service delivery for their merchants and reselling partners.”

Bradley Blacker  
Director of alliance partners and integration  
LexisNexis Risk Solutions

**No project:** Once a bank or reselling partner agrees to join the Bank Centric Payments platform, the set-up and deploy can be measured in minutes.

## Solutions that make up the platform

CARD  
ACH  
RDC  
RTP

Card Processors:

TSYS  
First Data  
AUTH.NET  
More...

Integration:

FIS  
Fiserv

LexisNexis  
Experian  
Giact  
More...



### **Online registration, underwriting, on-boarding and Live Help**

Merchants complete and submit a paperless online registration that populates the underwriting dashboard of the participating bank. The registration can include application for card, ACH and RDC. It can also board an existing MID and add ACH or RDC as options (or not). Once the underwriting is complete the merchant and reseller get email notification of the outcome and simple to follow next steps to active their selected solutions. Live Help is available for our resellers and their merchants at any stage in the process.

### **Payment Methods and Options**

After a merchant is activated, and depending on what they selected during registration, they can login and begin to accept card, ACH, and RDC payments.

Card and ACH payments can be one-time or recurring. The best way to get a full sense of the solution depth and options is to join us for a sales training webinar which can be scheduled at the convenience of your team – and can be repeated as needed.

### **Payment Acceptance Solutions**

Again, depending on the merchant preferences, their payment acceptance option can include one or all of the following: online forms, invoices, mobile, email, virtual terminal, 800# by phone (IVR), shopping cart checkout emulation and EBPP all size merchants.

### **Send Payment Feature**

When sending out payments, you can include a custom message to your payee and they also get to designate the account where they want their ACH deposited. Once your customer has submitted payment, an automated receipt is sent for their records.

As the originator of Bank Centric Payments, linked2pay is dedicated to the development of solutions that securely enable all of our business partners to more easily manage their payments processing.