

What is a NACHA Preferred Partner?

A NACHA Preferred Partner is a technology solutions provider that has been recognized by NACHA — The Electronic Payments Association for demonstrated leadership and innovation in its offerings and business practices to increase or enhance the use of secure electronic payments, information and messaging by financial institutions and end-user entities.

About the NACHA Preferred Partner Program

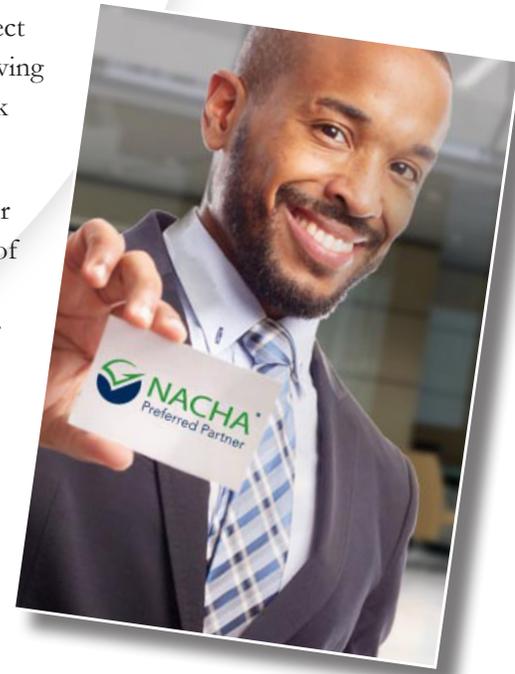
With a particular emphasis on ACH payments and the end-to-end processes that are integral to making and receiving payments, NACHA Preferred Partners are a select group of providers that uniquely contribute to the payments ecosystem by removing friction, increasing ease, accessibility and efficiency, and/or supporting sound risk management and security.

Through this program, NACHA highlights Preferred Partners to the vast number of financial institutions and commercial, public sector and non-profit end users of the ACH Network. NACHA provides unique exposure to the large and diverse payments community to allow Preferred Partners to showcase and promote their solutions. Preferred Partners are assigned a dedicated strategic relationship manager by NACHA to tailor branding, visibility and engagement opportunities.

NACHA Preferred Partners are distinguished in the marketplace through the exclusive use of the NACHA Preferred Partner service mark.

Who is Eligible?

The NACHA Preferred Partner Program is open to any technology solution provider whose offerings align with NACHA's strategies to advance the ACH Network and support for sound financial services industry business practices, and its commitment to innovation, safety and soundness in the payments system, and to conducting business according to the highest standards, both ethically and legally.



nacha.org/Preferred-Partner

Areas of Recognition

Broadly speaking, Preferred Partners' solutions support longer-term strategies of increasing the use of the ACH Network, facilitating efficiencies in the standardized use of information and messaging formats and standards, and improving risk management and transaction quality in a way that is conducive to ongoing innovation. With an end-to-end view, solutions align with this vision as they touch and improve the experience of financial institutions and/or end-user customers.

The following are a few areas where opportunities exist for recognition as a NACHA Preferred Partner. Some are more specific, while others provide a starting point to work with NACHA to determine how to most effectively position your solution.

NACHA reserves the right to set areas of Preferred Partner recognition, or categories, and limit the number of Preferred Partner opportunities within each, and to determine whether a specific solution or entity is aligned with its strategic priorities and business practices.

- Account validation
- Cash application automation
- Electronic bill payment and invoicing
- Risk management, security and fraud mitigation
- Enhancements to traditional uses or facilitation of new uses of ACH
- Simplifying the secure initiation and receipt of ACH payments and related information
- Enabling the use ACH by small businesses

What's included for your company?

- Develop business relationships with potential clients by being recognized as a NACHA Preferred Partner.
- Exposure to NACHA's community of corporate end users, specific business verticals particularly healthcare and non-profits, and financial institutions. Exposure reaches thousands of potential payments decision makers.
- Introductions to NACHA members and affiliates to allow you to demonstrate and promote your services (available upon request).
- Joint press release announcing recognition as a Preferred Partner.
- Inclusion in Preferred Partner industry briefings to corporates and financial institutions.
- Ability to use NACHA Preferred Partner "mark" in collateral, customer and prospect communications, on partner's website, etc.
- Recognition as a Preferred Partner on NACHA's website.
- Joint development of co-branded assets such as whitepapers.
- NACHA participation and support in a partner-hosted webinars. Includes a NACHA subject matter expert as co-presenter, promotion to NACHA database, and availability of webinar recording on the Distance Learning Center on www.nacha.org.
- A dedicated strategic relationship manager to work with you to identify other co-branded marketing opportunities.
- Social media support – Announcement of new partner participation through NACHA's social media channels with periodic social posts/retweets related to the service offered and the Preferred Partner program.
- Association with an elite set of solution providers who have been recognized by NACHA as a leading provider and innovator.

Who do I contact about this opportunity?

Contact Holly Price at hprice@nacha.org or 703-561-3960 for more information.

NACHA's Preferred Partners serve as industry resources intended for education and informational purposes only. NACHA does not endorse the use of any particular provider or application of any particular service or product.