



COMPLEX ENDEAVOR MADE SIMPLE: IMPREMEDIA USES PAYWAY TO SOLVE ONLINE PAYMENT CHALLENGES

THE CHALLENGE

ImpreMedia, a leader in Hispanic content, insights and marketing, has a portfolio of influential multimedia brands that reaches 15 highly engaged, multi-generational Hispanic markets across the United States.

The news organization recently agreed to evaluate its credit card processing approach — assessing everything from recurring subscription payments for its publications to reviewing the most cost-effective merchant account services to support all of its business operations, including online payments.

ImpreMedia has a 20-year history with Payway, using a batch interface and utilizing EdgCapture, a legacy system that doesn't have a web interface. The news outlet really needed a move to a solution that would deliver PCI Compliance, simplicity and lower costs. It would also need to integrate with its advertising system, circulation and digital subscriptions.

THE SOLUTION

ImpreMedia chose to continue their long-standing relationship with Payway and use Payway's cloud-based gateway and merchant service solution. ImpreMedia knew they could rely on Payway's expertise in credit card processing services and benefit from their experience in lowering overall transaction costs and reducing risk. They also knew they'd continue to get Payway's unparalleled service and support.

"The transition to the cloud was effortless, with 24/7 technical support that was quick to

respond and resolve," says Carol Rodas, accounts receivable manager for ImpreMedia. "We were extremely happy with the integration to our advertising system, circulation and digital subscriptions. The Web Interface is so much easier to use. With cloud-based support, we've streamlined our IT infrastructure."

"We wanted a system and solution that would be hassle free and provide us with the reliability and convenience of the cloud."

– Carol Rodas, Accounts Receivable Manager, Impremedia

Not only has ImpreMedia benefited from the ease and assurance of recurring billing through the payment gateway, but the company also enjoys more competitive fees and an improved risk profile to help improve their bottom line.

Payway also conducted an analysis of ImpreMedia's merchant account to determine where they could save money.

"Payway's cost-free analysis compared our current rates and showed us how we could reduce



CUSTOMER
ImpreMedia

THE CHALLENGE
Move to cloud-based solution that supports recurring payments while lowering costs.

THE SOLUTION

- Free cost analysis
- Payway Gateway
- Payway Merchant Account Services

THE RESULTS

- Lower transaction costs
- Improved risk profile
- Identified additional cost-saving opportunities

“Payway knows this industry; the team has strong expertise in the merchant services business and they provide the best value, too.”

– Carol Rodas, Accounts Receivable Manager, ImpreMedia

our fees by reducing our non-PIN debit transactions to a lower interchange cost. That adjustment alone saved us \$12,000 annually,” added Rodas. “Using an Independent Software Vendor (ISV), for ImpreMedia’s payment processing has just made good business sense for our business and our customers, too.”

Beyond improving ImpreMedia’s recurring merchant costs, the payment solution has also helped improve the company’s risk position.

“Payway assisted us in lowering our risk by defining the types of transactions we process. As a result of our reduced risk, we were able to eliminate a reserve, which improved our cash flow,” noted Rodas.

ImpreMedia was looking for a partner to deliver reliability and security in an easy-to-use cloud solution.

“We wanted a system and solution that would be hassle free and provide us with the reliability and convenience of the cloud. It was also important to be committed to have a secure credit card payment system for our advertisers too,” said Rodas.

Going to the cloud also allowed ImpreMedia to set up different levels of access and create different restrictions for employees based on job title, level and division. It made reporting more intuitive as well as being able to quickly reconcile issues such as bank deposits.

“The people at Payway and the service and support are simply amazing,” added Rodas. “Payway knows this industry; the team has strong expertise in the merchant services business and they provide the best value, too. The people and the team make it so easy,” added Rodas.

ABOUT IMPREMEDIA

With a rich history of serving the Latino community, ImpreMedia operates La Opinión in Los Angeles, the nation’s #1 Spanish-language daily newspaper; El Diario newspaper in New York, which just recently celebrated its 100 years in business; La Raza in Chicago; La Opinión de La Bahía in San Francisco; and La Prensa in Orlando.

ABOUT PAYWAY

Payway is an integrated payment processing solution developed by Edgil Associates, a privately owned, Level 1 Service Provider in the payment card industry.

The Payway team built our user-friendly payment gateway and merchant services solution to be responsive to the needs of merchants who operate a recurring payment business model, like the many publishing companies we have served since 1984.

We’ve taken our decades of practice in managing recurring payments and refined our methodology for current times. Payway provides ImpreMedia significant savings on their credit card processing and guidance on how they can improve operations. We can do the same for your business. When you partner with Payway, you won’t miss out on a payment — or revenue — opportunity. To learn how you can save on payment processing, call us at 1 800.457.9932, or visit www.paywaycomplete.com.

