

# Wind River Financial – The One-Minute Introduction

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## WHO WE ARE

Founded in 1999 by brothers-in-law Mark Courchane and Matt Uselman, Wind River Financial is a family business **providing payment acceptance and processing solutions** to businesses here in Wisconsin and around the country. We are southern Wisconsin's most preferred processing partner and our clients rate Wind River highest in merchant satisfaction.\*



Mark Courchane



Matt Uselman

## HOW WE DO IT

Wind River Financial doesn't lock merchants in to inflexible long-term contracts. Over 90% of merchants stay with us year after year, not because they have to, but because they want to.

Our industry-leading After the Handshake Service Promise ensures that merchants have a day-to-day partner in their electronic payments program – not a vendor that disappears after you sign up.

### Wind River clients enjoy:

- At-will agreements
- Dedicated Client Care Managers
- Regular program reviews
- Continual qualification monitoring for best possible rates
- 24/7 assistance
- Ideas and innovations for program improvement
- Complete transparency and easy-to-understand explanations

That's just some of what we do, After the Handshake. But there's more...

## HOW WE'RE DIFFERENT

Payment acceptance and processing is complicated stuff, and the strategies for optimizing your program are changing constantly. That's why it's bad business to just "turn on" your program and forget about it.

At Wind River Financial, we won't forget about it. We watch your transactions and proactively notify you if you're not getting the best rates. We work with your staff so they're well trained on maximizing the program's logistics. We offer in-house data security expertise so your data (and your brand reputation) are protected from compromise. We "pull back the curtain" on inside industry changes that can impact your business. And if there are cost savings to be had (those associated with the Durbin Amendment, for instance), we pass them onto you instead of keeping them for ourselves.

It takes a caring group of professionals to deliver on our After the Handshake Service Promise. So in an industry that centers so much on technology, Wind River Financial still values the human relationships that make every business successful.

## OUR PARTNERS

Wind River Financial partners with the industry's best technology and solution developers to maintain a current and complete menu of products and services. We also **partner with banks, credit unions and trade associations** to design and customize processing solutions for their clients and stakeholders. Banks and credit unions trust us to uphold their own standards of customer service excellence.

## STAYING CURRENT

To help you keep up-to-date on industry news, we offer a variety of communications, including our [blog](#), [Wind River website](#), [After the Handshake website](#), and social media pages. Click on any of the icons below to join in the conversation!



\*Independent research study, December 2012, based on telephone interviews with 225 businesses in southern Wisconsin



## Thanks for your interest in Wind River Financial!

If you're reading this brief introduction to Wind River Financial, that probably means you're looking into payment processing partners. As you do, you'll quickly notice some vast differences between us and other providers. Where client relationships seem to fade as soon as you say 'yes' to the other guys, at Wind River, we believe our work is just beginning.

That's the spirit that drives our After the Handshake Service Promise, which we've detailed for you below. We gladly accept the responsibility of co-managing your payment acceptance and processing program right along with you – and in doing so, offer ideas and solutions that can save you time, money or hassle. We keep watch over your program as if it – and your hard-earned profits – were ours to protect.

That's the difference between a service provider and a true partner.

I invite you to look closely at all the options available to you. I'm confident that once you've compared service, price and partnership side-by-side, you'll agree that Wind River Financial is an easy and refreshingly different choice.

Best Regards,

Mark Taber  
President



Vicki Ytzen



Joan Dicka



Amy McCaughn

## After the Handshake

Here's a sampling of the care and service that Wind River Financial clients enjoy every day. These services, and many others, are what make Wind River one of southern Wisconsin's most preferred payment acceptance and processing partners.

**DEDICATED RELATIONSHIP MANAGERS** who don't just understand the complexities of processing, but the unique nuance of your business as well. You get direct-line access and fast response.

**AROUND-THE-CLOCK SUPPORT** with a dedicated toll-free help line, so you don't have to wait until the next business day for answers and assistance.

**CONTINUAL QUALIFICATION MONITORING** so we can immediately recognize – and help fix – any aspects of your program that might be causing you to pay too high of a rate.

**REGULAR PROGRAM REVIEWS** to assess changes in your needs, your business or your industry that might inform changes or enhancements to your processing program.

**PROACTIVE COMMUNICATION**, regular service check-ins and open lines of communication, like our blog and social media, to keep you informed about industry news that can impact your bottom line.

**IN-HOUSE DATA SECURITY EXPERTISE** and custom security programs to help you protect your customers' data – and your reputation – from compromise or breach.

**TRAINING AND IMPLEMENTATION SUPPORT** so you and your staff know the best strategies for achieving the lowest rates and highest efficiencies in your program.



After the Handshake...

