

Welcome to today's **University Business** web seminar

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# How to Simplify and Improve Payment Processing



**Kurt Eisele-Dyrli**  
Web Seminar Editor  
*University Business*



**Egbar Ozenkoski**  
Manager, Systems &  
Compliance  
Student Financial  
Services  
Southeast Missouri  
State University



**Cynthia Chandler**  
Client Success Director  
Transact Campus

**Thank you for joining us! The web seminar will start promptly at 2:00 ET.**

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## How to Simplify and Improve Payment Processing

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**For technical support:**

Use the Chat panel at the right of your screen. Select the name of our event producer, Jason York, and type your message.

“Chat” for tech support

**No computer speakers? Prefer to listen privately?**

Dial the phone number and access code posted in the Chat window.

**To submit a question to our panel:**

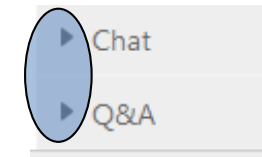
Use the Q&A panel at the right of your screen. Send your question to All Panelists, the default option.

“Q&A” for panelist questions

Ask:

**Don't see a panel?**

Click the “expand panel” triangle in front of the panel name.



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*This web seminar is sponsored by:*

# TRANSACT



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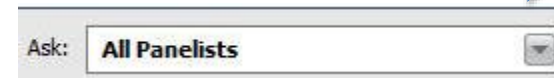
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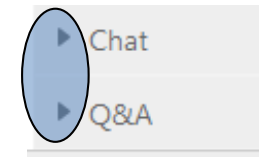
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# How to Simplify and Improve Payment Processing





# Our presenters



**Egbar Ozenkoski**  
Manager, Systems & Compliance  
Student Financial Services -  
Southeast Missouri State University



**Cynthia Chandler**  
Client Success Director  
Transact



# What Powers Your Campus?





**12 Million**

Students Served  
Across Portfolio



**36+**

Years in Education



**\$45 Billion+**

Annual Payments  
Processed



**15 Million+**

Contactless Mobile Wallet  
Transactions Annually (& Growing)



