

CASE STUDY:

PRIORITY SOFTWARE INCREASES ANNUAL REVENUE BY 115% USING FORTE'S INTEGRATED SOLUTIONS



priority[™]

{ The challenge }

Prior to its acquisition by Priority Software in 2018, Acclivity began as a company that focused on building accounting software. Acclivity's growth was significantly hampered by an inability to accept credit card and ACH transactions. As they began offering more products, their payment needs evolved and became more complex. Feeling the burden of maintaining PCI compliance, they needed an integrated solution to minimize their PCI scope and a partner to support their growing business.

{ The solution }

Since 2003, Forte has helped Priority solve myriad issues with varying levels of complexity. As payment needs became more sophisticated, Forte worked to deliver fast, secure and scalable solutions with one point of contact and integration. Through Forte, Priority is able to offer different pricing models to fit their customers' needs. Additionally, merchants are able to process payroll and make vendor payments via ACH. Priority's recurring billing process is built on top of Forte's solution, leveraging integration for recurring billing. All transactions run through Forte's backend AGI solution, whether it is a single or recurring transaction.

Priority's AccountEdge uses both the back-end AGI solution and front-end Secure Web Pay (SWP) checkout to handle payment transactions. The SWP checkout redirects customers from AccountEdge to Forte's secure site, where payers can input their preferred payment methods. Forte tokenizes the sensitive card information and never stores customer card or bank information. By leveraging Forte's SWP checkout and AGI solutions, Priority's PCI scope has been drastically reduced.

“THE INTEGRATION WITH FORTE'S TOOLS CREATED A SEAMLESS SOLUTION. INTEGRATING WITH FORTE QUANTIFIABLY SAVES TIME AND CREATES A BETTER CUSTOMER EXPERIENCE.”

SCOTT DAVISSON

Priority U.S. Managing Director

Forte has also been instrumental to Priority's growth through its elite customer service and tech support. As their business grew, Forte was there for every issue and integration. Integrations can require maintenance and updates, but Forte has provided support by giving ample time in advance of major updates and supporting upgrades.

{ The results }

As a direct result of their relationship with Forte, Acclivity was able to be acquired by Priority.

“We would not be in position to be acquired by Priority Software had it not for our partnership with Forte, which has powered our growth and success over the past 17 years,” says Scott Davisson, Priority U.S. Managing Director.

By using Forte's unified solution, Priority was able to process 1.6 million transactions in 2019, totaling \$426.5 million in total volume. They have also seen year-over-year growth for the past five years, and a 115 percent increase in annual revenue.

Learn more about how you can increase your revenue and simplify payments with Forte as your payment solutions partner at forte.net or by calling **866-290-5400**.