**FTNI**
Payment Processing. *Accelerated.*

## Waste Services Leader, Parks & Sons of Sun City, Inc., Takes to the Cloud for Streamlined Receivables Management.

*FTNI's Integrated Receivables Hub, ETran, a Key Solution to Parks & Sons' Need for Payment Processing Efficiency and Flexibility.*

### Growth is Coming

An early adopter of cloud-based business management processes, Parks & Sons of Sun City is prepared for the substantial growth it sees on the horizon. For more than 10 years Parks & Sons experienced exponential growth, so much so that the 50-year-old company sought to re-focus on profitable efficiencies – it needed to be ready for the next growth phase on the horizon. "In the past couple years we've worked on getting back to the basics, focusing on profitable efficiencies and preparing ourselves for the new growth trend we're entering," said Shawn Parks, Business Manager at Parks & Sons. "Those efficiencies largely come from working in a cloud-based environment."

Parks & Sons sees its growth coming from new customers and more satisfied customers as internal communications become stronger. "We are really trying to quickly get information from out in the field back to our corporate office and into the hands of those who use that information to make decisions. We have devices in the field right now that are capturing information real-time so our drivers and operations staff have that information at their fingertips to make better decisions in the field and smarter decisions in the back office. It's one of our strategies to focus on getting information throughout the company quicker and have it at our disposal almost instantaneously," said Parks. To do what Parks & Sons wanted meant a wholesale move to cloud-based business management models.

### Moving to the Cloud

Having been tethered to onsite hardware and software providers to manage its receivables processes, Parks & Sons realized those providers could not keep up with today's quickly evolving, highly secure digital world. "We transitioned to the cloud as a company for business efficiencies, but the products and service providers were just not built for it — they couldn't keep up with us. We tried to work with them to get into the cloud, but it was an uphill challenge. We had to perform too many complex, manual steps and if something went wrong the whole system would break down," commented Parks. "Our experience with FTNI allowed us to get one of our last things that was not cloud-based into the cloud, our receivables processes. In fact, during our busiest invoicing cycles, FTNI's ETran receivables hub provided full automation and reduced our payment processing time by 80%, significantly streamlining our auditing processes. It has been incredibly nice not dealing with the 'baggage' traditional on premise hardware and software solutions bring with them."

"FTNI helped us settle our receivables into the cloud and we're a lot more comfortable now. I believe we're ahead of the curve in our industry. We can operate anywhere we want. People in the office, personnel out in the field or workers at their homes can all function seamlessly," said Parks.

### A Transformational Experience

In business for more than 50 years, Parks & Sons serves more than 120,000 customers and averages 2,000 remittances a day. FTNI's enhanced remote deposit capture (RDC) module provides the company unprecedented speed, flexibility and reliability in its check and remittance processing efforts. As part of FTNI's ETran integrated receivables processing solution, the ETran RDC module delivers the ability to scan checks and remittance stubs while seamlessly associating and storing all account and payment information in a PCI-compliant, secure, central location.

"ETran literally transformed our receivables processes and brought efficiencies to us we never expected. We no longer do any front-end auditing of our mailed in payments," commented Parks. "Before, we had to audit 100% of our payments to find maybe 5% with changes or problems. Now we audit 0% on the front end and let ETran's automation flag any issues. Due to that automation, we only need to audit that 5% with issues. The decrease in our time to process has been phenomenal."

### ETran Integrated Receivables

FTNI's ETran receivables hub is an integrated receivables processing platform and data warehouse ideal for businesses with one or many locations, payment channels, divisions or brands. Unlike traditional, disparate, standalone solutions, ETran's easy-to-deploy, modular design seamlessly integrates virtually every possible payment channel within a single interface — providing consolidated settlement, posting, reporting and reconciliation. No changes to current business processes, bank and processor relationships, or other accounting software is required.

"Although ETran has different modules to meet our needs, the majority of our payments still come in the form of a check. While we have been trying to encourage customers to move to credit card or ACH payments, 70% of the volume of payments processed is still physical checks. Our varied billing cycles – annual, quarterly and monthly — push us to analyze how we can be more efficient in check processing. The more we can rely on ETran for RDC, the better and quicker our receivables process runs. It's definitely been a big part of our business," said Parks.

The ETran receivables hub helps businesses process receivables the way they want, but it also opens the door for businesses to implement more innovative, efficient and time saving solutions whenever and wherever they want.