**1,300+**

Client Institutions



**2.5 Million**

Credentials Issued  
Per Year



**230+**

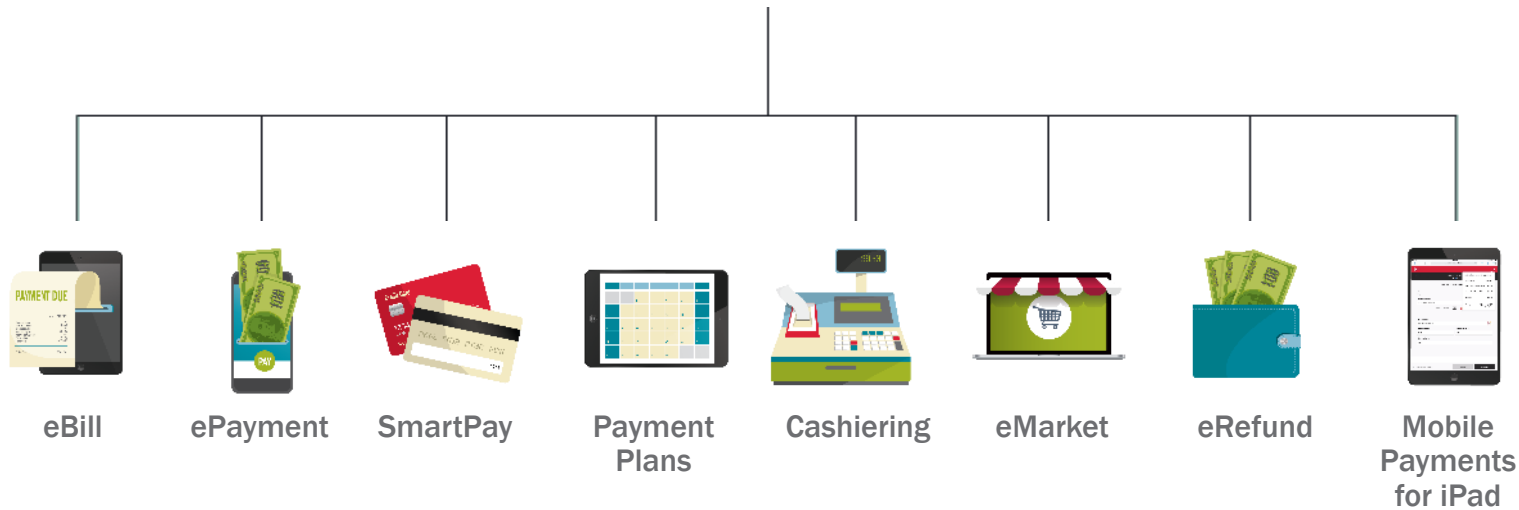
Partners in Ecosystem



**\$750 Million**

Processed Annually  
on Payment Plans

# Payments powered by Cashnet



**700+** Campuses served

**Level 1** PCI Level 1 service provider (PCI-DSS certified)

**+30 yrs** Providing payment solutions since 1988

**5 M+** Serving over 5 M students nationwide



Clients include private, public, two-year and four-year universities

# The Payments environment



*Hosted by  
Amazon Web Services*

## PCI-Certified

### ELECTRONIC

- Encryption of sensitive data
- Encryption of data in transit
- Password controls

### PLANNING

- Documentation
- Procedures
- Long-term planning

### TECHNOLOGY

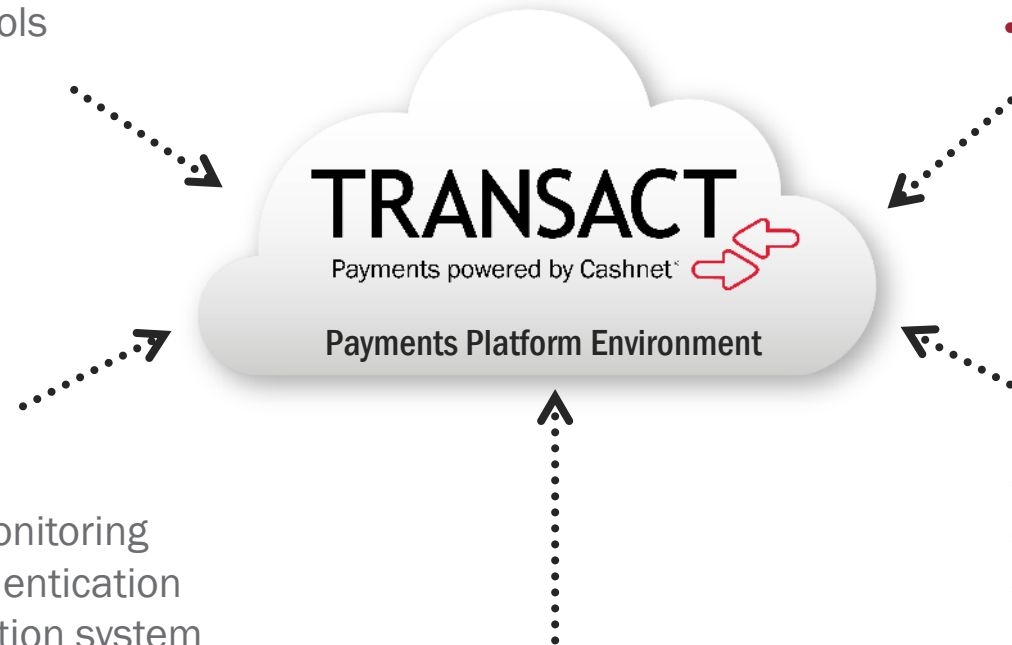
- Firewalls
- File integrity monitoring
- Two-factor authentication
- Intrusion detection system
- Isolation of database and application servers

### PHYSICAL

- Surveillance
- Access
- Control facility design

### VERIFICATION

- Annual PCI Audits
- Penetration testing
- Perimeter Scan
- Internal testing / monitoring



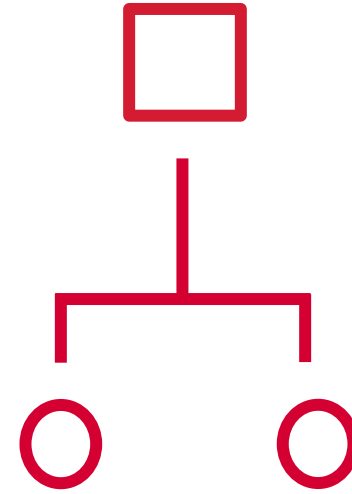
# A Re-Introduction to Payments with Service Fees





## Frictionless Administrative Workflows

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It is our goal to provide relevant, capacity increasing administrative workflows that allows campus personnel to do more with their time and resources.



