



THE STAR TRIBUNE RELIES ON THE POWER OF PAYWAY

NEWSPAPER REALIZES 60% SAVINGS ON TRANSACTION FEES

TRUSTED PARTNER

The Star Tribune of Minneapolis trusts the team at Payway® to provide a reliable, cost-effective payment gateway. According to Jean Mersch, Controller, the Star Tribune has come to rely on Payway's advanced knowledge of payment processing to help it realize significant savings and efficiencies.

Ms. Mersch states, "Pricing is just one component of how Payway saves us money. While their fees are significantly lower than other providers, their automated Level III processing reduces our interchange fees in a way we couldn't have imagined."

ADVANCED PAYMENT PROCESSING

Payway is one of the few payment gateways that can autodetect if a payment is made with a procurement or corporate charge card, enabling the networks to identify which transactions qualify for lower interchange rates. Interchange is the amount charged by Visa® and Mastercard® for processing a transaction. Many factors are used to determine it, including card type and amount of the transaction.

HELPING CUSTOMERS SAVE

We performed an analysis of the newspaper's transactional data to see what impact Level III processing would have on interchange fees. A three-month sample revealed that of the nearly 3,000 transactions processed, 4.6% qualified for Level III reductions, which translates to an incredible 60% savings on qualified transactions.

DISCOVER THE PAYWAY WAY

For more than 30 years, Payway has been providing its customers user-friendly payment processing solutions built specifically for the needs of businesses who operate a recurring payment model.

"While [Payway's] fees are significantly lower than other providers, their automated Level III processing reduces our interchange fees in a way we couldn't have imagined."

– Jean Mersch, Controller,
Star Tribune

Payway provides the Star Tribune significant savings on their credit card processing. 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 more, visit www.paywaycomplete.com.



CUSTOMER
The Star Tribune
of Minneapolis

THE CHALLENGE

- Reduce OPEX without impacting existing infrastructure

THE SOLUTION

- Free cost analysis
- Level III processing

THE RESULTS

- 60% savings on transaction fees
- No longer over-paying for transactions

“Payway’s Level III processing saved us more than \$45,000 in just three months’ time.”

- Jean Mersch, Controller, Star Tribune

PUTTING OUR CUSTOMERS FIRST, ALWAYS

Payway performed a free cost assessment for the Star Tribune as part of our routine account care process. We analyzed three months of interchange fees and found several instances where the Star Tribune was overpaying for transactions. Below are the results of our analysis:

QUALIFYING PURCHASING/ COMMERCIAL CARDS	ORIGINAL FEES	FEES WITH PAYWAY LEVEL III PROCESSING	INTERCHANGE SAVINGS
MasterCard Fleet	\$0.00	\$0.00	\$0.00
MasterCard Purchasing	\$11,778.20	\$8,441.23	\$3,336.97
MasterCard Corporate	\$283.00	\$243.97	\$39.02
MasterCard Sub Total			\$3,375.99
VISA Large Ticket >500,000	\$17,778.20	\$2,734.41	\$14,993.60
VISA Large Ticket 100,000-500,000	\$7,955.08	\$1,611.92	\$6,343.16
VISA Large Ticket 25,000 -100,000	\$20,542.20	\$5,438.23	\$15,103.98
VISA Large Ticket 10,000-25,000	\$5,505.76	\$2,048.03	\$3,457.72
VISA Large Ticket <10,000	\$4,652.41	\$3,250.72	\$1,401.69
VISA Large Ticket Sub Total			\$41,300.15
VISA Commercial	\$107.84	\$87.65	\$20.18
VISA Purchasing	\$2,220.59	\$1,634.33	\$586.25
VISA Sub Total			\$606.43
TOTAL	\$70,773.08	\$25,490.50	\$45,282.58

To discover if you’re paying too much in interchange fees, or, want to know how you can save on payment processing, call us at 1 800.457.9932, or, sign up at www.paywaycomplete.com/save.

