

Pump up your financial superhero powers with FedACH Origination Power Kit

Is your financial institution prepared for the accelerating shift to an electronic payments system? NACHA—The Electronic Payments Association recently reported¹ that roughly 16 billion payments, valued at more than \$30 trillion, were processed via the ACH network in 2006—a 14.5 percent increase over the prior year's ACH volume. If the first quarter of 2007 is any indication, NACHA's projection that annual ACH payments double every five years will ring true. In first quarter 2007, the ACH network grew another 14.8 percent compared to a year ago, with 3.42 billion transactions worth more than \$7 trillion.

The ACH network is a highly reliable and efficient nationwide electronic funds transfer system. The Federal Reserve Banks act as a central clearing facility through which your institution can transmit or receive ACH payments and offer a large range of ACH services to meet your institution's needs.

Calling all financial superheroes: Power up your origination services today

Is your institution taking full advantage of the suite of available FedACH Services? The Federal Reserve Banks have created a powerful, free tool—the FedACH Origination Power Kit—to help your institution become a financial superhero.

The Power Kit, provided in a convenient, interactive CD ROM format, is a blueprint to optimizing your own origination services, including increasing the use of Direct Deposit, Direct Payment and Accounts Receivable Conversion (ARC). This valuable tool was designed to help your institution achieve these strategic goals:

- Reduce payment processing costs
- Improve customer service
- Strengthen customer retention
- Increase fee income

The FedACH Origination Power Kit provides the tools and resources to help you explore new opportunities for your payments business:

- The value proposition that outlines why institutions are increasing their use of ACH origination
- Business examples and best practices to increase your ACH origination volume

- A step-by-step guide for growing your origination program with worksheets and templates
- Resources, tips for gathering additional information, and links to Regional Payments Associations (RPAs)

The FedACH advantage

The Federal Reserve Banks bring nearly 40 years of experience and ACH expertise to the highly reliable, high-quality and cost-effective ACH services for financial institutions across the country. Serving more than 21,000 ACH participants, our commitment to service enables you to provide the best ACH services to your customers.

What are you waiting for? Become a financial superhero today with the FedACH Origination Power Kit.

Sign up for the Power Kit at www.frb services.org/Retail/fedach.html to unleash the full potential of FedACH Services.

“Before we reach the end of the year, the ACH monthly volumes will exceed the check monthly volumes. It will represent a milestone.”²

Richard R. Oliver, Executive Vice President,
Retail Payments Office, Federal Reserve Bank of Atlanta

¹ Source: NACHA—The Electronic Payments Association at www.nacha.org.

² See 4/24/07 *American Banker* article posted online at: <http://www.cardforum.com/article.html?id=20070424Y595691P&from=home>.

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