# Processing Payments with Service Fees



- A **multi-layered** approach to security and privacy
  - Helps reduce risk to your campus by maintaining data in a secure environment — and not on your campus.
  - Reduce PCI scope
- Business office **streamlining**
  - Daily settlements for easy reconciliation
  - We handle credit card chargebacks, refunds, voice authorizations, and reconciliations
  - Redirect previously paid funds as credit card fees for capital projects, school programs, etc.
- Operates in conjunction with **eCommerce** tools

# Credit Cards



- Increasingly more schools accept credit cards online.\*
- Challenging to juggle merchant banks across the campus
- Reconciliation takes time and resources to manage
- Funds are deposited at various times depending upon the card type
- Greater PCI responsibility falls to the school.



## Service Fees Affects

- More schools will pass on a fee for online credit card usage\*
- Customers are used to paying fees for using credit cards online
- Payments can provide some guidance on marketing and making payers aware of the changes
- The fee can be passed onto the customer, absorbed by the school or some combination
- Can be used with eCommerce (storefronts and checkout)

# Implementation Features



- Deposits:
  - Pre-2012: Deposit was twice a week
    - \*Let support know you want to change your deposit schedule
- Post-2012: Deposit daily
- SmartPay involves some site changes
- Custom Messaging
- Support handled by SmartPay Support team
  - Chargebacks
  - Student/Payer questions
- More Information:
  - Training & Support > Online Training > SmartPay Admin or SmartPay Fundamentals



