For Immediate Release

Latest eBook from Wind River Financial Uses the *Game of* *Life* to Illustrate How to Have Success in Integrated Payments

Key decision points of the board game are paralleled with critical decisions that software providers must make when launching or enhancing integrated payments within their solution.

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Software companies with integrated payments make scores of decisions every day that can impact the success of their program. Few are as important as choosing which payment approach will lead to the greatest revenue and the least expense. In its most recent game series eBook, *Win or Lose by the Path You Choose*, Wind River delivers key insights that enable software companies to enhance their customers’ payment experience, control their costs, and create significant revenue opportunities. The eBook is now available for download on the [Wind River website](https://www.windriverfinancial.com/integrated-payments-for-software/win-or-lose-by-the-path-you-choose/).

“We often hear ‘*had we known about the impacts in advance’* comments from software companies that have found themselves overburdened by their payment environment,” stated Wind River CEO, Mike Carow. “Software companies planning to add payment capabilities will find key areas to consider in this book,” he continued. “For software companies with existing integrated payments, the book will help them successfully change course if the path they are on is not meeting their needs,” he added.

“As a company, we found that we needed to change our payment path,” commented Jason Plasencia, Vice President of Savance, a Michigan-based provider of business automation software. “The approach described in this [eBook](https://www.windriverfinancial.com/integrated-payments-for-software/win-or-lose-by-the-path-you-choose/) was key to enhancing our environment. It was the best decision for our customers and our company,” he added.

*Win or Lose by the Path You Choose* is the second publication in Wind River’s game-based eBook series created to help software providers use payments as a key strategy rather than a platform feature. It joins *“Win the Game: Payment Strategies to Dominate the Competition,* which was published earlier this year. Both books are complimentary and may be downloaded at [windriverfinancial.com/integrated-payments-for-software](https://www.windriverfinancial.com/integrated-payments-for-software/).

**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 software companies and merchant clients throughout the country for over 20 years. Wind River also partners with banks, credit unions and trade associations to design and customize processing solutions for their clients and stakeholders. To learn more, visit [windriverfinancial.com](https://www.windriverfinancial.com/).

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