



## ZELLE® SMALL BUSINESS



### Landscape

The faster payments movement is creating opportunities to enable small businesses with the ability to request and receive payments sans cash or check, to receive funds with more transparency into the cash position, and refrain from sharing or storing sensitive account details. Financial institutions must continue to expand their payments offerings to meet the growing needs of these small business clients to attract and retain their business.

With an estimated 31.7 million small businesses in the U.S.<sup>1</sup>, many owners are looking into how to make it easier to get paid and pay others. Whether it is eliminating the hassle of collecting payment from customers or improving cash flow and payment systems, this presents a huge opportunity for FIs.

### Zelle Small Business

Enable your customers to send, request and receive digital payments, fast, safe and easy.

Zelle now enables financial institutions to offer modern payment solutions to their small business customers. Combining fraud management capabilities with faster funds availability in the expansive Zelle Network®, Zelle is changing the face of small business payments.

### SOLUTION HIGHLIGHTS

- Zelle provides a fast, safe and easy way for small businesses to get paid.
- **Fast:** Receive funds directly in your account for use within minutes between enrolled users.
- **Safe:** Less need to carry around cash and checks waiting for your next deposit.
- **Easy:** Request and receive payments using simply a U.S. mobile phone number or email address.
- Good funds model eliminates returns for NSF, incorrect account numbers, and unauthorized returns.
- No more need to collect sensitive account numbers from your customers or give your account number to someone.
- Small businesses are encouraged to replace check and cash and be paid or pay using Zelle.

### USE CASES



CONSUMER SENDING FUNDS TO SMALL BUSINESS



SMALL BUSINESS SENDING FUNDS TO CONSUMER



SMALL BUSINESS SENDING FUNDS TO SMALL BUSINESS

Sources:

<sup>1</sup> 2020 U.S. Census Bureau, SBO, SUSB.

## Benefits to the Small Business Owner



### FASTER ACCESS TO FUNDS

- No more delays. Enrolled business customers typically receive funds within minutes, not days<sup>1</sup>.
- No longer worry about returned check deposits or misplaced check/cash payments.



### SEAMLESS EXPERIENCE

- Simply request and receive payments any day/any time.
- Built right into the existing mobile banking experience, it doesn't become "another app."
- All transactions are recorded in your bank account, so it makes reconciliation easy.



### FI SECURITY

Leverage FI level security. Small business owners trust their banks for good reason.



### LIMIT ACCOUNT DETAIL SHARING

Reduce exposure for your business clients by not requiring businesses to capture or provide account numbers.



### REQUEST, RECEIVE, AND SEND TO ALMOST ANYONE<sup>2</sup>

Small businesses can manage their accounts payable and accounts receivable with any consumer or small business enrolled with Zelle<sup>®</sup>.

## Benefits to the FI



### REDUCE CASH AND CHECK EXPENSES

Moving cash and dealing with check returns is expensive. Reduce these costs by digitizing payments within your FI.



### INNOVATIVE AND MOBILE FIRST

Zelle is for everyone<sup>2</sup>. Attract digital led businesses by enabling small business payments and strengthen your positioning as a leader of innovation.



### REVENUE OPPORTUNITIES

Create additional revenue opportunities for your small business product group. Enhance your cross-sell opportunities.



### BRAND AWARENESS

Increase your brand's visibility attaching to the Zelle nationwide presence to over 100 million consumers in the U.S.



### ATTRACT & RETAIN CUSTOMERS

Win over customers looking for digital solutions and a modern banking experience. Retain your small business customers and take back lost landscape.

<sup>1</sup>Transactions typically occur in minutes when the recipient's email address or U.S. mobile number is already enrolled in Zelle.

<sup>2</sup>To send money to or receive money from a small business, a consumer must be enrolled with Zelle through their bank's mobile app. Small businesses are not able to enroll in the Zelle app, and cannot receive payments from consumers enrolled in the Zelle app.

# How It Works

## IN-NETWORK SMALL BUSINESS/CONSUMER TO IN-NETWORK SMALL BUSINESS

### USER EXPERIENCE

Paul sends \$250 to Harry's Landscaping



BANK A  
PAUL



Harry's Landscaping receives \$ in minutes using Zelle®

### FUNDS POSTED

- Debit acct. \$250
- Message Zelle Network®
- Funds moved to settlement acct.



BANK A ZELLE  
PARTICIPANT



BANK B ZELLE  
PARTICIPANT

- Credit Harry's Landscaping business acct. \$250
- Message Harry's Landscaping Funds Rec'd
- Message *Zelle Network*

### SETTLEMENT

ACH \$250 to Bank B



BANK A  
SETTLEMENT  
ACCOUNT



BANK B  
SETTLEMENT  
ACCOUNT

## Implementation

### ALREADY A ZELLE NETWORK PARTICIPANT?

It's easy! You can add on small business functionality by contacting your Early Warning or processor partner account manager.

### NOT PARTICIPATING IN THE NETWORK YET?

*Zelle* Small Business requires the bank or credit union to be signed up for *Zelle*. Contact Early Warning or one of our processor partners to find out more.

For more information about how Early Warning can help with your fraud, risk or payments needs, contact an Early Warning Account Manager at [earlywarning.com/zelle](https://www.earlywarning.com/zelle).

### ABOUT EARLY WARNING

Early Warning Services, LLC, is a fintech company owned by seven of the country's largest banks. For almost three decades, our identity, risk and payment solutions have been empowering financial institutions to make confident decisions, enable payments and mitigate fraud. Today, Early Warning is best known as the owner and operator of the *Zelle Network*, a financial services network focused on transforming payment experiences. To learn more about Early Warning, visit [www.earlywarning.com](https://www.earlywarning.com).