# Southeast Missouri State University

A practical application



**SOUTHEAST MISSOURI**  
STATE UNIVERSITY • 1873



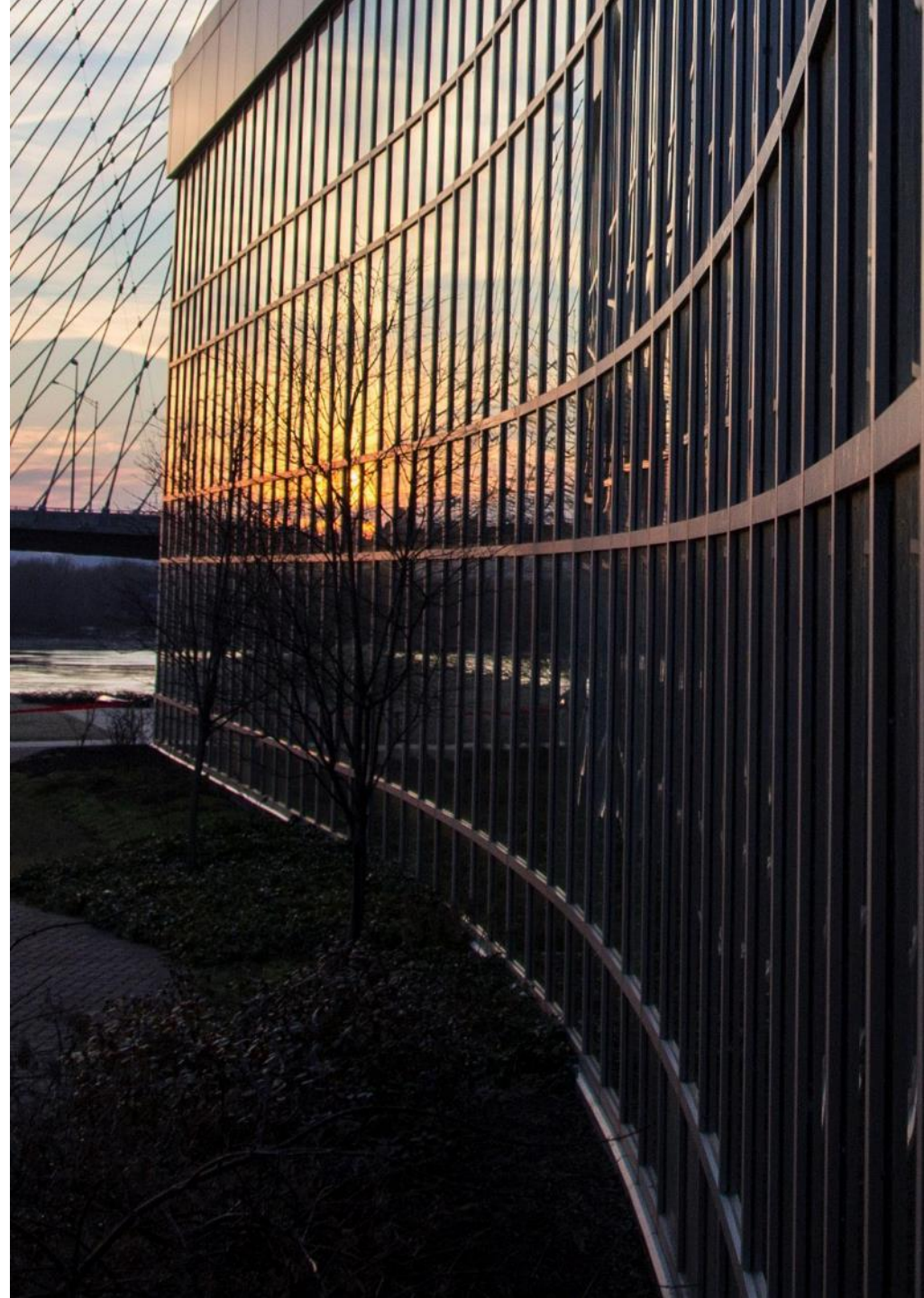
# About Egbar

- Manager, Systems & Compliance, Student Financial Services at Southeast Missouri State University
  - Over 8 years of experience in higher education
- 

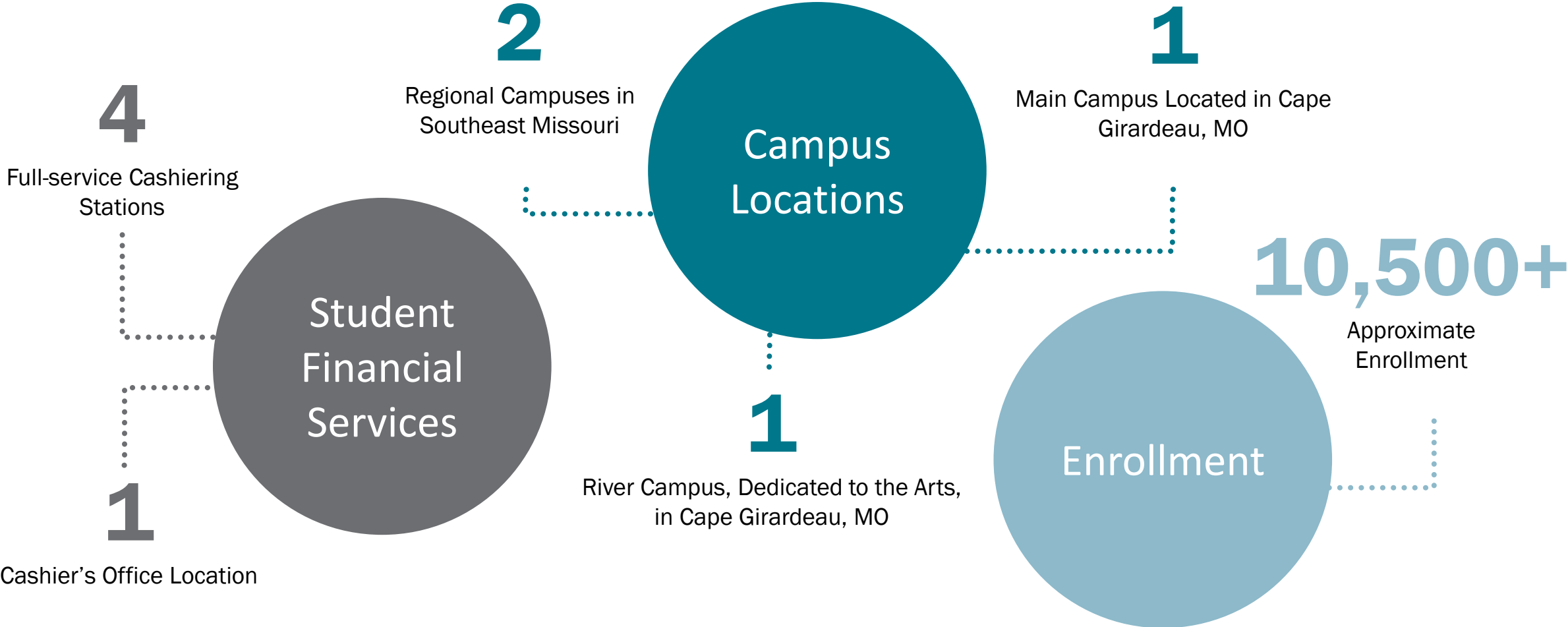
- Adjunct Faculty in Management & Communication Studies
- Co-author *The Better Business Book, Volume 1*
- International Case Competition World Champion



