



## **eProcessing Network and *The Green Sheet* Advisory Board: Insights for 2020; Plans for 2021**

**December 14, 2020** – Traditionally, when businesses transition from one year to the next, they determine how far we have come over the last twelve months, assess likely market conditions for the year ahead, and formulate new strategies and goals. Given the unparalleled challenges of 2020, many people are eager to bid farewell to a chaotic year and are hoping for a return to overall health and stability as soon as possible. As the end of the year approaches, *The Green Sheet* wanted to know how members of the Advisory Board have been faring, what they've learned over the past year, and what is in their future for 2021. Steve Sotis, founder of ePN and a long-time member of the Advisory Board, weighed in on the discussion, published in *The Green Sheet* on December 14<sup>th</sup>.

### **1. How did you successfully address the major business challenges of 2020?**

eProcessing Network, LLC (ePN) has been a dependable gateway service provider for over 20 years, no matter what challenges have been presented. Faced with any obstacle, we see it as an opportunity to enhance our services to better adapt to a new environment. NFC/Contactless payments have been a standout for us, along with enabling functionality like convenience fee & tips via our ePNBillPay (email invoicing.) And we're seeing a strong adoption of merchants using our Cash Discount feature, now compatible with our ePNJPOS, and ePNMobile apps. We've also certified another Level III processor (TSYS, Fiserv North, and now Elavon) which ensures much better rates for our B2B merchants. From dealing with Hurricane Harvey to conforming to new pandemic guidelines, our service has remained strong and steady.

## **2. What might you have done differently, knowing what you know now?**

MORE marketing! Education is our biggest hurdle and the more we communicate consistently and frequently, the more our Resellers will be aware of the solutions and services we offer to make their merchants' lives easier. We also make the Resellers lives easier through various tools and educational materials offered for FREE through our Reseller Support Center (RSC). Webinars (both standard and custom), training videos, brandable sales sheets and social media ads are provided in the RSC to help Resellers market effectively to both existing and potential merchants.

## **3. What do you envision for the coming year for your company, and how are you planning for it?**

More certifications enabling more options when it comes to processing platforms, such as EPX and WorldPay. More hardware options will also be presented for every environment, from Brick & Click to Mobile Service Providers on-the-go.

## **4. What challenges lie ahead for the payments sphere, and what advice do you have for professionals who want 2021 to be their best year ever?**

If 2020 has taught us anything, it's taught us that being flexible and responsive to how customers shop has been key to staying open; know what solutions are needed and being able to quickly implement them into play will be key. Here at ePN we offer FREE support to help ensure our Resellers know our products, which in turn helps their merchants feel confident that they've chosen the best provider. We are ALWAYS here to help and honestly believe that many hands make light work! Our experience and tenure allow us the flexibility to quickly adapt to the technological needs of the merchant, and partner successfully with Resellers to tailor services and solutions that make sense for their business – now and in the future.