

TxVia Releases White Paper on Impact of Processing on Prepaid Card Program Profitability

Analysis Identifies Benefits to P&L of TxVia's Platform-as-a-Service (PaaS) Delivery Model

New York, NY – March 18, 2009 – TxVia, Inc., a pioneer in processing technology for network-based payment systems, today announced the release of its second white paper, “The Profitability Equation: Economic Benefits of the Platform-as-a-Service (PaaS) Delivery Model for Prepaid Card Processing.”

“Achieving or enhancing profitability is the goal of every organization involved in payments today,” said Anil D. Aggarwal, chairman and CEO of TxVia. “For prepaid card issuers and program managers, the ability to meet this objective is tied closely to their processing technology choices.

A wrong turn can result in budget-busting unanticipated expenses and significant lost opportunity for income generation--a tough combination that can put a company’s long term viability on the line.”

Until recently, prepaid card issuers and program managers had little real choice in the processing technology to which they entrusted their programs. Although there have been many processors supporting prepaid products and services, their platforms were essentially the same—all based on the software-as-a-service (SaaS) or an in-house software delivery model.

TxVia is the first organization to break through the status quo with its groundbreaking platform-as-a-service (PaaS) model, which offers issuers and program managers tremendous benefits that translate directly to bottom line results—expanded revenue potential and lower overall costs.

“We’ve published this white paper to help prepaid card issuers and program managers evaluate the impact of their processing technology decisions on both sides of the profitability equation—revenue and expenses—by comparing and contrasting today’s SaaS and in-house software models with TxVia’s PaaS approach to prepaid processing,” said Aggarwal.