

<b>Title</b>	Optimizing tech-forward payments solutions
<b>Situation</b>	<p>Lead Bank joined forces with a Money Service Business (MSB) in April of 2021 when the MSB recognized their need for more robust payment processing capabilities with API connections. This MSB was seeking a tech-forward banking partner and a more efficient payment origination tool that they could use on behalf of their clients.</p> <p>The MSB wanted to provide their business owners a more compliant and real-time way to manage their accounts and payments. Lead Bank, powered by Finzly's payments platform, offered this more sophisticated payments technology.</p> <p>Additionally, the MSB desired to partner with a progressive financial institution that did not rely solely on legacy bank systems. The MSB wanted to align their superior technology platform with a financial institution that could support their high technology standards. As a rapidly growing fintech, the MSB's rapid growth reinforced the need for a payments solution that would grow and scale with them.</p>
<b>Products Used</b>	Lead Bank's ACH payment processing solutions powered by Finzly
<b>Solution</b>	<p>Through its relationship with Lead Bank, the MSB can now more efficiently process its ACH transactions. Specifically, the MSB sends ACH credit and debit requests directly to Lead Bank via APIs and receives instantaneous responses without utilizing outdated batch files and manual reconciliation processes. Additionally, if an ACH transaction is returned, then the information about the return is provided in real-time so the MSB can immediately reconcile each entity's account and general ledger. This exception item processing has tremendously benefited the MSB's accounting processes.</p>
<b>Results</b>	<ul style="list-style-type: none"> <li>• Speed and efficiency</li> <li>• Improved customer experience through real-time messaging</li> <li>• Security</li> </ul> <p>The Lead Bank payments solution, powered by Finzly, allows the MSB to better meet its customers' expectations. Now, the MSB's customers can initiate ACH transactions through the MSB's platform (tied to Finzly's payment hub) giving them with a more real-time experience.</p> <p>Also, the MSB and its customers appreciate the confidence that comes from instantaneous messaging transaction confirmations and call-backs.</p>

	<p>The MSB and its customers are enjoying a better experience because of the real-time messaging associated with their payment originations.</p>
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	<p>Lastly and most importantly, the MSB has peace-of-mind that its payment transactions are secure. The connection between the MSB and Finzly is very secure because the very specific and varying level of credentials and security rights.</p>
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