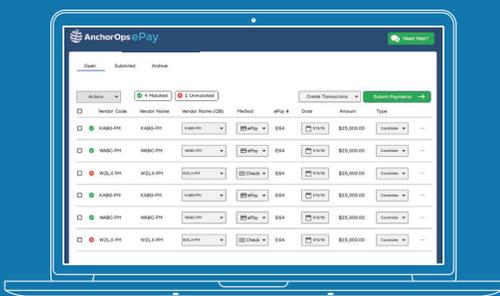


AnchorOps ePay

The only electronic payment solution designed specifically for media. AnchorOps ePay maximizes revenue share, increases efficiency, works seamlessly with media buying and accounting systems.



Why AnchorOps?

AnchorOps is the only electronic payment solution company exclusively focused on the media industry. Our technology, data, process and partnerships are optimized for media and provide the highest credit card acceptance rate in the industry.

The Challenge

Media agencies face intense pressure to increase revenue and client satisfaction while reducing costs. One area that has been slow to move to a more modern and automated approach is media payments. Many media suppliers accept electronic payments due to the improved efficiencies and richer payment data it offers. Still, numerous agencies continue with paper-based processes, missing out on the efficiency and cost improvements, and the additional revenue realized by agencies who made the change.

Meanwhile, many agencies that have adapted electronic payments have done so with generic payment providers. While this has delivered some benefit, they are missing out on the additional value that comes with a payment solution designed specifically for the media industry. Managing the mix of media and a diverse set of suppliers creates challenges and complexities that generic payment solutions are unable to handle, resulting in lower supplier acceptance, missed payment opportunities, and manual intervention.

The Solution

AnchorOps ePay, is the only payment solution designed specifically for the media industry. The solution combines electronic payments, process automation, reporting, and reconciliation with the opportunity to unlock revenue share.

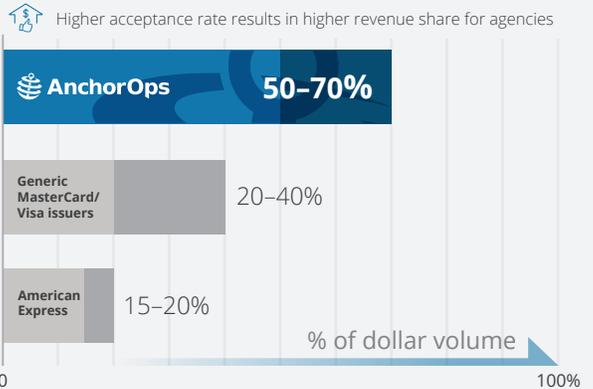
With its focus solely on media, AnchorOps ePay provides greater value and capability than other payment solutions. **AnchorOps ePay customers experience the benefit of key features including:**

- **Supplier database and matching engine.** AnchorOps' proprietary database and matching engine tracks frequent supplier changes (e.g. merger, acquisition) ensuring payment success and higher acceptance.
- **Virtual, one-time use cards.** Virtual one-time use payments are sent over the MasterCard™ network offering the highest level of security and fraud protection.
- **Variety of payment options.** ePay supports the full array of payment options including portal, fax, email and Buyer-Initiated-Payment (BIP).
- **Automated portal payments.** AnchorOps PortalPay technology automates payments through supplier portals without any human intervention.
- **Media accounting systems integration.** ePay integrates with all major accounting systems, including certified integrations with Mediaocean and Advantage.
- **Robust analytics and reporting.** ePay's sophisticated dashboards and reporting continuously track and analyze spending and revenue share.

Benefits

- **Highest payment acceptance.** AnchorOps innovative technology and media-focused services teams generates exponentially higher acceptance and throughput than other payment providers.
- **Optimize efficiency and reduce costs.** Electronic payments deliver greater financial return and increased savings through a reduction in paper checks and the labor associated with manual payments.
- **Increase control and visibility of payments.** With real-time visibility and insight into payment tracking and reporting, agencies achieve greater process control.
- **No disruption to existing finance operations.** AnchorOps ePay easily connects with the industry's leading accounting systems such as Mediaocean, Strata, Advantage, Workamajig, and others ensuring no disruption to existing financial infrastructure.
- **Improve supplier relationships.** With access to more payment data and reduced errors, suppliers get paid faster creating improved relationships with agencies.
- **Ongoing payment support and supplier activation.** Our team of media trained analysts provide ongoing support to maximize program success. They ensure payments are properly received, follow up on unclaimed payments, and addresses any questions or concerns on behalf of our clients. The team works continuously to expand the number of payment acceptors.
- **Revenue share.** AnchorOps ePay turns media payments into a profit center by providing valuable income every time a payment is processed. ePay's higher acceptance rates means higher revenue share.

AnchorOps delivers the highest payment acceptance rates in the industry



A Comprehensive Solution

AnchorOps ePay is a component of the AnchorOps Media Finance Suite, a comprehensive solution designed to streamline the media finance process thus eliminating friction points and improving efficiencies. The suite also includes:

AnchorOps Reconciliation is used by agencies to manage and resolve invoice discrepancies. A combination of software and services automates and compresses media invoice clearance time and cost.

AnchorOps eInvoicing provides electronic storage and retrieval of media invoices for improved efficiency and elimination of paper.

AnchorOps RFP tracks and manages promotional proposals with workflow to automate notifications and responses between agencies and suppliers.

ePay revenue share can be used to acquire AnchorOps solutions at no out-of-pocket expense.

AnchorOps ePay Partners



About AnchorOps

AnchorOps is the leading provider of electronic payment and financial management solutions designed exclusively for the media industry. Our solutions improve the efficiency and reduce the costs and labor of media payments, while unlocking revenue share opportunities for our customers. AnchorOps technology, data, process and partnerships are specifically designed to best serve the media buying industry and its distinctive needs.

To learn more about AnchorOps ePay, contact us at info@anchorops.com or (844) GET-EPAY.