FOR IMMEDIATE RELEASE

Wind River Financial Tapped for Integrated Payments Processing in Payment Hub by Etactics™

The partnership will deliver a single point of contact for Etactics’ clients and create a streamlined payment process.

Madison, WI –

Wind River Financial, a payment processing company based in Madison, Wisconsin announced its selection by revenue cycle solution provider, Etactics, to enable integrated payments through its new payment platform, Payment Hub by Etactics™.

With over 20 years of integrated payments experience, Wind River will provide integration services and payment processing to Etactics’ clients utilizing the module.

“We are so pleased to work with Wind River to bring an efficient payment experience and a strong service-oriented partner to our clients,” said Bill Salm Jr., Vice President and General Manager at Etactics. “We’ve worked with many different providers over the years and find Wind River’s expertise, consultative approach, and customer-focus to be a great fit for Etactics and our clients,” he added.

Wind River’s solution extends Etactics’ payment acceptance in the portal to include ACH payments in a single endpoint and gateway integration.

“It’s been our experience that great things happen when organizations with the same values and customer priorities partner together,” stated Wind River CEO, Mike Carow. “We’re excited to assist Etactics with the design of a scalable payment portal that delivers expanded payment capabilities and a superior customer experience,” he continued.

Wind River’s payment services will be introduced to clients using the Payment Hub by Etactics™ when the module is fully released in early 2021.

**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 Etactics**

Headquartered in Hudson, OH, Etactics is a leading business solutions organization committed to providing innovative, web-based solutions that improve clients’ cash management and customer relationships. Etactics’ products and services are utilized by over 4,000 clients across various business sectors to improve business processes, boost staff productivity, reduce expenses and accelerate payment. For more information, please visit [www.etactics.com](http://www.etactics.com/).

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