**SOUTHEAST MISSOURI**  
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# Southeast Fast Facts





# About Southeast Missouri State

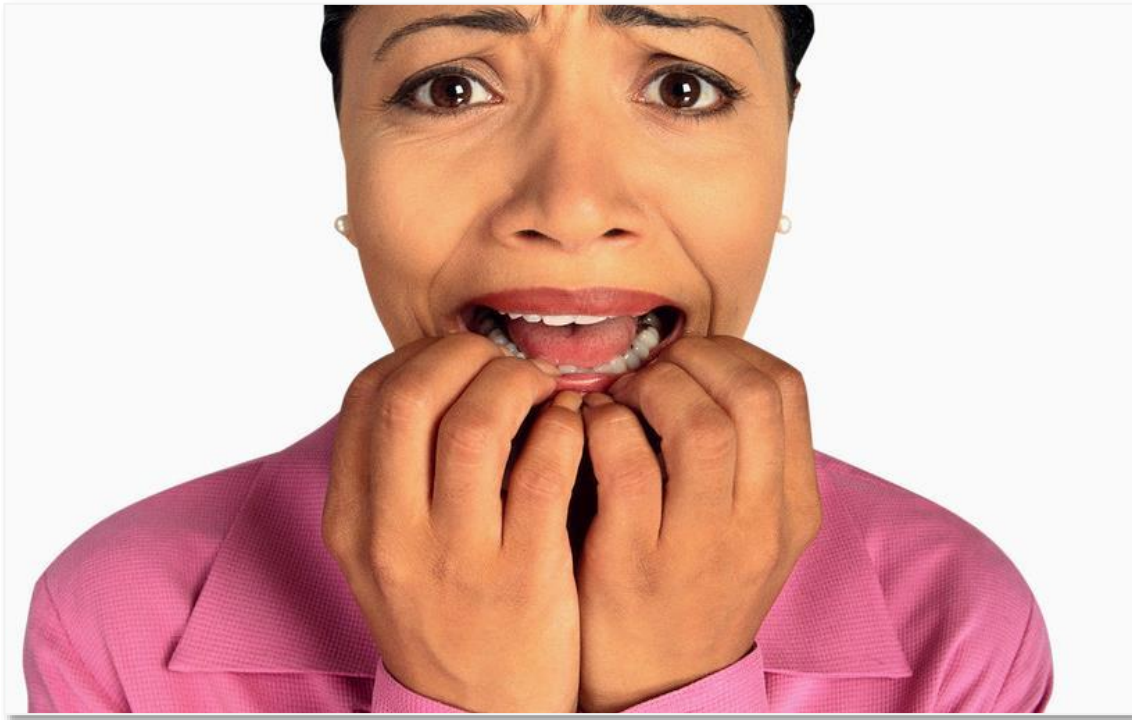
- Founded in 1873
- Located in Cape Girardeau, Missouri
- 4 Campuses & Missouri's only campus dedicated to art, dance, music, and theatre
- 145 undergraduate majors, 100 minors, and more than 75 graduate programs
- Enrollment: About 10,500 Students
- [www.semo.edu](http://www.semo.edu)



