



## ODFI Core ACH Processing Application

AchHub.com™ is a **privately branded** multi-client Internet ASP (Application Service Provider) ACH Network Processing Application that serves as a complete ACH Processing System for financial institutions to offer electronic payment processing for their commercial account holders. AchHub.com™ integrates with **AchNow™**, the Merchant's front-end payment data entry point; the applications work together to process electronic payments to and from the Federal Reserve. AchHub.com™ provides financial institutions the ability to offer new and existing commercial customers direct ACH Network processing services without the significant investment in acquiring assets or infrastructure required to operate an ACH system.

ACH origination is an excellent tool for gaining new commercial customers, or retaining profitable existing customers and strengthening key depository relationships. ACH origination produces a "bottom line" impact through the generation of revenues and reduction of payment processing expenses. Revenues are generated in two main ways: (1) interest earnings, and (2) on-going fee income. Not only does ACH origination generate revenues, reduce costs and help retain profitable customers, it also creates cross-selling opportunities for other financial institution services and products.

Affirmative's AchHub.com™ enables financial institutions to offer their existing and new commercial customers a **privately labeled**, seemingly direct ACH Network processing service, without the capital investment in assets or the infrastructure required to operate and maintain a complete ACH core processing system. Smaller banks in particular will benefit.

AchHub.com™, a product of Affirmative Technologies, Inc., is an Internet application designed to provide a complete ACH Processing System for Financial Institutions and their customers. AchHub.com™ is an Application Service Provider (ASP) where multiple financial institutions, acting as ACH Network processors serving their own clients, operate independently from each other within the same technical platform.

Affirmative's ACH Processing System offers Financial Institutions the following benefits:

1. AchHub.com™ offers unparalleled risk management features adding further protection for the financial institution to mitigate fraud and risk of loss. Each merchant/originator is initially set up with specific risk management parameters including; pre-approved transaction submissions by SEC Code, hold periods for funding, and rolling account reserves. In addition, monitoring each originators transaction activity in real time allows the Financial Institution to react quickly to transaction activity exceeding risk management parameters.
2. AchHub.com™ is a more efficient method of creating and transmitting ACH transactions than exists in the marketplace today. In addition, technical burdens are lifted from the financial institution, and handled by competent technical staff that specializes in maintaining such systems.
3. Financial institutions use the Processor application to enter settings for Merchants, setting access conditions, limits and other security and risk parameters (holding periods, reserve accounts, etc.). AchHub.com™ main function is to concentrate transactions submitted by merchants, and generate an ACH file locally at the ODFI containing separate batches for Merchants. The ACH file is then verified and sent to the Federal Reserve for processing. For security reasons, this Application is PC based, with restricted access to certain security functions of the web based SQL server.