



## Diversified Financial Selects FTNI's Online Payment & EPay Solutions to Increase Customer Payment Convenience & Accelerate Cash Application

*Dynamic Financial Services Company Launches New Electronic Payment Acceptance Capabilities to Deliver Customers with Convenient, Contactless Online Payment Options and Streamline Back-Office Receivable Operations.*

**OMAHA, Neb. September 27, 2022** — Financial Transmission Network, Inc. (FTNI), a provider of industry-leading [accounts receivable automation](#), payment processing and cash application solutions, today announced that Diversified Financial, a leading financial services provider for the agricultural industry, has selected its ETran [Fully-hosted Online Payment Portal](#) and EPay modules to streamline the acceptance, processing and posting of electronic payments across their accounts receivable (A/R) operations.

[Diversified Financial \(DFS\)](#), founded in 1969, is a dynamic financial services company that provides retail financing, leasing and insurance programs for the agricultural industry. Since its founding, Diversified has focused on building relationships with customers by being a value-added provider of retail finance and insurance products for the Ag equipment industry. Diversified sets themselves apart by efficient and timely processes and superior personal services to all partners and customers.

The addition of ETran's [Fully-hosted Online Payment Portal](#) delivers DFS's customers with easy-to-use, contactless online payment options. Customers are able to view, select and pay open invoices via credit card and ACH, store payment methods for future use, and view past payment history—all through a secure portal conveniently accessed via single sign-on (SSO) from within their DFS account page.

With ETran's EPay module, DFS' internal users are able to accept ACH payments over the phone and associate payment remittance details to customer account information and open invoices. From a single platform and user interface, DFS' internal teams have complete oversight of all customer A/R information, improving operational efficiencies by having the ability to accelerate cash application to their back-office system.

“The addition of new online and called-in payment acceptance solutions allows us to provide our customers, as well as our internal team, with accelerated payment acceptance and processing,” said Corey Rector, Vice President of IT and Operations at DFS. “Adding new online payment capabilities with complete electronic invoice presentment will deliver our customers with a quick, easy way to view and pay invoices on their accounts. The added value of working with FTNI is we're also able to accelerate our internal payment processing and automate our back-office cash application—all from a single solution.”



ETran's highly-configurable, modular design allows organizations to efficiently tailor the platform to their unique business processes and workflows to modernize and automate payment processing and back-office cash application operations across all payment methods and channels. ETran's agnostic, 'plug-n-play' nature works with customers' existing banking and merchant processor relationships and supports efficient integration (batch or real-time) with any back-office system.

"FTNI is proud to help DFS deliver their customers with a better online payment user experience by providing an easier, more secure way to pay, while also streamlining their internal A/R operations," said John Karhoff, vice president of sales, FTNI. "DFS' adoption of ETran's EPay module and Fully-hosted Online Portal is a great example of evolving receivable processes to create a more seamless payment processing and cash application operation."

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### **About Diversified Financial**

Since its founding in 1969, Diversified Financial has focused on relationships. As a nationwide provider of retail financing, leasing and insurance programs for the agricultural industry, DFS has the tools and processes necessary to deliver fast service and flexibility to customers to provide custom solutions. Diversified has forged long-term partnerships with equipment dealers, dealer associations, manufacturers, and customers to meet their partners' needs with exceptional customer service. For more information, [dfsfin.com](http://dfsfin.com).

### **About FTNI**

Financial Transmission Network, Inc. (FTNI) accelerates the way businesses accept, process, post and manage payments. Processing millions of transactions monthly, FTNI's accounts receivable automation platform, ETran, accepts any payment method, via any payment channel—all on a single, secure, cloud-based platform. ETran seamlessly integrates current business processes, bank and merchant processor relationships, and back-office systems to modernize and automate payment processing and cash application operations. Founded in 2007, FTNI serves more than 20,000 corporate users from over 1,000 customers spanning numerous industries including Banking and Financial Services, Distribution, Insurance, Nonprofit, Property Management, Realty, Utilities, and more. For more information, visit [ftni.com](http://ftni.com).