FOR IMMEDIATE RELEASE

Wind River Financial is Named Preferred Integrated Payments Partner for Bay Lakes Information Systems

The new partnership streamlines payment operations and delivers an all-in-one integrated payment solution to Bay Lakes’ customers

Madison, WI –

Wind River Financial, a payment processing company based in Madison, Wisconsin announced today that it has been selected by fellow Wisconsin company, Bay Lakes Information Systems, to provide payment processing services to its customer portfolio of resorts, inns, campgrounds, marinas and water parks.

With over 20 years of integrated payments and hospitality experience, Wind River brings the latest payment technology and security enhancements, as well as best practices for industry chargebacks and payment policies. Bay Lakes’ customers will reap myriad benefits from the new relationship. Among them are EMV payment acceptance to reduce counterfeit chargebacks, modernized terminals for improved customer experience at check-in and check-out, and [qualification for lodging rates](https://www.windriverfinancial.com/case-studies/idm/) from the major card brands.

In addition, the Wind River integrated payment solution mitigates fraud, reduces PA-DSS scope, and eliminates the complexity of the compliance process.

“We are excited to bring Bay Lakes’ customers a streamlined payment environment that addresses post-pandemic concerns and keeps pace with the growing needs of the hospitality industry,” said Mike Carow, CEO of Wind River.

“Wind River stepped in and filled a major gap we identified in our payment processing service,” commented Greg Swain, CEO of Bay Lakes Information Systems. “We were struck by their consultative approach to solving our customers’ problems and their *After the Handshake* service commitment. Not only is it unique in the industry, but it is perfectly congruent with our company philosophy,” he continued.

“Value alignment is what we always look for in a partner, added Carow. “Having the same core values, customer focus, and work ethic are the cornerstones of successful, long lasting partnerships,” he concluded.

Bay Lakes is introducing Wind River’s integrated payment solution to its customers immediately.

**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 <https://www.windriverfinancial.com/integrated-payments-for-software/>.

**About Bay Lakes Information Systems**Bay Lakes Information Systems is an industry leader in providing property management software built by the people who use it. Founded in 1984, Bay Lakes has a long history of working closely with property managers and incorporating their suggestions to create better software. Bay Lakes’ products include the Lodgical Solution property management software, software packages for point of sale, payment processing and room tax filing, and the InnLine visitor information portal. For more information, visit [baylakesis.com](https://baylakesis.com/) or call 920.746.0606.

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