



Electronic Bill Presentment and Payment Platform



Prepared For:

Jefferson Parish, LA

Response to:

RFP #0438 TO PROVIDE PAYMENT PROCESSING SERVICES FOR DEBIT/CREDIT CARD AND OTHER FORMS OF ELECTRONIC PAYMENTS TO THE PARISH FOR VARIOUS ITEMS

Presented by:

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Cover Letter

Integrated Payment Solutions, LLC dba Paystar (“Paystar”) is a financial technology company specializing in customer engagement and payment processing solutions that are designed to streamline the collections process. We simplify payments for utility companies, municipalities, government entities, and businesses by providing payment solutions with a focus on delivering a better user experience for our clients and their customers.

Paystar employs talented individuals with over 40 years of combined experience in working with governmental entities. Through advanced technology, data management tools, and leading business practices we have implemented many successful integrations of disparate systems and payment processing solutions for our more than 400 clients throughout the United States and Canada. Our team will be able to connect the Paystar Payment Platform to the systems you already use internally in order to create a fully automated workflow for your office.

Paystar is able to provision, service, and manage your payment environment from customer engagement to transaction acceptance and funding. As such, Paystar is pleased to confirm that we are willing and prepared to enter into a contract with Jefferson Parish, Louisiana to perform the services solicited in the Request For Proposal #0438 payment processing services for debit/credit card and other forms of electronic payments to the Parish for various items. Our proposal and pricing herein is an offer that is hereby held firm for 90 days from date of submission.

Connor Nichols, EVP of Sales at Paystar, is a manager-member of the LLC and has been given authority to sign for this proposal and contractually obligate Paystar. Connor can be contacted at connor@paystar.io or Paystar’s headquarters at 225-228-6250 and which is located at 5131 Payne Dr., Baton Rouge, LA 70809. Connor will also be your point of contact for customer relations.

We look forward to working with Jefferson Parish!

Connor Nichols

Manager-Member, EVP of Sales



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Scope of Work: Technical Proposal

At the core of our Platform is credit/debit card and ACH/eCheck payment processing. We are integrated to some of the best providers of card and check processing in the country and we handle all things involved with these merchant accounts for our billers. Our focus is the functionality on top of payments to give you the tools to create the best collection process.

PAYMENTS TYPES

Credit/Debit Card

We accept all major credit card brands including Visa, Mastercard, American Express, and Discover.

ACH/eCheck

We have options to provide for an ACH merchant account for processing or can provide a direct integration between Paystar and the Parish's bank. As with cards, at no point does the money pass through, or touch in any way, a Paystar bank account.

PAYER FEATURES

Payers will have a simple online payment page that is designed to be optimized for desktops, tablets and mobile devices so a customer can pay anywhere. Once a payment is complete they will have the option to receive an emailed receipt.

As per the requirements of the RFP, we believe these features meet the needs of the Parish. However, we offer many more benefits and features to payers to increase the utilization of electronic payments and encourage online engagement with the Parish. Please see Innovative Concepts for expanded Customer Portal details where more customer facing features are listed.

PAYMENT CHANNELS

Web Portal

Our secure hosted payment pages are designed to work on all device types and optimized for mobile to make payments easy in just a few clicks.

QuickPay

Allow customers to easily pay with credit/debit card or ACH online without creating an account.

IVR

Automated Phone payments utilizing the best technology available, with options to upgrade to natural human sounding voices to improve experience.

Point of Sale

The Parish will have access to a Point of Sale feature within the Biller Portal. Card numbers can be manually keyed or use one of our integrated EMV or encrypted swipe devices. Each method will automatically tokenize the card number at the point of entry so that your environment will never be at risk of having sensitive data or put you into PCI scope.



MERCHANT ACCOUNTS

Paystar partners with CardConnect, a Fiserv company, to provide our merchant accounts for our electronic bill presentment and payments platform. CardConnect is one of the most advanced payment solutions in the industry, backed by PCI-certified point-to-point encryption (P2PE) and patented tokenization and processing more than \$26 billion in transactions each year for more than 230,000 businesses.

Paystar's account management team will handle all things related to the merchant account on behalf of the Parish while providing a suite of reporting tools which will give you a granular look into each department separately.

Funding

For card processing, Funds go directly to a merchant account owned by the Parish and deposited into the selected checking account the next business day if the batch is closed by 8:30 PM or the following business day if closed after 8:30 PM. At no point does the money pass through, or touch in any way, a Paystar bank account.

Chargebacks

Credit card chargebacks and ACH Returns are programmatically pulled into Paystar and displayed in the adjustments report. If we are integrated to your CIS/ERP then we can also post adjustment transactions directly to the account to reverse a payment.

Disputes

Our reporting links a chargeback directly to the original transaction, which will have all billing account information. This will allow you to easily reverse the payment in your billing system while the dispute is in progress.

At your request, Paystar will submit a dispute to the processor with our terms of service the payer agreed to through our platform, screenshots of the payment screens, receipt of the payment as well as any billing information you can provide that would help in the dispute process.



Admin Portal



Many of the features of Paystar are designed to improve the payer's experience through presenting bills and collecting payments by giving them all of the tools and access to increase online interactions with your business. The Admin Portal is our back office offering that helps your team manage collections better by providing reporting tools that increases visibility into the payment process, improves access to payment details and associated accounts, and simplifies the reconciliation process.

MULTI DEPARTMENT STRUCTURE

Our platform is broken down into business units which allow each department within the Parish to have their own account, all under the larger organization account. This allows for each department to have its own unique customization, configurations, and integrations. It also allows for users to be siloed off into specific departments while giving management a single point to view all payments across the organization. Reporting is also at the business unit/department level so that automation can be created to post payments to different systems and for merchant accounts to match up to reporting within that department.

USER MANAGEMENT

Users management is simple within the admin portal so your management team can create new users, or disable accounts as needed. Editing an account and triggering a password reset at the admin level is also available.

These users can be given access to the whole organization, or to just one business unit (department), or many business units.



