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FOR IMMEDIATE RELEASE

First American Payment Systems Partners with Womply to Offer Merchants 1stPayInsights

Merchants Get 360 Degree View of their Business with Powerful 1stPayInsights Platform

Fort Worth, Texas – September 2, 2015 – First American Payment Systems, a leader in payment processing, and Womply, an innovative, merchant-centric technology company, have partnered to offer merchants 1stPayInsights, a powerful platform to enable First American’s merchants to grow, protect, and simplify their businesses.

1stPayInsights is a new platform for small business owners that provides them data and tools needed to achieve a 360 degree view of their business performance. The platform enables merchants to act on this data by enabling them to manage their online reputation across the most popular consumer websites, stay informed of their competitors’ activities, and learn how external events impact their revenue.

“First American has expanded our suite of services with 1stPayInsights, allowing merchants to proactively manage their business with analytics, competitive intelligence and reputation management tools,” says Neil Randel, CEO of First American Payment Systems. “By partnering with Womply, our merchants now have technology that simplifies business-critical processes. With 1stPayInsights, merchants can now leverage previously unavailable data to make smarter business decisions, understand revenue drivers, protect their reputation, and stay one step ahead of the competition.”

With the launch of 1stPayInsights, merchants have access to an easy-to-use, intuitive online platform. Merchants now have the power to easily analyze their business trends, compare their performance relative to local competitors, and understand how external events like weather or advertising affect their revenue. All of these capabilities help merchants further calibrate the decisions they make on a daily basis.

1stPayInsights empowers merchants to protect their online reputation by alerting them about recent reviews, calculating their overall reputation, identifying trends and changes to their online reputation, and allowing merchants to seamlessly reply to reviews directly from the platform. As many business owners are constantly on the go, 1stPayInsights also delivers a suite of relevant emails and alerts to keep them in tune with the most critical aspects of their business.



“We believe in building powerful, enterprise-grade tools that are tailored to fit small businesses, so they can compete with large corporations,” said Cory Capoccia, President at Womply. “Understanding what drives their revenue, online reputation changes, along with staying up-to-date on their competition, allows merchants to make more informed decisions and take positive steps towards growth. Together with First American Payment Systems, we’re giving small businesses the capabilities they need to thrive.”

1stPayInsights is currently available to all First American Payment Systems merchants, helping them grow, protect, and simplify their businesses.

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About First American Payment Systems

First American Payment Systems, L.P., based in Fort Worth, Texas, is a BBB Accredited payment processor that provides comprehensive electronic transaction processing services for more than 140,000 merchants throughout the United States and Canada. First American is celebrating 25 years of business in 2015. In addition to credit, debit, and EBT card processing, First American offers a complete line of proprietary business solutions, including 1stPayPOS[®] tablet-based point-of-sale system, 1stPayMobile[®], Secur-Chex[®] check services, FirstPay.Net[™] e-commerce solutions, and Govolution[®] government e-payments. For more information, visit <http://www.first-american.net>.

About Womply

Womply is one of the fastest growing merchant-focused companies in America. Our mission is to use technology and data to grow, protect, and simplify small business. Every day we serve tens of thousands of merchants, across 400+ business verticals, in every corner of America. Womply helps merchant-focused companies and organizations acquire, retain, and monetize merchants. To learn more, visit <http://www.womply.com> or email info@womply.com.