# Strategic Challenges



## Student/Parent Experience & Service



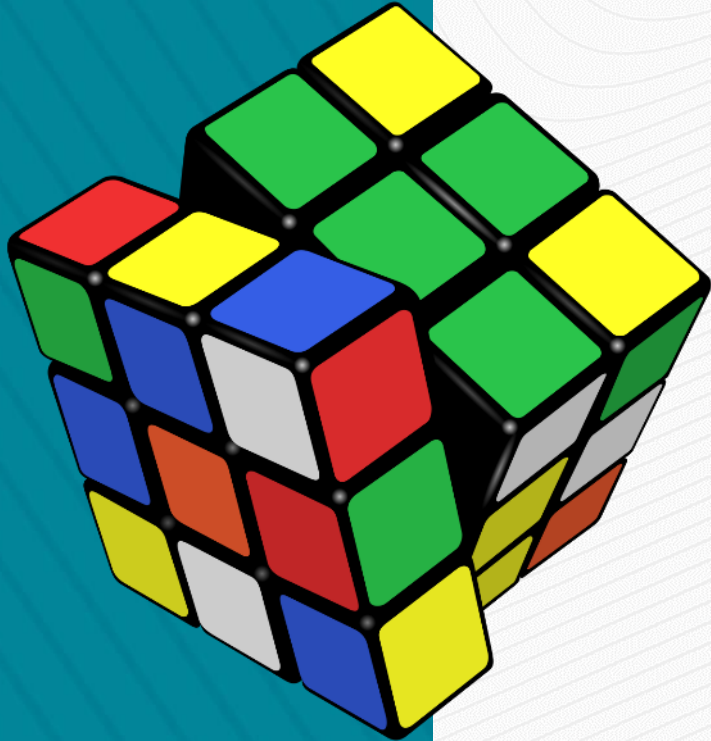
- **No** online billing statements
- **No** integrated installment plan reporting
- **No** automatic notifications
- **Duplicated** reconciliation reporting
- **Low** trust in data
- **Low** self service use



# Deciding factors



# Must haves



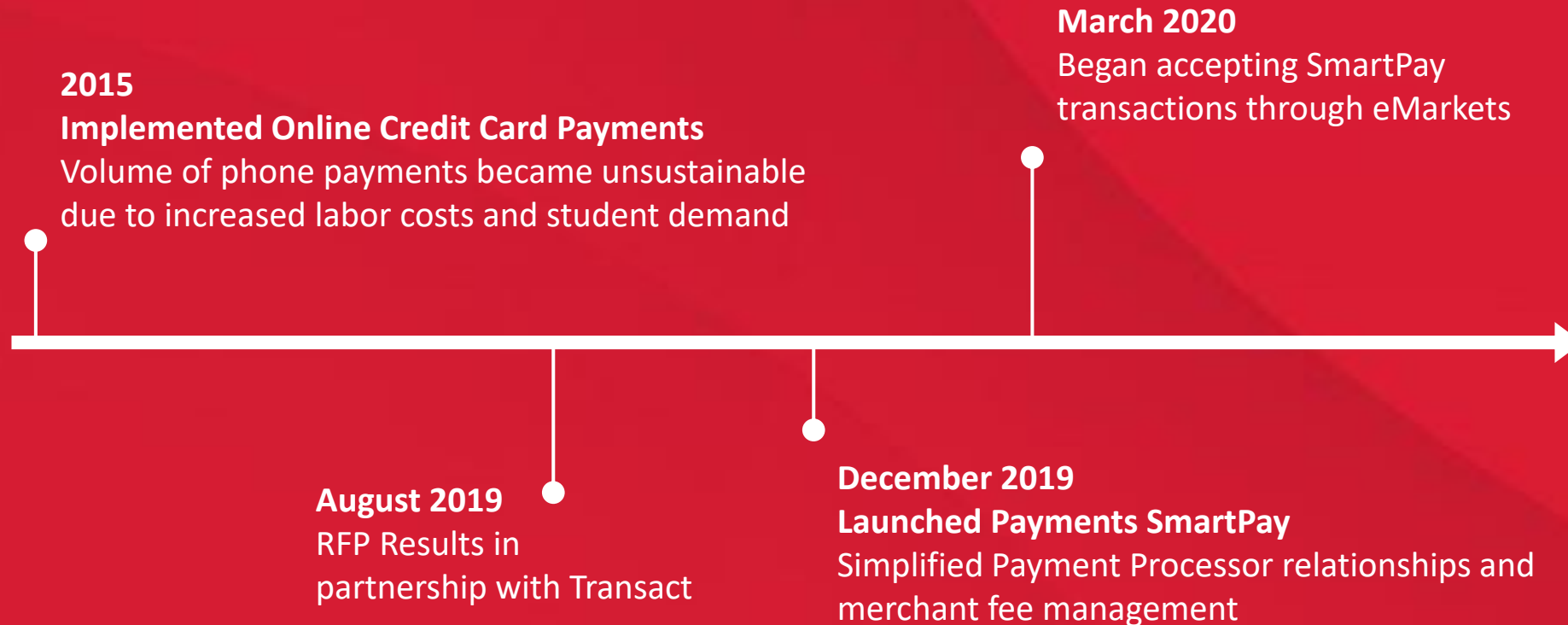
- Integrated Payment Plans
- Highly customizable software
- Ability to reduce/eliminate merchant fees
- Reduction in manual processing
- Detailed and automated reporting
- Expandability for future growth and eCommerce



