



True Integrated Receivables.



eoStar and FTNI Expand Partnership; Introduce Online Payment Capabilities within eoMarket E-Commerce Platform

Leading Route Accounting Software Provider Adds Online Payment Options within Its Retailer E-Commerce Platform, eoMarket, to Deliver Customers with Convenient, Secure, Online Payment Options.

(OMAHA, Neb. May 19, 2022) — Financial Transmission Network, Inc. (FTNI), a provider of industry-leading [accounts receivable \(A/R\) automation](#), payment processing and cash application solutions, today announced that [eoStar®](#), a leading provider of route accounting, retailer e-commerce and warehouse management software for modern beverage distributors, has implemented new online payment capabilities to deliver customers with convenient, online payment options within its [eoMarket](#) e-commerce platform.

As one of the leading route accounting software providers across the beverage distribution industry, eoStar delivers software and solutions that help distributors streamline wholesale operations. With eoStar's responsive, fully customizable, e-commerce platform, eoMarket, ordering is made easy, anytime and anywhere. Cost-effective and easy-to-use, eoMarket delivers a high-quality, efficient ordering experience for retail customers by providing a retailer dashboard with sales history and A/R balance, robust search and filtering capabilities, featured promotions, and more.

Now with the added functionality of [online payment acceptance](#), eoMarket provides distributors' retail customers with convenient, contactless electronic payment options to make payments quickly and securely on delivered invoices via ACH or credit card. Powered by FTNI's Integrated Receivables platform, [ETran](#), retailers can enjoy convenient online payment options directly within the eoMarket e-commerce platform. As a result of the existing integration between eoStar and FTNI's ETran platform, distributors benefit from fully automated cash application of online payments made via eoMarket, automatically applying payments to selected invoices within the eoStar platform.

"eoStar is committed to the continuous enhancement of our software and solutions to help our customers streamline operational efficiencies and maximize user experience, across the entire wholesale distribution lifecycle," shares [Chris Timmer](#), CEO for eoStar. "The addition of online

payment options within eoMarket will help retailers conveniently and securely make payments on invoices, while our distribution customers will benefit from increased A/R oversight, DSO reduction, and significantly accelerated cash application. We're excited to continue to grow our partnership with FTNI, and as a result, provide our customers with industry-leading A/R automation solutions that are seamlessly integrated within the eoStar platform."

The new online payment capabilities within eoMarket are made available through eoStar and FTNI's [partnership](#) which dates back to 2018 and supports a fast-growing number of eoStar customers across the U.S. and Canada. The partnership features seamless integration between the companies' respective platforms and provides eoStar customers with the ability to accept any payment method (checks, ACH/EFT, credit/debit card, cash) across a powerful mix of payment acceptance channels including Remote Deposit Capture (RDC), called-in payments, online and mobile payments, and AutoPay (automatic debit).

"eoStar's launch of online payment features within eoMarket is yet another valuable addition to their proven suite of solutions for wholesale distributors," notes [Zac Robinson](#), senior vice president, FTNI. "We're excited to continue to grow our partnership with eoStar and help them deliver seamlessly integrated, industry-leading, A/R processing and cash application solutions for their customers."

About eoStar

eoStar Route Accounting Software is a comprehensive Route Accounting solution suite that fully integrates key pieces of wholesale distribution technology such as Warehouse Management, Electronic Picking & Palletization, Mobile Route Accounting, Retailer E-Commerce, and more, into a single database. Founded in 1986, eoStar is based in Holland, Michigan and is utilized by over 14,000 distribution professionals at some of the most successful modern beverage and food service distribution organizations across North America. To learn more, visit eostar.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 integrated receivables platform, ETran, accepts any payment method, via any payment channel—all on a single, secure, cloud-based platform. ETran's modular design seamlessly integrates with current business processes, bank and merchant processor relationships, online and mobile applications, 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.

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