

A circular inset image showing a close-up of several wine bottles on a wooden rack. The bottles are dark with green labels, and the background is softly blurred, showing more bottles and warm lighting.

Winery ISV
implements superior
payment solution
through streamlined
integration experience

OVERVIEW

For VinNOW, a trusted provider of integrated software to wineries, tasting rooms, and wine clubs, integrated payments is a critical feature for the customers it serves in this specialty vertical industry. Experience with previous vendors led VinNOW to view integrated payments integrations as a complex, time-consuming process with little hands-on support. In addition, VinNOW found it challenging to find providers that offered a complete feature set needed to maximize user adoption in this specialty vertical. All that changed, however, when the software company met Paya. Once VinNOW understood Paya's platform capabilities and the simple integration process, its decision to move forward yielded results beyond its expectations.

CASE STUDY

THE CHALLENGE

VinNOW sought a new payments partner because it needed a complete solution suite to best serve its winery customers. The company's prior technical solution lacked such enhancements, and VinNOW wanted to offer its customers a customized online shopping cart. VinNOW wanted to avoid the typical headaches software providers commonly experience with payment integration including complexity, lack hands on support, and settling for incomplete platform feature functionality.

THE SOLUTION

Paya provided VinNOW a core platform that offered all feature functionality, including tokenization, a card account updater, next-day funding, and EMV point-of-sale devices including mobile solutions to support wine stores and tasting rooms. In addition, Paya worked with VinNOW to develop a custom shopping cart solution. Paya simplified the integration process by providing thorough developer resources, including detailed documentation to streamline development. Paya also provided VinNOW with access to a dedicated technical integration manager who was available at every step to offer real-time guidance, answer questions, deliver quality assurance, and test the platform's functionality. This experience was vastly different from VinNOW's prior vendor relationship.

THE RESULTS

Paya's RESTful API provided VinNOW with a highly flexible integration experience and removed much of the complexity associated with other popular data exchange protocols. VinNOW gained the ability to easily scale its integration when it needs future enhancements or changes. Upon completing integration, VinNOW rated the experience as "first class," without the many pain points experienced with previous providers. The overall result of VinNOW's partnership with Paya is a superior solution, with better support for both VinNOW and the customers it serves.

80%

simpler than previous
payment integrations

5/5

Rating of Tech Support

10/10

Rating of Meeting
Software Application Needs



Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over \$40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Miamisburg, OH, Mt. Vernon, OH, Dallas, TX and Tempe, AZ.