

From The Portal, May 25, 2010

PowerTrack Freight Payments is now U.S. Bank Freight Payment

If your company has been using PowerTrack to process Freight and Household Goods payments, you've no doubt noticed a change recently.

U.S. Bank is rebranding its business-to-business (B2B) credit and payment services. As a result, what used to be PowerTrack Freight Payments is now U.S. Bank Freight Payment.

"We saw a need to put all our offerings under the same brand identity," said Jeff Rankin, senior vice president for sales and marketing at U.S. Bank Corporate Payment Systems. "The name is new, but our products, services, and contacts stay the same. Over time, however, the new structure will help to make our offerings even better."

Syncada is another new name you've been hearing, and you may wonder how it fits in. Syncada from VISA®, a joint venture of U.S. Bank and VISA, provides the technology network over which U.S. Bank delivers its payment services and processes B2B payments.

In other words, U.S. Bank continues to provide financing, payments and other services; Syncada is the network used to deliver them. How does this affect you? If you've been using PowerTrack, you remain a customer of U.S. Bank — the fifth largest commercial bank in the United States and a stable performer in a volatile industry.

The method by which you receive payments remains the same, though you will be redirected to a new URL when accessing the system and may need to add the new URL to your trusted sites in your internet browser. Other than that, the change should be seamless.

In the future, you will find it even easier to do business around the world as the Syncada network grows. The full branding transition will happen over time, starting in the United States. The PowerTrack brand will be phased out in Canada and Europe over several months.

To provide an overview of all of its B2B solutions, U.S. Bank has launched a new portal, usbpayment.com, a single site that features all products, including the Freight and Household Goods tools formerly used by PowerTrack clients.

Source: U.S. Bank