For Immediate Release

New Book Applies Video Gaming Strategies to Score Integrated Payments Success

Can SimCity™ and other games actually teach successful payment strategies? A top 50 payment company is confident they can and has published the details in a new book for software companies.

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Software companies can take a page right out of the *SimCity* playbook when it comes to scoring success with an integrated payments program, according to an eBook just released by Wind River Financial. Available on the [Wind River website](https://www.windriverfinancial.com/win-the-game), *“Win the Game: Payment Strategies to Dominate the Competition”* applies concepts from *SimCity* and board games such as *Trouble* to facilitate the shift from simply *enabling* payments to strategically *using* payments to propel the business.

“Every day we work with software companies that treat integrated payments as just another platform feature rather than the strategic business driver that it truly can be,” stated Wind River CEO, Mike Carow. “That’s a huge missed opportunity. Strategies from digital and board games are a fun way to bring those payment opportunities to life,” he continued.

The [eBook](https://www.windriverfinancial.com/win-the-game) provides insight into the strategic role that payments can play in product development, maintenance releases, competitive differentiation, and customer experience. “Wind River is right on target with its strategic approach to payments,” said Matt Wilson, Product Owner for Collections and Payments at Esker, a process automation software company out of Middleton, WI. “We’ve successfully partnered with Wind River and implemented a number of the key concepts that are outlined in this eBook.”

Software companies interested in learning more about Wind River’s game-based payment strategies may download a complimentary copy of the eBook at [www.windriverfinancial.com/win-the-game](http://www.windriverfinancial.com/win-the-game).

**About Wind River Financial**Wind River Financial is a payment processing company based in Madison, WI. Its team of experts has been working to make payment processing simple and secure for thousands of merchant clients throughout the country for over 20 years. Wind River partners with software providers, banks, credit unions and trade associations to design and customize processing solutions for their clients and stakeholders. To learn more, visit [www.windriverfinancial.com](http://www.windriverfinancial.com).

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