REPORTING

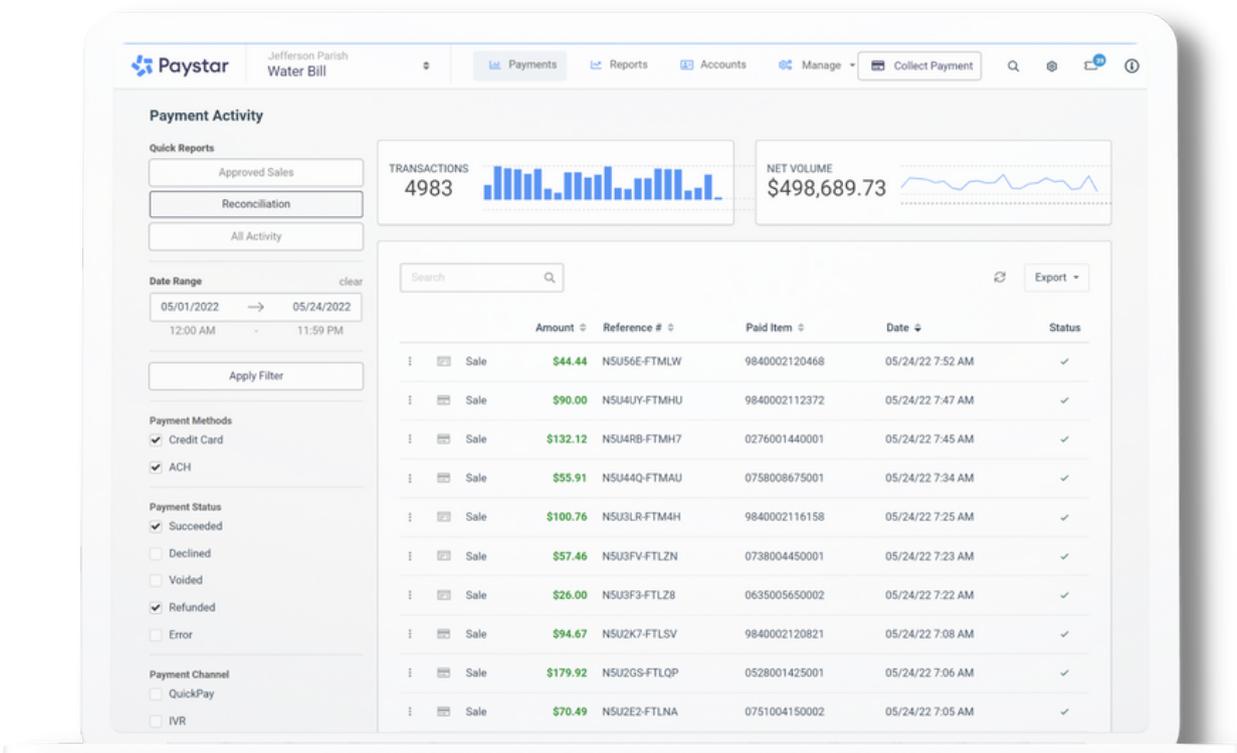
Reports are a key functionality of our platform that gives our billers the tools they need to make their jobs easier. We have standard reports and fully customizable options. We will deliver any data any way it is needed to create the best process.

On Demand Reporting

Real time reports available in the web app that allows you to configure a report and run it as often as needed. Or automate it to be sent on a schedule to a person or system. Each of these reports can be exported to CSV, Excel, or PDF within the admin portal, but custom export options are available for schedule reports.

Payments

- With payment being the core of our platform, you will land on the payments report as soon as you login.
- This report can be filtered by payment method, payment status, payment channel, and date range.
- It can also be searched to narrow down the results, and sorted by the values in the columns of the table.
- Charts are available at the top of the page, which provides a visual representation of the number of transactions and total volume in dollars over the date range selected.



Batch/Settle

- Batch report page shows all merchant accounts for a business unit with the corresponding payments within that batch that were sent to settlement. Each batch has a status of open or closed, indicating if it has been sent for settlement yet. An individual batch can be drilled down into show all payments, then each payment can be opened from that screen as “quick view” of the payment details.
- This setup makes reconciling bank deposits to accounts a lot more streamlined and easier to identify where a discrepancy might have occurred.

Batch Report

05/01/2022 → 05/11/2022 [Download CSV](#)

Status	Merchant ID	Type	Closed	Last Transaction	Batch #	Entries	Sales	Refunds	NET REVENUE
OPEN	496446723884	Credit Card	05/11/22 04:00 pm	05/11/22 01:50 pm	Open	168	\$16,429.98	\$0.00	\$16,429.98
OPEN	496446742884	Credit Card	05/11/22 04:00 pm	05/11/22 12:36 pm	Open	5	\$798.29	\$0.00	\$798.29
OPEN	7ZX03	ACH	05/11/22 04:00 pm	05/11/22 01:22 pm	Open	37	\$4,027.33	\$0.00	\$4,027.33
CLOSED	496446723884	Credit Card	05/10/22 04:00 pm	05/10/22 03:52 pm	363	211	\$20,751.50	\$0.00	\$20,751.50

Batch Details

Merchant: 496446723884
05/10/22 04:03 PM - 05/11/22 01:57 PM [Export](#)

Date	Type	Amount	Paid Item	Channel	Payment Method	Reference #	Status
05/11/22 01:57 PM	Sale	\$67.52	9840002124911	QuickPay	Mastercard / 6383	N4SHPB-FBAXH	✓ Approved
05/11/22 01:50 PM	Sale	\$216.69	9840002124042	QuickPay	Visa / 6528	N4SHAE-FBANY	✓ Approved
05/11/22 01:48 PM	Sale	\$90.01	9840002124001	QuickPay	Mastercard / 7024	N4SH5B-FBAHQ	✓ Approved
05/11/22 01:47 PM	Sale	\$60.00	9840002110643	QuickPay	Mastercard / 6396	N4SH4S-FBAGU	✓ Approved

Payment Details

Payment ✓ Succeeded

Payment Date: 05/11/22 1:57 pm

Amount Paid: \$67.52

Paid Item: 9840002124911 [view account](#)

Reference #: N4SHPB-FBAXH

Payment Type: Base Payment

Channel: QuickPay

User: QuickPay User

Payment Method: ***** 6383 LijAh briggs

Payment Items: \$67.52 Account Balance

Account Information

Account Number: 9840002124911

Name: LIVAHT BRIGGS



Adjustments

Chargebacks and ACH returns are both listed in the adjustment report, tied back to the original transaction. This makes reversing the payment much easier by having all account data accepted at the time of payment linked to the return. This process can also be automated to update the account in the Parish's CIS.

Adjustment Date	Transaction Date	Paid Item	Adjustment Type	Reason	Reference #	Amount
05/11/22	05/05/22	0144014600003	ACH Return	R01 Insufficient funds	N4ACHEF35VV	\$107.07
05/10/22	05/04/22	9840002124512	ACH Return	R01 Insufficient funds	N4752TEZLJM	\$446.95
05/10/22	05/03/22	9840002122686	ACH Return	R01 Insufficient funds	N46HQEZ803	\$95.14
05/07/22	05/04/22	9840002105291	ACH Return	R01 Insufficient funds	N47G3REZE6U	\$88.25

POS Report

This report breaks down the payments by the user/agent that takes the payment so daily reports can be run to “close a drawer” and reconcile individual registers.

Date	Type	Amount	Paid Item	Payment Method	Reference #	Agent Name	Status
05/11/22 12:36 PM	Sale	\$137.86	0153000478001	Mastercard / 6408	N45CWKFB6RU	Kristine Robert	Approved
05/11/22 12:17 PM	Sale	\$240.00	000000156012200	Visa / 0493	N45BTLFB5VU	Kristine Robert	Approved
05/11/22 10:01 AM	Sale	\$199.71	9840002122324	Mastercard / 7470	N453TMFAJVV	Kristine Robert	Approved
05/11/22 09:43 AM	Sale	\$60.72	0439001080003	Visa / 5772	N452RTFATUA	Kristine Robert	Approved
05/11/22 09:18 AM	Sale	\$160.00	000000438001425	Visa / 1629	N4R2BZFA543	Kristine Robert	Approved

Automated and Custom

We also create reports that are custom to the needs of our clients that are sent via email or exchanged over FTP on a scheduled basis or by specific triggers set. The data in these reports can be customized, as long as the data was originally passed into Paystar from a 3rd party system or was collected along with the payment. The formats can be customized to meet requirements of external systems so that data exchanges can happen seamlessly. We also make these files available in the Biller Portal under “Generated Reports” so there is a log of all reports created and for easy access later.

Global Searching

Our global search feature allows you to search across a business unit using loose search terms to try and locate a payment of an account. This helps out billers track down payments or find payments quickly while supporting their customers.