"With FTNI's ETran you're going to have a whole lot of options to add value and take tasks off of front-end people and processes. You can rely on your systems more and make your entire process more efficient," said Parks.

"As we assessed service providers, we thought, 'FTNI obviously thought this out, know what they're doing and can offer us more than what we were thinking.' At first we weren't even considering revitalizing our entire receivables process. We were just looking for a partner who could get us into the cloud. It quickly became evident we could do a lot more than just change vendors here."

## Risk Management
Many businesses today come to the end of the month with field personnel and/or a safe holding thousands of dollars (or more) worth of checks waiting to be cashed. That's money not in the bank helping the business. "The quicker we get money to the bank, the quicker we can start putting it to use, earning interest on it and doing things that can earn the company more money," said Parks.

Additional risk for companies is incurred as those checks sit, waiting to be deposited. The longer a check sits on site or with field personnel, the more risk you have of a check walking away or a natural disaster striking. That can put a company's receivables into chaos. "For risk management or disaster recovery, working in the cloud is clearly a risk-mitigating factor for us. If something happens to our offices, we can go wherever we need, and operations are ready to rock-n-roll," commented Parks. "Being able to remotely process quickly and efficiently via ETran was something I wasn't even expecting. It's fantastic."

To further protect its customers from additional risk, FTNI partners with the leader in secure cloud hosting, FireHost. Together, FTNI and FireHost are able to deliver a unique blend of multiple layers of security and compliance. At the application layer, FTNI is PCI DSS Level 1 certified, running all transactions (including non-card) through the same processes and leveraging the same levels of end-to-end encryption (E2EE) as card-based transactions. At the hosting layer, FireHost brings an additional layer of PCI compliance as well as SSAE16, HIPAA, HITRUST and more.

Regular penetration testing and annual audits are performed by a Qualified Security Assessor to help ensure the highest levels of security and protection of customer and payment data. ETran's secure Software-as-a-Service (SaaS) interface eliminates the business' burden of PCI DSS compliance, allowing companies to focus on core competencies and not ongoing IT and compliance efforts.

## Efficiencies Lead to Customer Satisfaction
Focusing on profitable efficiencies means more than just dollars and cents though. Parks & Sons also realized other very valuable personnel efficiencies — more time to give rich, personal customer service. ETran's acceleration of payment processing timeframes allowed the company's heart — its people — to better connect with customers needing help, get answers quickly with real-time systems and take more time one-on-one with customers.

Parks & Sons' receivables clerks work with three separate items — coupons, checks and envelopes — for each remittance received. Previously, in addition to manually scanning and entering data associated with each coupon and payment, clerks also had to manually export batch files for input into the company's back office AR system. With ETran now in place, the entire process is automated. Upon each coupon and check being scanned, data is automatically entered and associated with the appropriate customer account within the system. Time consuming, error-prone, manual data entry related to items such as change of address information, is now captured during the scanning process and posting files are automatically generated and uploaded into the company's back office accounting system, facilitating true straight-through processing and further streamlining legacy processes.

> " ETran literally transformed our receivables processes and brought efficiencies to us we never expected. "

"ETran helped us have all of our information centralized. As soon as we scan, our batches are available within seconds. We pretty much have real-time data, which is incredible," commented Parks. "Before ETran, mail would come in and no matter how many people we put on it — even three or four temps in addition to our staff — we would always be two to three weeks behind the mailings; we just could not get through it fast enough. With ETran we've never been off goal by more than three days. In fifteen years I've been doing this, we've never been anywhere near that fast processing our receivables."

## Why It All Matters
"From using enhanced RDC capabilities to significantly reduce the turnaround time to process check and remittance information, to leveraging a direct integration with their back office accounting system to enable straight-through processing, Parks & Sons is a great example of the benefits companies can realize by moving their receivables to the cloud," said Kurt Matis, president and CEO, FTNI. "We're proud that Parks & Sons chose FTNI as a key partner in their decision to move their receivables processes and technology to the cloud, and look forward to continuing to grow this successful relationship."

"Working in the cloud with applications like ETran, we can go wherever we need to and we're always ready to go," said Shawn Parks, Business Manager at Parks & Sons. "Selecting FTNI as a strategic partner to get receivables into the cloud was an easy decision once we saw the value ETran would bring our company."

## Learn More at www.ParksAndSons.com & www.FTNI.com

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## About FTNI

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