

# Link2Pay *Web*

**Give your agency the convenience, efficiency, and cost savings of accepting web payments – in a matter of weeks, with no up front cost.**



PayDirect Solutions - Government





**Link2Pay Web** allows government entities and commercial businesses to quickly and cost-effectively create a customer-friendly and easy-to-use Web payment portal.

Since 1995, governments, commercial businesses, and utilities across America have turned to Metavante to create electronic payment processing systems – because we know how to build comprehensive, secure, and reliable payment applications and keep them running smoothly.

Metavante offers the most advanced, most efficient electronic payment systems as a way for consumers to quickly and easily make payments to federal, state, county, and municipal government entities for:

- Personal, business, and property taxes
- Vehicle registrations
- Driver's license renewals
- Traffic citations and other fines
- Public utility bill payments
- Court fees
- Registrations
- Licenses
- And many more

For commercial businesses and non-profit organizations, payments for property/rental management, storage space rental, daycare, childcare, insurance membership fees, and charitable contributions are among a host of other payments processed via *Link2Pay Web*.

These payments are taken 24/7/365 online using a variety of payment methods, including credit cards, debit cards, checks, etc.

While some of our customers opt for fully customized payment applications, we also offer turnkey solutions such as *Link2Pay Web*, which are powerful right out of the box – and offer significant time and cost savings for our customers. *Link2Pay Web*, through a series of easy-to-use administrative wizards, produces a five-step Web payment application, in a matter of weeks – so that your Web payment site can be up and running quickly, and with no upfront expense.

#### **BENEFITS**

**Customer Satisfaction.** These days, accepting online payments may be more of a necessity than a convenience. More and more, customers are expecting to be able to view billing information and make payments online.

**Speed to Market.** By streamlining the implementation process into a series of easy-to-navigate administrative wizards, *Link2Pay Web* drastically reduces the development time required to have your Web payment site up and running. This enables you to more quickly reap the rewards of accepting Web payments.

**Low Cost and Low Maintenance.** Leveraging our “out of the box” Web payment technology through Link2Pay Web versus opting for custom application development means significant costs savings – both in terms of initial investment and ongoing maintenance.

**Cash Flow.** The ability to accept electronic payments has many financial benefits – funds are available faster and require less administrative work, accounts receivable operations are more efficient, collection cycles are shorter, NSF checks are significantly reduced, and payments are posted more quickly than through mail-in or other payment vehicles.

**Brand Consistency.** Your logo will be visible throughout the site. Additionally, during the implementation process, you will choose from a variety of pre-determined colors and layouts to best support your brand. By remaining consistent with your current branding theme, the payment site is unmistakably identified with you and puts your customers at ease.

**Seamless Integration.** Link2Pay Web provides a seamless transition from your existing home page to our payment portal. This method eliminates confusion for your customers.

**Going Green.** The benefit of accepting electronic payments is not just limited to financial and efficiency gains – it’s also a more eco-friendly business strategy, with many positive effects on the environment.

**Reduction of In-office Traffic.** Providing online payments helps eliminate in-office traffic, especially important in days of heightened security and liability concerns.

### KEY FEATURES

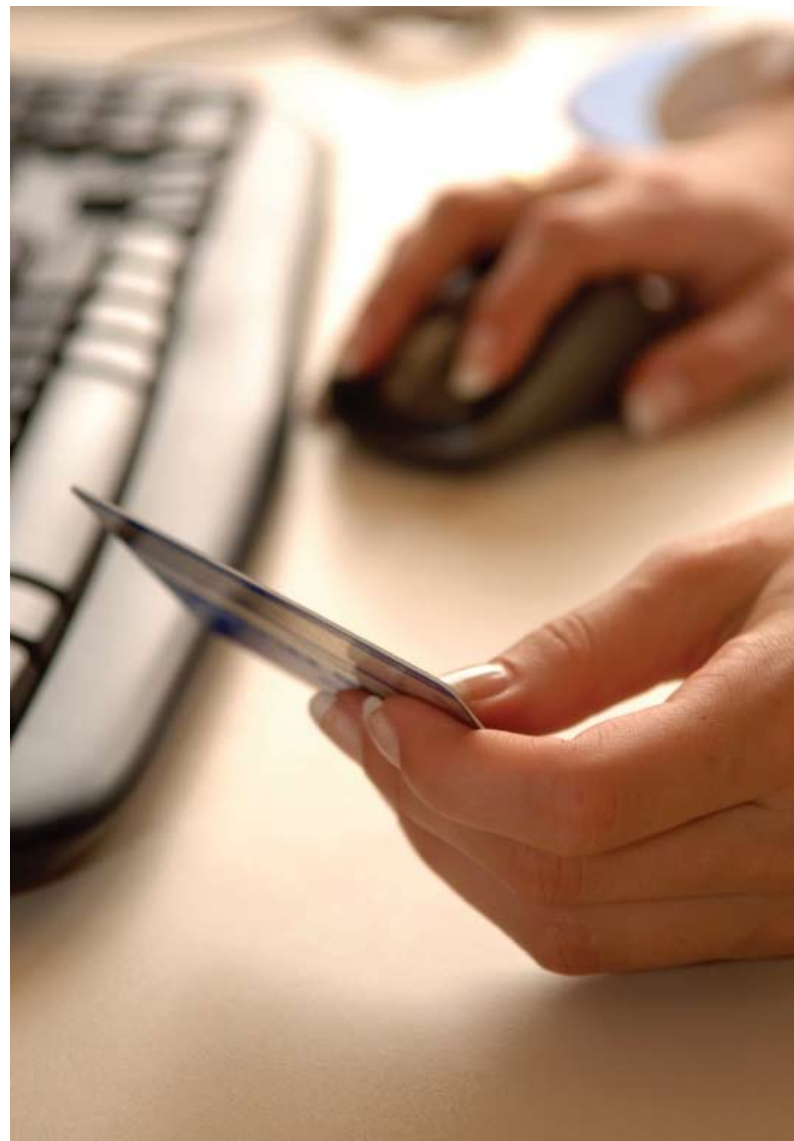
Link2Pay Web works by providing a Web-based transactional application that is accessed from the client’s original Web site via a unique Web address. Through an account payable file that is provided by the client, Link2Pay Web is able to validate user information and present proper billing details. Your five-step Web payment application includes:

1. Welcome – allows consumers to validate their account and click to view their bill.
2. Basic bill presentment – the customer’s billing information is then displayed online once the customer has accessed his or her account.
3. Payment/billing information – a Web form to capture the customer’s payment and billing details and preferences before clicking to submit payment.

4. Payment confirmation page – acknowledges that a successful payment transaction has occurred.
5. Receipt – a printable receipt that customers can maintain for their records.

Additionally, a non-validating version is available for payments not having established account information (for example, a contribution to a charitable organization or a pet license fee).

With Link2Pay Web, implementing a Web payment application is easy and fast! After using our series of GUI wizards to define your application’s specific requirements, your solution can be taking customer payments in just a few weeks.





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