Integrations

API

Paystar itself is built primarily on the .Net stack and as such maintains many .Net packages that it utilizes internally. Historically, the packages that Paystar has provided to clients have been in service of:

- initiating payment sessions in which the output is typically secure web links to which to send agents/customers; and
- facilitate data transfer between the client & Paystar.

Additionally, Paystar can provide REST API endpoints and webhooks for various purposes to create seamless integration.

Tokenization

Credit Card tokenization is the process of replacing sensitive customer details with an algorithmically generated number that is impossible to trace back to the original data or information - creating a credit card token. Credit or debit card tokenization increases trust for organizations and significantly reduces the risk of sensitive data such as cardholder data being exposed. Paystar tokenizes cards at the point of entry so that PCI scope is significantly reduced for the Parish. Since the Parish said in its answer to question 44 in Addendum #1 that it is not currently tokenizing transactions, this will be a great improvement security-wise for the Parish and its citizens

Working with other Third Party Parish Vendors

We work with many third party softwares and service providers to help our billers create the best integrated payment process possible. We have created tools to make the process easier, and have great project managers to make the experience go smoothly for everyone involved.

As an example we have worked with a local development company FusionStak to integrate our Paystar Platform into some of their software products, including their Utility Plus billing software for St. James Parish. Their implementation of the utility billing software was completely custom and we have created a custom integration for payments that we plan to continue to grow and refine as they implement their software. FusionStak has two other products used in the state, Cloud Gavel and LENSS, both used by the Jefferson Parish Sheriff's Office.



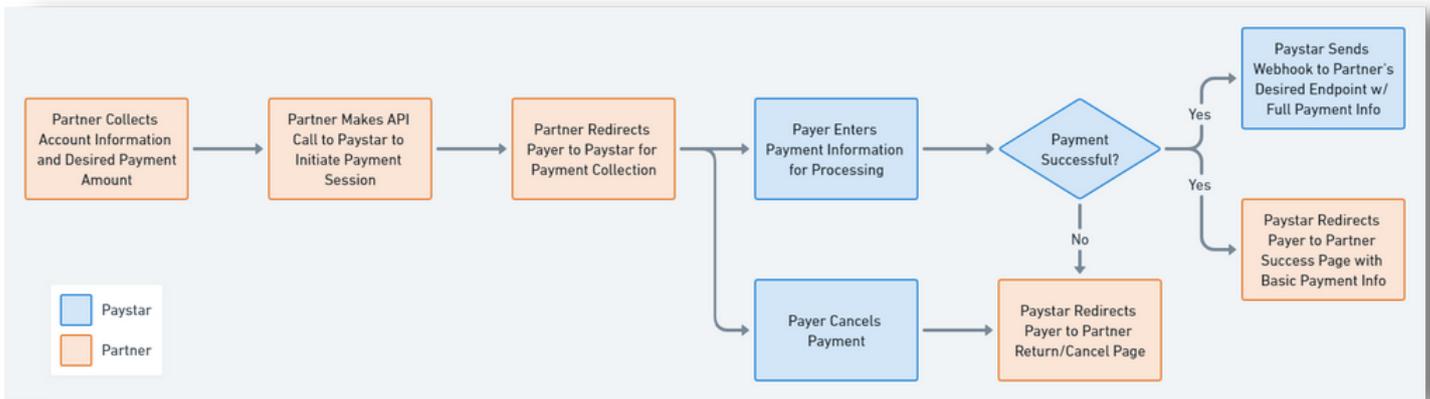
Reference

Below is contact information for FusionStak's CEO who can provide details about working with Paystar from a 3rd party software vendor perspective.

- Name: Pratyush Kumar
- Email: pratyush@fusionstak.com

Checkout Integration Option

Our Checkout integration is used to redirect from the billers website with account information to a Paystar secure hosted payment page where the payer can complete the payment process, then redirected back to the biller's desired page/payment flow on their site. This allows flexibility to the biller while providing a secure integrated payment process. Reporting and any other additional integrations after the payment can also be utilized with this integration method.



Qualifications and Experience

Paystar is a PCI compliant Electronic Bill Presentment and Payment solution for utility companies and government agencies. We focus on delivering a better user experience for payers through a suite of payment channels and customer engagement tools which leads to increased electronic payment utilization and a more efficient collections process for our clients. Our payment processing solutions are flexible in that they can be modified to meet each customer's departmental or varied needs and specific requirements. We have a proven track record of designing and implementing payment processing solutions that save government agencies significant sums of money via created efficiencies and lower costs by increasing utilization of electronic payments.



On Demand &
Custom Reporting



PCI & SOC 2
Compliant



Custom
Integrations

ABOUT PAYSTAR

- Paystar was established in 2014, and has been successfully providing Electronic Bill Presentment and Payments as described in this RFP for seven years through our core platform.
- Paystar has 400+ Billers in 27 States and Canada, and as such has significant experience interacting with utility companies and understanding their unique needs.
- Paystar has performed varied integrations with over 50 different CIS/CRM/ERP companies based on our clients' needs for reporting and electronic communication of payments and payer information details, including with an AS400 in St. John the Baptist Parish for their utility department, My Permit Now in St. James Parish, and other systems covering animal shelters, code enforcement, tickets/courts, taxes, etc.
- Paystar's co-founder has 35 years of government technology experience, focused on creating optimization and process improvements for small and large scale organizations.
- Our dedicated team is made of a mix of technology, payment, and operation professionals who bring a diverse combination of experience that delivers great results for our clients.
- With a consistent annual increase in clients and revenue, being cash flow positive, and combined with a constant reduction in our already minimal debt, Paystar is positioned with more than adequate financial resources.

CASE STUDIES AND REFERENCES

Spark Energy

Our Checkout integration is used to redirect from the billers website with account information to a Paystar secure hosted payment page where the payer can complete the payment process, then redirected back to the biller's desired page/payment flow on their site. This allows flexibility to the biller while providing a secure integrated payment process. Reporting and any other additional integrations after the payment can also be utilized with this integration method.

Reference

- Contact: Sultan Virani, Director of Collections
- Phone: 281-833-4116
- Email: svirani@sparkenergy.com

St. Charles Parish

In 2018, St. Charles Parish Waterworks had several operational problems surrounding their previous vendor and switched to Paystar with a desire to increase online payment utilization. Prior to switching to Paystar their utilization was around 14%, and had plateaued for several years. After a migration to Paystar, the utilization shot up to 22% within the first year. Utilization is now above 30% and seeing consistent increases as customers continue to come back month over month to pay through their preferred channels. We accomplished this increase by adding a new and improved front end to the payment process for customers, adding the ability to save payment methods, see bills, set up reminders and more. We also successfully built an integration with their third-party printing company to allow Paystar to display the same bills online as what was mailed out to customers. We also work with other Parish departments providing online and point-of-sale bill presentment and electronic payment acceptance.

Reference

- Contact: Jessica Naquin, Utility Billing Coordinator
- Phone: 985-783-5110
- Email: jnaquin@scpwater.org



St. John The Baptist Parish

Like Jefferson Parish, St. John The Baptist Parish's utility department uses an AS400 to manage their billing. Paystar was able to integrate with the system to import account balances and post successful payments back to the system utilizing an FTPS solution. With the same account data, our team was able to present exact copies of customer bills digitally on the Paystar customer portal. Customers are also able to make payments and sign up for new bill and payment reminder notifications. IVR was also implemented for the Parish as they had regularly received complaints that the previous vendor's solution rarely worked. IVR utilization increased significantly after implementation, which allowed customer service representatives to focus on other areas of need. In addition to the utility department, Paystar also manages electronic payments for the Parish's animal shelter, permitting, and planning and zoning departments.

