

Payments Advisory Services

Need more
**payments
manpower?**

EastPay's experts are an extension of your team!



Our payments expertise is your key to revenue growth and risk reduction!

EastPay's Accredited ACH Professional Staff has over 100 combined years of payments experience! Let us help you take advantage of the opportunities and avoid the risks presented by the growth of ACH and other payments applications. Our **Payments Advisory Services** can be customized to meet your institution's specific needs.

Current economic conditions have created new pressures on Financial Institutions for revenue generation and expense reduction.

Do you need help objectively evaluating the current state and future direction of your Cash Management business?

Do you need short-term expertise to help you meet payments deliverables?

Would you like assistance creating or revising payments marketing materials to better capture the mindshare of your customers or members?

EastPay's Payments Advisory Services can guide you towards the success of your payments business, with services that include assessing and developing a payments strategy; creating comprehensive business cases; creating and executing project plans; managing testing and pilots; creating and reviewing marketing collateral and metrics; and much more.

EASTPAY
PROVIDING PAYMENTS EXPERTISE

How can we help you?

See reverse for the EastPay solutions!

With EastPay's Payments Advisory Services, you can have access to experienced, trusted, and objective payments experts who can listen to your needs and help to create strategies and tactics to meet your business objectives. With our experience in cash management and the payments industry, we have the resources you need to help with Strategic Assessment, Product Consulting, Product Management, and Project Management.

Strategic Assessment:

Do you perform periodic reviews to ensure your payments strategy and tactics are still aligned to your revenue goals?

Are you able to keep up with your customers' or members' product needs?

Have you established key target markets and industries?

How do you execute your strategies?

Financial institutions are faced with swift changes in the payments industry, stronger scrutiny of business cases, shifts in market behavior, and constantly-growing competition. These external factors could have a significant impact on the payment strategies you put in place just a year or two ago. The ability to reassess your position could be hampered by resource constraints or changes that have resulted in limited internal expertise in broad payments industry knowledge.

EastPay believes that the challenges you face in today's economic environment should be seen as the time to seek growth opportunities. Our resources have the experience and breadth of knowledge across a wide spectrum of payments to assist you in identifying areas of potential market expansion or revenue enhancement, based on customer or member needs. We can help you assess your current strategy and market conditions to determine what course changes could be considered.

Contact:

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Product Consulting and Product Management:

Do you know if your Financial Institution is being proactive or reactive in the marketplace?

Do you know if your marketing and communications efforts help to support your revenue goals while meeting the needs of your target markets?

Do you periodically evaluate your operational processes to ensure efficiency as well as compliance with applicable rules and regulations?

Financial institutions may need assistance to perform additional product management tasks. They may want to periodically inspect their sales tools and metrics, as well as confirm that the solutions they bring to market have the features and functionality that meet customer or member expectations. Sales and marketing materials, training, and ongoing communications are all critical components in the success of growing and retaining customers and members.

EastPay's Payments Advisory Services offer strong experience based in the discipline of cash management and small business product management. Our staff can assist you with assessing your current products and services, with a focus on maximizing your impact on revenue, quality, operational efficiency, and customer or member satisfaction.

Project Management:

Has your Financial Institution ever missed projected time-to-market deadlines or experienced budget overruns due to too many concurrent projects?

Has any project had significant delays due to 'scope creep' that occurred in the design and development process?

Does the staff charged with projects have the required level of project management skills, and can they work effectively across your organization to ensure all aspects of the design, development, and implementation process are addressed?

Financial Institutions that are actively pursuing one or more initiatives can find that while they have extremely talented resources, they may not have enough bandwidth to also take on project management responsibilities. With tight market deadlines, you cannot afford the luxury of 'on-the-job training'. Some Financial Institutions may have considered creating a Project Management function, but today's economic climate makes that improbable.

EastPay has experienced project managers who can apply proven processes to improve both time-to-market and budget deliverables. Our staff can communicate with internal stakeholders as well as third-party partners. Our resources can act as your project management lead, or be used in a more limited advisory capacity if you desire.

Our consulting is competitively priced, with hourly rates on a sliding scale based on length of engagement.