

# Press Release



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## **Avaya User Group Conference Names ClearTran Vendor of the Year**

### ***Recognition underscores ClearTran's contributions to productivity of call centers as part of payment processing solutions***

PARSIPPANY, N.J., December 2, 2009 — ClearTran, a Parsippany, N.J.-based subsidiary of BNY Mellon that specializes in electronic payment processing solutions, has been recognized by the Avaya Predictive Dialer System (PDS) Users Group as their 2009 vendor of the year.

Presented at the Avaya PDS Users Group's annual conference in Las Vegas earlier this fall, the vendor of the year award recognizes ClearTran for its significant contributions to the development and use of advanced electronic payment processing technology.

"ClearTran has an unmatched track record as a provider of automated payment solutions," said Alex Demczak, member of the Avaya PDS Users Group executive committee and conference organizer. "Utilizing ClearTran's payment processing technology in a call center environment is extremely efficient from both an operations and reporting standpoint. These efficiencies add significant value to the use of high-volume telephony as a payments processing resource." Independent of Avaya, the Avaya PDS User Group helps its members increase their knowledge on proper operation, utilization and maintenance of their systems and other call center solutions. More information is available at [www.avayapdsusergroup.com](http://www.avayapdsusergroup.com).

ClearTran uses proven, reliable and secure technologies to provide integrated, end-to-end solutions for processing payments from multiple sources, including electronic (ACH) and paper checks, credit cards and on-line channels. ClearTran's solutions enable clients to receive and capture customer payment information, automatically process payments, post payments to accounting and customer billing systems, and manage cash and credit card receipts, all with comprehensive reporting and audit controls.

ClearTran's capabilities are part of an extensive portfolio of electronic payment services provided by BNY Mellon Treasury Services. With locations in 34 countries on six continents and a network of more than 2,000 correspondent financial institutions, BNY Mellon Treasury Services delivers high-quality performance in cash management, global payments, trade services, capital markets, foreign exchange and derivatives. Ranked no. 1 in nine of 14 categories in Warabak Research's 2009 Bank Leader Survey, BNY Mellon helps clients optimize cash flow, manage liquidity and make payments more efficiently around the world in more than 100 currencies. Processing more than \$1.6 trillion in payments transactions on a daily basis, the company is a top-five participant in both the CHIPS and overall funds transfer markets, and is a recognized leader in the delivery of white-label treasury services solutions for banks and other large institutional clients.

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