Reference

- Contact: Robert Figuero, Jr., Chief Financial Officer
- Phone: 985-652-9569
- Email: r.figuero@stjohn-la.gov

Louisiana Department of Justice

The Louisiana Department of Justice collects all final payments and outstanding debts owed to the State. To improve the collection process, we implemented a web portal for debtors to submit payments online as well as a back office system for a large team of collection agents to process card payments. We also created custom reporting to their staff's specifications. We created systems to automatically exchange data and files nightly so that such information is automatically picked up and imported into their management system. And we have and are developing custom features to continue to improve their operations such as configurable payment plans.

Reference

- Contact: Stacey Landry, Collections Section Chief
- Phone: 225-326-6539
- Email: landrys@ag.louisiana.gov



CUSTOMER SERVICE AND SUPPORT

Paystar is headquartered in Baton Rouge, LA, with our in-house development team, payer and biller support team, and client account managers all working at the headquarters and living in the general Greater Baton Rouge area. As such, after implementation and “go-live”, Paystar is completely capable and committed to providing same-day, in-person support and training as needed for the Parish. Besides the same-day, in-person ability, which we believe will be unique among the responders, we have numerous other support capabilities and channels for Jefferson Parish itself as well as its citizens.

We pride ourselves on having the best support available in our industry. Jefferson Parish will have a dedicated implementation team as well a dedicated account manager for direct line of support within Paystar throughout your time as a Paystar client. You will have access to them through multiple outlets as well as an in-application ticketing system. Payers will be able to call our customer support lines, chat on our website, or email support and speak to one of our professional customer service representatives who will answer their questions, review their account status and history, explain our easy to use self help features built into our Platform, or connect them to Parish staff when appropriate.

IMPLEMENTATION AND SUPPORT PERSONNEL

Geoff Humphreys - Sr. Project Manager and Government Implementation Specialist

Mr. Humphreys is one of the founders of Paystar and has worked in various roles and positions since inception, including project management, systems integration, and business analysis and workflow improvement. He played key roles in the development of Paystar’s system for LaMATS’ Insurance Premium Tax collection, management, and distribution needs. He is a 40 year professional in all aspects of the Information Technology industry; including technology company ownership for 33 years, small to very large (\$30 million) technology-project oversight, and direct provisioning of information technology solutions to government and the private sector.

His expertise includes tax collection, validation, and distribution; industrial plant management; utility management; and, process/workflow analysis and improvement. This experience blended with common sense, knowledge of technological advances, project accountability/management, and excellent written and verbal communication skills combine to ensure successful project implementation as measured by completion schedule, cost analysis, and overall client satisfaction. Mr. Humphreys possesses the unique ability to control schedule and budget while maximizing deliverables through clearly understanding client needs upfront and properly querying and directing project technical staff so that challenges and risks are identified early, thought processes are invoked, and all possible solutions are explored with the best option quickly implemented.



Brandon Cornett - CIO

Brandon brings many years of experience consulting with clients in various industries such as advertising, payment processing, marketing, construction, retail, and safety. He has worked at a variety of organizations ranging from startups to large enterprises. Early in his career, Brandon was part of a growing software consulting agency where he developed many technical skills such as infrastructure management, programming, and DevOps. As he continued through his career, Brandon also developed many other important skills such as business administration and project management.

Brandon is very passionate about working with clients to determine the solution that best fits their needs. Once the need has been identified, he works closely with his team to ensure requirements are communicated appropriately and his clients receive the most collaborative and efficient software development experience possible. He holds many Scrum certifications and believes that clients should provide continuous feedback on products as they are being developed to ensure that product provides maximum business value to the client.

Brandon was lead manager on the integration of Paystar to St. John the Baptist Parish's AS400, and will perform such function again here for Jefferson Parish. Brandon graduated from Southeastern Louisiana University with a Bachelor's in Computer Science. He then went on to earn his Master's in Business Administration at Louisiana State University.

Martin Hawke - Senior Payment Processing Advisor

After a 22-year career in the electronic payments industry, Martin Hawke now advises companies that seek his knowledge and recommendations. He has consulted off and on during his 49-year career in sales and marketing. Past projects include product management, project management, operations, and integrated payments. In 1996, a consulting contract with a small POS software developer led him to an ISO, a six employee startup at the time. In 1998 he joined the company as sales and marketing manager where he rose to the SVP level. During the first few years, he and the company founder pioneered integrated credit card processing and a referral partner program that has become ubiquitous today. During his leadership and contributions, that company rose in 16 years from six to 200 employees; with annual revenue that rose from \$125,000 to \$100,000,000. Since 2015, Mr. Hawke has consulted exclusively in the electronic payment processing industry. He has a broad spectrum of industry knowledge that bridges integration, interchange, compliance, sales, marketing, operations, technology, relationships, partnering, and channel development. Mr. Hawke holds a BA degree in Radio and Television, Long Beach State University, post-graduate work at UCLA and the University of La Verne.



Lizzie Broussard - VP of Project Management

Lizzie comes from a varied background in technology with both years of service in the Private and Public sectors. Over her nearly 15 year career, Lizzie has helped establish, grow, and standardize Quality Assurance departments at two different organizations. Additionally, Lizzie has developed from the ground up two Project Management Offices for two different organizations. During those departmental build outs, Lizzie developed and refined the mechanisms and software development lifecycles to improve product and project delivery as well as client satisfaction.

In addition to contributing to various technology projects as a Project Manager, Quality Assurance Analyst, and Business Analyst, often simultaneously, Lizzie helped rehabilitate a failing Customer Support Department at an entity prior to her work at Paystar. By establishing standards, best practices, as well as service level agreements, Lizzie was able to aid the department in providing a level of service aligned with leadership vision.

Over the last five years of her professional career, Lizzie expanded her skills, knowledge, and expertise further focusing mainly on Information Security projects under the tutelage of a Chief Information Security Officer. Through this experience, Lizzie has learned to blend a security-minded approach to all aspects of her project development and execution. Risk and security are always top of mind and remain on the edge of the work provided.

Lizzie will project manage the whole implementation of Paystar into the various departmental needs of Jefferson Parish. Lizzie graduated University Medalist from Louisiana State University with a BA in English Literature. Lizzie is a Certified Scrum Master as well as actively holds PMP (Project Management Professional) credentials. Additionally, Lizzie is a Certified Software Tester.

Diane Deslatte - VP of Operations

Diane heads up Paystar's internal operations including client onboarding, client maintenance, client and customer support, and is account manager for Paystar's larger clients. As Paystar's first employee, Diane has grown in knowledge and experience with each implementation of Paystar. Her passion is working with clients on understanding and identifying their needs to ensure successful delivery of Paystar's products and services. Diane has worked with over 350 clients on the successful implementation of Paystar. Her experience has led her to have a rich understanding of merchant management, software integrations, and operational strategies.

