



Intrix Technology CTO Featured in ISO and Agent Magazine Advertorial

ROSEVILLE, CALIFORNIA, UNITED STATES, September 30, 2014 /EINPresswire.com/ -- [Intrix Technology, Inc.](#) (Intrix), a leading provider of payment processing technologies, announced that Chief Technology Officer (CTO) Suzanne Coleman is featured in an advertorial in the September/October 2014 issue of [ISO & Agent Magazine](#). ISO & Agent is a leading publication for merchant acquirers that offers news, tips and advice as well as analysis of long-term trends shaping the industry.



Integrating a gateway to website or application is critical. The process can take months with many gateways—but it doesn't have to. With Intrix, for example, it can be done in just days.

Intrix CTO Suzanne Coleman

This issue's advertorial, part of the magazine's "Company Visionaries and Q & A" series, is focused on payments gateway visionaries. Coleman divulges her views on the growing importance of payment gateways for all types of commerce—from brick and mortar retail POS systems to ecommerce.

In the piece, Coleman advises ISOs to offer gateway services in addition to traditional merchant services to help ward off

merchant departure. "By offering both services, ISOs can decrease costs for their customers and thus increase stickiness. And providing a single point of contact for merchants and decreasing costs in the process can be a compelling differentiator versus other ISOs," she says.

The article outlines how to choose a gateway, what interfaces to look for, real benefits of Level 3 processing and Hosted Payments Pages, implementation of tokens, value of shopping carts and integration of applications to a gateway.

"Choosing a gateway for your business is important; choosing the right gateway is critical," she points out. One of the key items to look for is the ease of integrating the gateway to a website or application. "This process can take months with many gateways or processors—but it doesn't have to. With the Intrix tools set, for example, it can be done in just a few days."

The Intrix Payment Gateway

The Intrix Payment Gateway provides advanced processing, security and features, and was one of the first gateways to offer tokenization. It allows customers to integrate payment and billing solutions with accounting applications and enterprise level software for a more streamlined payment process.

About Intrix Technology, Inc.

Intrix Technology, Inc., a leading technology enabled registered ISO, delivers innovative payment-processing solutions for developers, enterprises, retailers, processors and sales organizations. Recognized for excellent customer service, Intrix is ranked #2 among gateway providers by the independent review company Top Credit Card Processors. In addition to its Payment Gateway, the company offers a software-as-a-service solution for processing payments and storing sensitive payment data; Intrix QuickBooks, an accounting plug-in; Intrix Electronic Bill/Invoice Presentment and

Payment, a Web-based billing and payment processing system; and Intrix merchant Services, a merchant acquirer/provider of credit card processing services. www.intrix.com

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