# Our Solution



# Southeast Missouri State University and Payments





# Payment Processing Environment



## Transact

- Implemented Transact Payment Modules
- *Cashiering, ePayment, Payment Plans, Dynamic Bill, 1098-T, Texts, 529 Plans, Flywire, eMarkets*



## In Person Cards

- Department Payments & Select Student Payments  
*Housing Deposits, App. Fees, Old Debt Payments*
- No University Balance Payments by Credit Card



## Other Payments

- Cash
- Checks/Cashier Checks
- IFT (Flywire) & EFT
- Previously Deposited

# Enhanced Experience

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## Control of credit card rate volatility

*Added ability to pay with American Express & JCB*

## Indirect savings on labor costs

*Reduction in duplicate reporting for EOD*

*Robust reporting for simplified reconciliation & troubleshooting*

*Automated reminders to students*

## Flexibility to integrate with eCommerce

*Reduction in merchant accounts*

*Consistent reporting across all platforms*

## Modern, streamlined experience for students



Questions?

# TRANSACTION



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## Q&A



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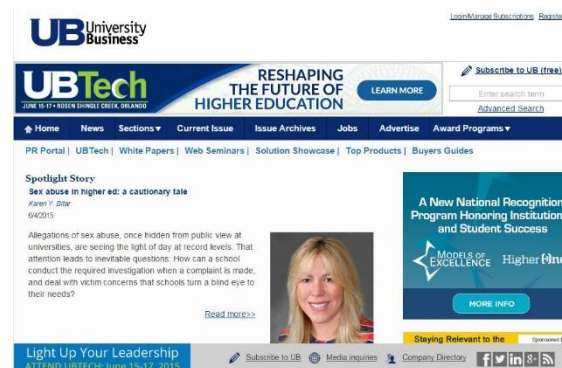
Q&A

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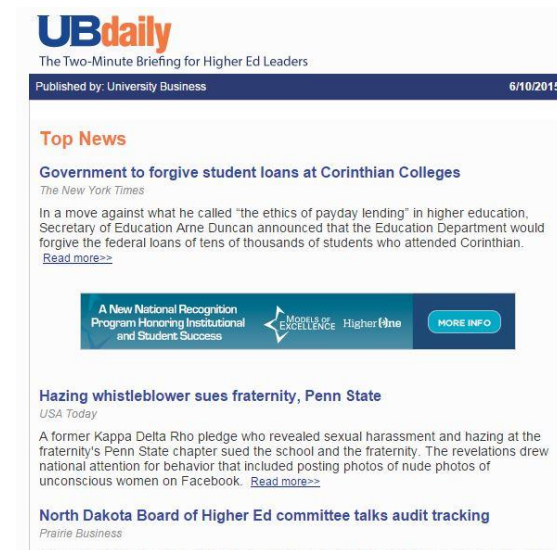
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