She also has trained and oversees Paystar's onboarding, support, and account management personnel. After the implementation of the Paystar Payment Platform and its integration to the various Jefferson Parish departments based on their different needs, Diane will be Jefferson Parish's account manager and single go-to point of contact for all things including questions on operation of the software, continued training, and technical, payer, and customer support questions. Diane holds a Bachelor's degree in Communications from Louisiana State University.



PCI COMPLIANCE AND SECURITY FEATURES

Paystar takes multiple steps to ensure that our data, and thereby our client/customer data, is protected. In regard to data security, Paystar ensures all data is transferred using the strongest security protocols available and is compliant with the latest PCI DSS guidelines. All traffic is transferred using HTTPS, requiring HSTS support and, at minimum, the TLS 1.2 protocol, with a preference of TLS 1.3 using 256-bit encryption. Most importantly, cardholder information is not transmitted or stored within the Paystar solution itself. This data is transmitted directly to our backend processor via a process known as tokenization to provide Paystar with a token representing the card. The token provided allows Paystar to charge the card without ever receiving the raw cardholder information. Tokenization is much safer than encryption, as the token cannot be reverse-engineered. Also, Paystar's application servers are housed in a Microsoft Azure datacenter. Payer information, besides the actual card information data, is stored in these secure databases. Data is encrypted both while in transit and at rest. TLS is utilized for encrypting while in transit, and the entire database is encrypted at rest using an AES algorithm and Azure-managed key rotations. Paystar's servers can only be accessed using a VPN to the Azure datacenters. The VPN utilized requires two-factor authentication. Once a VPN connection is established, a second layer of two-factor authentication is required to log in to individual servers. Paystar also uses many brute-force protection measures. Our firewall will automatically detect brute force attacks and block the attacker's IP. In addition, accounts are locked out for a period of time after several failed login attempts.

PCI

Paystar is certified PCI compliant. Please see attached our latest certificate.

SOC2

While not required for this RFP response, and generally not mandated in our industry, Paystar is currently going through the process to become SOC2 compliant. Our actual processing of transactions and financial data is SOC1 compliant, but at Paystar we feel the need to show our clients that we take the privacy and security of their customer information and data seriously and thus have chosen to start this process. Once we become SOC2 compliant, which we are striving to do so this year, we can provide such certification to Jefferson Parish if it so desires.



Innovative Concepts

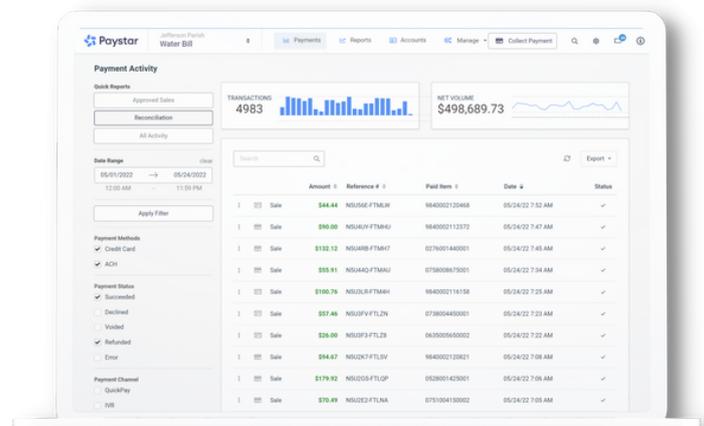


The proposed solution above in the technical proposal only accounts for a small portion of our Platform's capabilities. While trying to keep our response as relevant to the scope of work, we believe a larger implementation of our Platform would bring the Parish government significantly better technology to offer their citizens.

THE PLATFORM

Our cloud based Payment Platform is designed to deliver a feature rich system for easy implementation for a wide range of clients while having the flexibility to meet the needs of any biller through customization, configuration, and integrations. The secure hosted payment pages, customized to match your brand, allows payers to quickly find their billing account and balance due with just a few pieces of information from their bill, and who can then simply submit a payment.

Below are features of the Paystar Platform that can be available to the Parish in addition to the scope of work as options to improve the customer experience and enhance the overall online presence of the Parish.

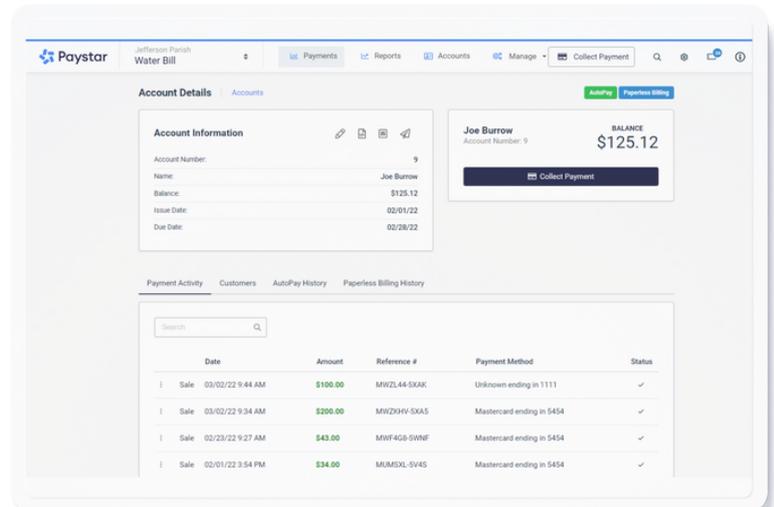


ACCOUNTS

Pushing your A/R and debt accounts into Paystar and creating Accounts in our system, allows us to provide a lot more value than just a normal payment processing system.

A few highlights from Account Page:

- View bill history and download PDFs to resend to customers;
- View payment history;
- See what features customer is enrolled, ie AutoPay, Paperless Billing, & Reminders;
- Send payment due reminders;
- Collect payment directly on the Account Page;
- Connect registered customers
 - View all connected + unlink accounts
 - Reset password for customers;
- Edit Account information, including balance to be presented online instantly to better handle customer support;
- Block online payment at account level
 - Or by payment type (card vs ACH) on an account, based on various business rules.



ABOUT INTEGRATIONS

Our team of skilled developers have integrated with over 100 different type systems that manage receivables to be collected through Paystar. We have developed tools that make it faster for us to create custom integrations while having many generic options.

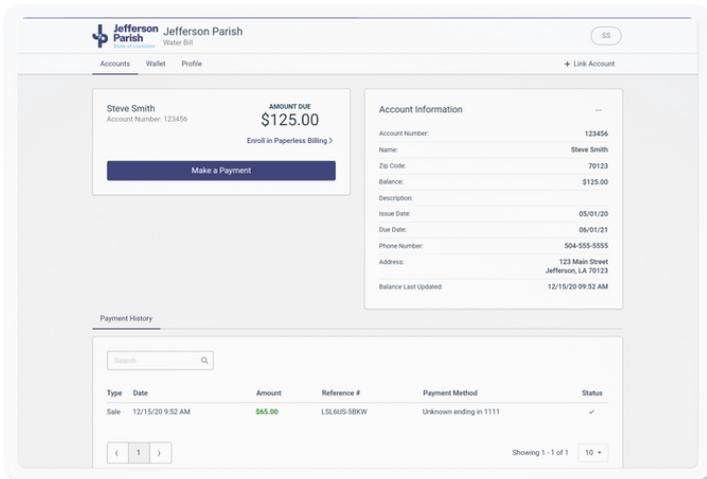
INTEGRATION METHODS

- REST APIs
- Single Sign On
- Webhooks
- 3rd Party Templates
- Secure FTP
- Flexible File Parsers

INTEGRATION SERVICES

Our team will work with the managers of your billing or customer resource management system to establish goals for the integration, then our development team will complete the work to create the best integration.





