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CNP-Solutions Gives \$1,000,000 in Gifts for Merchants Hit By Economy

WESTON, CT (January 4, 2011) - CNP-Solutions is giving away \$1,000,000 (one million dollars) worth of services for merchants in need of a quick increase to their bottom line. The 10 **S.T.A.R.S.** assessments, worth up to \$100,000 each, are being given to CNP-Solutions' top partners in the industry: Programmers Investment Corporation, Paymentech, PPS Merchant Services, Litle & Co., Kount, Merchant eSolutions, Quova, Optimal Payments, Vidicia and Payventures. The recipient companies are then encouraged to "pay it forward," and re-gift the assessments to a merchant who is in need of CNP-Solutions' services, but who might not be willing to make a large financial commitment in the current economic climate. The gifts are arriving on the desks of the recipient companies today and are being announced on Twitter [@CNP solutions](#) and [#PayItForward2012](#).

Merchants Increase Bottom Line Without Increasing Sales

CNP-Solutions provides consulting services to the payments industry. The registered **Strategic Tool for Assessment of Revenue Streams (S.T.A.R.S.)**, isolates nine categories of a merchant's billing and payments vulnerabilities through a series of questions answered with Tivey's assistance. The process takes between 20 and 130 hours to complete, and depending on the size and scope of the merchant, can cost up to \$100,000 dollars. *"Through the implementation of our suggestions and recommendations, companies can see an increase in revenue without ever having to sell one more unit of product,"* the assessment's designer and CNP-Solutions founder, insists, *"and these days, that is something merchants can definitely use."*

Track Gifts via Twitter and Website

CNP-Solutions encourages others to follow suit with similar offerings for companies whose sales have taken a turn for the worse in recent years. Those wishing to track the gifts can follow the Twitter hash tag [#PayItForward2012](#). The full list of all 50 of CNP-Solutions' industry partners can be viewed on their new, re-designed website www.CNP-Solutions.com.

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