Your customers will have the option to create an account to help manage their bills and payments. They can manage their preferences for reminders and notifications, see exact duplicates of their bills, find current balance, enroll in AutoPay, and a list of other services that are constantly being improved and expanded to make it easier for your citizens to transact business with the Parish.

PAYMENT FEATURES

Wallet

Save payment methods to make future payments faster and easier.

Bill Presentment

View bills, balances, and billing history in one place with easy options to pay.

eBilling

Opt-in to receive monthly bills electronically and enroll in paperless billing.

Reminders

Notifications for upcoming due dates, new bill available, late amounts and more via text or email.

Emailed Receipts

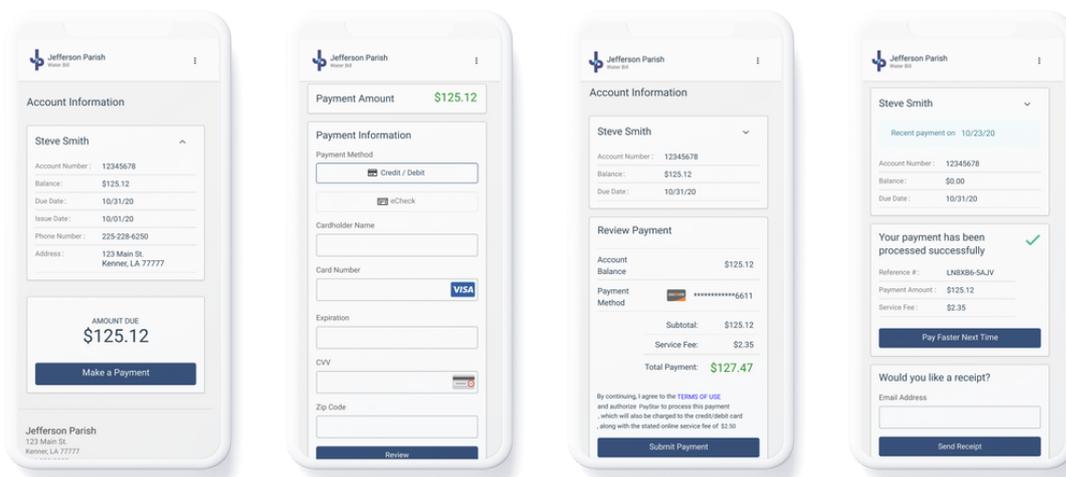
From any payment channel, receipts of payment sent to payers via email.

AutoPay

Easily enroll in automatic payments for hassle free monthly payments.

Link Accounts

Customers have one login and can connect multiple locations or payable accounts to their registered account in Paystar.



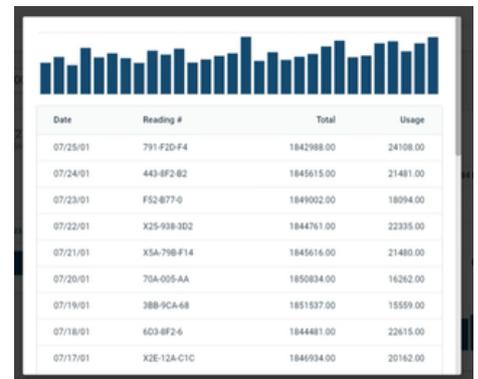
ADDITIONAL PRODUCTS AND SERVICES

Outbound Communication

One of our customer engagement offerings is Outbound IVR. This feature allows billers to upload customer details with minimal information (name, account id, phone number), enter a message in text form, and send out a mass automated phone call to each number in the list. Our system converts the message from text to voice using some of the best technology available, providing a clear and easily understandable voice message to be delivered. Engagement functionality will be expanded to include outbound text messaging and email.

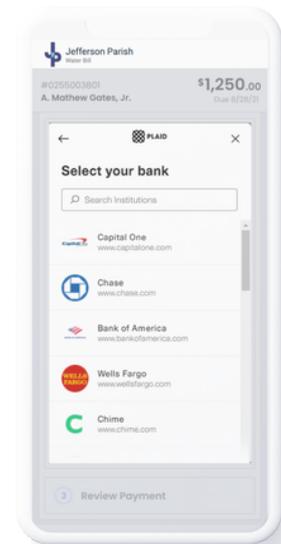
Meter Data

While providing the customer portal, we have started to expand functionality to present data to our biller's customers that isn't related to payment directing. We have a very simple chart and data table that exists in Paystar which allows for meter data to be imported and viewed next to payment options and bills. We have seen that as our clients move to Automated Meter systems, presenting this data has become more of a priority to be transparent about usage and pricing with their customers.



Plaid for ACH

Plaid is a company that makes ACH payments a lot more accessible and easier to use on a regular basis. Instead of needing to know your Routing #/Account # to your checking account, Plaid provides a very intuitive online process to enter their username and password of the bank account on a login screen very similar to the bank. Then the bank, through an integration with Plaid to Paystar, passes us the customer's Routing #/Account # plus the current balance of the account.



Software Development

Payments are our core business, but our clients' operations revolve around a lot more. To deliver the best product sometimes we need to develop software & small programs that solves very specific issues to help billers refine their processes. We have a team of developers, project managers and business analyst that will find ways to fill the gaps that create the best experience for your customers and your team.



PRICING MODEL FLEXIBILITY

Many of our clients utilize our Service Fee model for payments, this model covers all costs of the Platform through a fee paid at the time of payment by the payer. For Service Fee model pricing that will cover the costs of the above Innovative Concepts, please see Attachment B-2.

Requirements in the RFP were conflicting between the request in the initial document asking for a cost quote based on interchange plus pricing, and then there was the answer provided to question 13 in addendum #1 saying the Parish is wanting to use a Service Fee program to offset costs.

Because of this discrepancy, and the Cost Proposal sheet being provided with a format requesting interchange plus pricing, we are submitting our proposal as initially requested in the main RFP document. However, we want to provide an option to the Parish of a Service Fee Model as well and that is provided as Attachment B - 2.

With the average payment being assumed at \$125.00 and the current service fee model at 2.09%, that is an average service fee of \$2.61. We believe that we can offer a Service Fee Model that will both save on the average payment and include all of the items presented in both SOW: Technical Proposal and Innovative Concepts.



Project Schedule

RESPONSIBLE PARTIES

Implementation and Project Management

- Primary: Lizzie Broussard
- Secondary: Brandon Cornett

Account Management and Support Contact

- Primary: Diane Deslatte
- Secondary: Abel Duhon

Executive Contacts

- Primary: Connor Nichols
- Secondary: Geoff Humphreys

TRAINING

Paystar will provide initial and ongoing training and support to the Parish's staff who utilize the Paystar Platform. Training is a very important element to ensure a successful implementation, which is why we develop Client specific training. Training will be custom tailored to you, saving both time and money by only addressing the specific training needs of each department. The Paystar Platform is designed to give the Parish all of the tools you need to effectively manage the billing portal and provide excellent customer support. We will work with the Parish to create the tools and documentation needed not only prior to implementation but to also help manage the ongoing operation.

IMPLEMENTATION PLAN

General Transition Plan

Most of the transition will be simple with our team walking your office through the process and handling most of the effort. When we kick off the project we will meet with Parish officials to create a timeline of events, and lay out all information that is needed to achieve the goals for the transition. We will work with the current vendor(s) as much as needed to coordinate so that the transition is seamless. Depending on what the Parish chooses, we can implement our merchant services program in 6-8 weeks from signing of a contract; or, if the Parish would like to implement our innovative concepts we could implement the full offerings of our whole Platform in 3-4 months depending on availability of Parish personnel and depth of integrations requested.

Below is what a transition plan typically looks like, but can have variations based on the final decision of features to implement and any expansion of the scope by selecting more items from the Innovative Concepts section.

A few items that are needed or will take place in the transition:

- Paystar contract review and agreement.
- Discovery
 - Understand the way things work in the Parish's current processes to either match or identify where we can help improve. Also, get information such as number of billing cycles, days bills go out, rules on shut off and late notices, etc.
- Payments
 - Submittal of merchant account applications - card and ACH.
- Accounts and Payment Integration
 - Decide on the best integration method for each department's receivables/debts.
 - If FTP file exchange of data.
 - Paystar will get a sample file from Parish of the Accounts - then create a custom parser to import the data into Paystar.
 - Paystar will create a custom payment file, based on Parish's requirements and specifications to import into their management/billing system.
 - In both cases we create files that fit into your process, reducing the amount of work needed to be completed by the Parish's staff.
 - If API/Webhooks
 - After a discovery and planning meeting, Paystar will provide documentation to needed APIs or Webhooks to create a fully integrated solution.
- Bill Presentment
 - Bills can be presented in Paystar a couple of ways:
 - By providing the exact bills in a large file exchange, which we will append to the corresponding accounts and make visible to your customers online.
 - Or by sending a data file of bill data, usually the same sent to the printer, and we will replicate the look and feel of the bill sent in the mail to be presented online.
 - Once a decision is made on what method, we will set up an integration to upload these bills into Paystar.
 - Other Features
 - During discovery we will decide on all features needed to be implemented, here we will work to implement each feature or piece of functionality to best fit the expectations of the Parish. Such as IVR Payments, Outbound IVR, Point of Sale setups, or any Custom Reporting required.
 - Training
 - Our team will provide training to your staff before the go live date, and be there through go live as extra support to make sure things go smoothly.
 - Testing
 - We will test all integration to 3rd parties and do an initial test of all things worked on during the transition before the go live date.
 - Implementation
 - Sometimes implemented in a phased approach to ease into the transition. We can turn one department at a time to mitigate risk.
 - Turn on integrations and change links on Parish's website to redirect to Paystar for online payments.
 - Communicating the change to customers





Financial Profile

Integrated Payment Solutions LLC Profit & Loss January 2019 through December 2021

	Jan - Dec 19	Jan - Dec 20	Jan - Dec 21	TOTAL
Ordinary Income/Expense				
Income	1,528,215.63	2,497,510.60	3,539,238.71	7,564,964.94
Cost of Goods Sold	574,844.37	1,062,778.94	1,643,064.62	3,280,687.93
Gross Profit	953,371.26	1,434,731.66	1,896,174.09	4,284,277.01
Expense				
Advertising and Promotion	1,248.70	1,407.12	4,397.16	7,052.98
Amortization Expense	320.00	320.00	320.00	960.00
Automobile Expense	3,415.27	1,132.58	2,628.42	7,176.27
Bad Debt Expense	176.00	0.00	0.00	176.00
Bank Service Charges	790.75	298.75	545.50	1,635.00
Computer and Internet Expenses	47,515.38	31,501.24	46,318.28	125,334.90
Continuing Education	25,559.81	16,818.72	0.00	42,378.53
Contributions	0.00	0.00	1,500.00	1,500.00
Depreciation Expense	41,467.00	0.00	0.00	41,467.00
Dues and Subscriptions	212.85	262.00	987.27	1,462.12
Health Insurance	19,497.40	47,612.60	63,163.45	130,273.45
Insurance Expense	9,686.93	34,378.55	28,835.08	72,900.56
Interest Expense	41,813.87	36,000.64	28,028.07	105,842.58
Licenses and Fees	845.43	900.00	870.00	2,615.43
Meals	7,816.74	8,478.86	13,586.53	29,882.13
Office Supplies	8,235.94	5,311.85	7,180.57	20,728.36
Payroll Expenses	322,550.63	292,602.62	334,731.15	949,884.40
Payroll Fees	1,565.34	2,064.26	1,820.75	5,450.35
Payroll Taxes	26,023.51	23,440.45	26,571.93	76,035.89
Postage and Delivery	6.70	19.63	324.10	350.43
Professional Fees	13,629.85	147,795.45	483,199.94	644,625.24
Property Taxes	0.00	9,193.92	8,490.86	17,684.78
Repairs	0.00	0.00	6,500.00	6,500.00
Rent Expense	47,910.00	49,885.10	50,298.99	148,094.09
Software Development Expense	21,101.25	141,215.00	226,071.64	388,387.89
Subcontractor-Sales	28,852.51	76,303.37	163,611.06	268,766.94
Telephone Expense	4,943.22	5,081.60	5,495.24	15,520.06
Travel Expense	14,297.76	9,985.20	18,075.78	42,358.74
Utilities	3,686.60	7,062.33	9,557.65	20,306.58
Total Expense	693,169.44	949,071.84	1,533,109.42	3,175,350.70
Net Ordinary Income	260,201.82	485,659.82	363,064.67	1,108,926.31



FINANCIAL PROFILE CONTINUED

Other Income/Expense				
Other Income	0.00	78,830.89	126.72	78,957.61
Other Expense	179,510.42	159,900.00	-273.78	339,136.64
Net Other Income	-179,510.42	-81,069.11	400.50	-260,179.03
Net Income	<u>80,691.40</u>	<u>404,590.71</u>	<u>363,465.17</u>	<u>848,747.28</u>

Integrated Payment Solutions LLC Balance Sheet As of December 31, 2021

	Dec 31, 19	Dec 31, 20	Dec 31, 21
ASSETS			
Current Assets			
Checking/Savings	115,535.19	287,538.23	197,128.33
Accounts Receivable	<u>1,757.03</u>	<u>10,219.22</u>	<u>81,213.16</u>
Total Current Assets	117,292.22	306,757.45	278,341.49
Fixed Assets	2,033.25	1,713.25	1,393.25
TOTAL ASSETS	<u>119,325.47</u>	<u>308,470.70</u>	<u>279,734.74</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable	0.00	8,050.00	13,099.02
Credit Cards	5,382.62	4,735.19	26,776.56
Other Current Liabilities	-594.45	-423.21	0.00
Total Current Liabilities	4,788.17	12,361.98	39,875.58
Long Term Liabilities	749,404.10	626,384.81	494,670.08
Total Liabilities	754,192.27	638,746.79	534,545.66
Equity	-634,866.80	-330,276.09	-254,810.92
TOTAL LIABILITIES & EQUITY	<u>119,325.47</u>	<u>308,470.70</u>	<u>279,734.74</u>





Certificate of Validation



This is to certify that

Integrated Payment Solutions LLC

, 5131 Payne Dr., , Baton Rouge, Louisiana, US,

has successfully validated their compliance with the requirements of the PCI DSS Version 3.2.1 on 02/08/2022 .

This validation status is based on the self-assessment provided by Integrated Payment Solutions LLC regarding compliance with the Payment Card Industry Data Security Standard ("PCI DSS") Version 3.2.1 and is valid until 02/08/2023 pursuant to the conditions of issuing laid out below.

To remain compliant with PCI DSS, it is the responsibility of Integrated Payment Solutions LLC to:

- Maintain compliance with all PCI DSS requirements, particularly when there is any change to your systems. This compliance maintenance includes quarterly vulnerability scans for Internet facing systems (where applicable) and,
- Attest to your compliance on an annual basis.

Merchant ID: 496300514882

SAQ Type: A-EP

PCI DSS Version: 3.2.1

Validation Status: Validated

Date of Validation: 02/08/2022

Scan Status: Scan Compliant

Date of Last Scan: 02/28/2022

Conditions of Issuing

- Sysnet has issued this certificate to indicate that the aforementioned company has attested that they have met the requirements of the Payment Card Industry (PCI) standard(s) as stated above.
- The PCI Security Standards Council ("PCI SSC") representing card schemes, Visa, Mastercard, American Express, Discover Card, and JCB, produce and maintain the security standards and all content within same. Sysnet do not hold any responsibility for the content or requirements of the PCI security standards.
- This certificate is not endorsed by the PCI SSC and is produced solely by Sysnet for the records of the aforementioned company to indicate that they have validated their compliance.
- This certificate offers no guarantee to the security, availability, or integrity of any systems or data held by the aforementioned company. Accordingly Sysnet accepts no liability to any third party in the event of loss or damage to systems or data due to any perceived lack of security or breakdown of current security measures.
- Attestation to Compliance occurs at a point in time. This may not cover future compliance due to the changing nature of network and application infrastructures, future vulnerabilities or advances in hacking techniques or subsequent failure to act in accordance with applicable PCI DSS requirements.
- The provision of this PCI DSS Report does not affect or impact in any way the obligations of Integrated Payment Solutions LLC under any Merchant Terms and Conditions in place.

Request for Proposals #0438

Merchant Card Payment Processing Services

SIGNATURE PAGE

The Jefferson Parish Department of Purchasing is soliciting Request for Proposals (RFP'S) from qualified proposers who are interested in providing Merchant Card Payment Processing Services for the Jefferson Parish Finance Department.

Request for Proposals will be received until 3:30 p.m. Local Time on: May, 13, 2022.

Acknowledge Receipt of Addenda: Number: 01
Number: 02
Number: _____
Number: _____
Number: _____
Number: _____

Name of Proposer: Integrated Payment Solutions, LLC dba Paystar

Address: 5131 Payne Dr, Baton Rouge, LA 70809

Phone Number: 225-228-6250 Fax Number 225-485-8140

Type Name of Person Authorized to Sign: Connor Nichols

Title of Person Authorized to Sign: EVP of Sales

Signature of Person Authorized to Sign: 

Email Address of Person Authorized to Sign: connor@paystar.io

Date: 5/11/22

This RFP signature page must be signed by an authorized Representative of the Company/Firm for proposal to be valid. Signing indicates you have read and comply with the Instructions and Conditions.

Resolution of the Members of Integrated Payment Solutions, LLC

From the incorporation of Integrated Payment Solutions, LLC dba Paystar, Connor Nichols, EVP of Sales for Paystar, as a member-manager of the LLC, was, has been, and still is appointed, constituted, and designated as agent and attorney-in-fact of the LLC with full power and authority to act on behalf of the LLC in all negotiations, bidding, concerns, or transactions with prospects and clients, including the Parish of Jefferson or any of its agencies, departments, employees, or agents, including but not limited to, the execution of all proposals, papers, documents, affidavits, bonds, sureties, contracts, and acts and to receive all purchase orders and notices issued pursuant to the provisions of any such proposal or contract; the LLC hereby ratifying, approving, confirming, and accepting each and every such act performed by said agent and attorney-in-fact.

I hereby certify the foregoing to be a true and correct copy of Minutes and actions of the Members of said LLC, and the same has not been revoked or rescinded.



Cloyce Clark, COO and VP of Legal for Paystar

5/11/22
Date

Request for Proposal

AFFIDAVIT

STATE OF Louisiana

PARISH/COUNTY OF East Baton Rouge

BEFORE ME, the undersigned authority, personally came and appeared: Connor
Nichols, (Affiant) who after being by me duly sworn, deposed and said that ~~he~~/she
is the fully authorized VP of Sales of Integrated Payment Solutions, LLC (Entity), the party
who submitted a proposal in response to RFP Number 0438, to the Parish of Jefferson.

Affiant further said:

Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all campaign contributions, including the date and amount of each contribution, made to current or former elected officials of the Parish of Jefferson by Entity, Affiant, and/or officers, directors and owners, including employees, owning 25% or more of the Entity during the two-year period immediately preceding the date of this affidavit or the current term of the elected official, whichever is greater. Further, Entity, Affiant, and/or Entity Owners have not made any contributions to or in support of current or former members of the Jefferson Parish Council or the Jefferson Parish President through or in the name of another person or legal entity, either directly or indirectly.

Choice B there are **NO** campaign contributions made which would require disclosure under Choice A of this section.

Affiant further said:

Debt Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all debts owed by the affiant to any elected or appointed official of the Parish of Jefferson, and any and all debts owed by any elected or appointed official of the Parish to the Affiant.

Choice B There are **NO** debts which would require disclosure under Choice A of this section.

Affiant further said:

Solicitation of Campaign Contribution Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Attached hereto is a list of all elected officials of the Parish of Jefferson, whether still holding office at the time of the affidavit or not, where the elected official, individually, either by **telephone or by personal contact**, solicited a campaign contribution or other monetary consideration from the Entity, including the Entity's officers, directors and owners, and employees owning twenty-five percent (25%) or more of the Entity, during the two-year period immediately preceding the date the affidavit is signed. Further, to the extent known to the Affiant, the date of any such solicitation is included on the attached list.

Choice B there are **NO** solicitations for campaign contributions which would require disclosure under Choice A of this section.

Affiant further said:

That Affiant has employed no person, corporation, firm, association, or other organization, either directly or indirectly, to secure the public contract under which he received payment, other than persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project or in securing the public contract were in the regular course of their duties for Affiant; and

That no part of the contract price received by Affiant was paid or will be paid to any person, corporation, firm, association, or other organization for soliciting the contract, other than the payment of their normal compensation to persons regularly employed by the Affiant whose services in connection with the construction, alteration or demolition of the public building or project were in the regular course of their duties for Affiant.

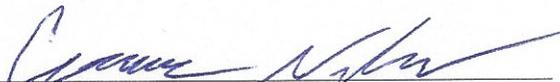
Affiant further said:

Subcontractor Disclosures

(Choose A or B, if option A is indicated please include the required attachment):

Choice A _____ Affiant further said that attached is a listing of all subcontractors, excluding full time employees, who may assist in providing professional services for the aforementioned RFP.

Choice B There are **NO** subcontractors which would require disclosure under Choice A of this section.



Signature of Affiant

Connor Nichols

Printed Name of Affiant

SWORN AND SUBSCRIBED TO BEFORE ME

ON THE 10th DAY OF May, 2022,

Allison Coogler

Notary Public

Allison H. Coogler

Printed Name of Notary

9169

Notary/Bar Roll Number

My commission expires at death.