

CASE STUDY

Allterra Solar Transforms Accounts Receivable with Paystand

CHALLENGE

Allterra Solar's goals were to reduce cost on credit card deposits, improve efficiency by eliminating paper checks, and redeploy large service bills to digital payments without incurring large fees.

SOLUTION

Paystand suggested a fully digital Accounts Receivable flow that covered their payments lifecycle from eInvoice to Billing Portal to ePay through a single, easy to pay, digital portal.

RESULT

Allterra Solar's team drove increased efficiency and automation with Paystand, resulting in a 51% reduction in transaction costs, 41% increase in zero-fee payment volume, and 100% piece of mind and convenience.

OVERVIEW

Allterra Solar is a pioneer in the renewable energy industry and Santa Cruz County. The company was founded in 2004 and has won numerous awards for Best Solar Company in Santa Cruz and Monterey counties.



HEADQUARTERS:

Santa Cruz, CA



INDUSTRY:

Renewables and Environment



SOLUTION:

Accounts Receivable

Background

Allterra Solar originally used payments software designed for B2C payments to invoice clients but encountered frequent problems with chargebacks. “These other payment solution companies are not set up to protect merchants, only to protect consumers. There were zero protections for us in cases where services had been rendered,” states an Allterra Solar finance manager in Accounts Receivable.

At the same time, Allterra Solar was paying substantial transaction fees on credit card payments. They needed a solution that allowed for flexible payment options for their customers but also offered merchant protection and lower transaction costs. Specifically, Allterra Solar’s goals were to reduce cost on credit card deposits, improve efficiency by eliminating paper checks, and redeploy large service bills to digital payments without incurring large fees.

Paystand Deployed To Speed Up Time-To-Cash

Paystand worked with Allterra Solar to understand their needs and deployed an end-to-end solution that modernized their payments infrastructure. PayStand suggested a fully digital Accounts Receivable flow that covered their payments lifecycle from eInvoice to Billing Portal to ePay through a single, easy to pay, digital portal.

51%

Reduction in eCheck transaction costs

41%

Increase in eCheck volume



Deploying this solution would also solve one of Allterra Solar's key challenges: speeding up time to cash & reducing paper check processing. An added benefit of this solution would also come in the form of lower transaction costs through the use of eCheck & wholesale card rails. This met another one of Allterra Solar's key challenges: reducing costs on credit card deposits. Finally, the solution could be up and running in a matter of days.

Initially, Paystand's ease of setup and maintenance appealed to Allterra. "We found the system easy to use; their buttons were easy for the customer to figure out, especially since it didn't require them to set up an account. So our clients and vendors were no longer confused at the critical moment when they're ready to pay."

It soon became clear that in addition to ease of use, PayStand met all of the company's goals and would completely modernize payment processing for Allterra. PayStand's best-in-class customer service gave Allterra Solar the confidence that PayStand was a true partner in their journey.

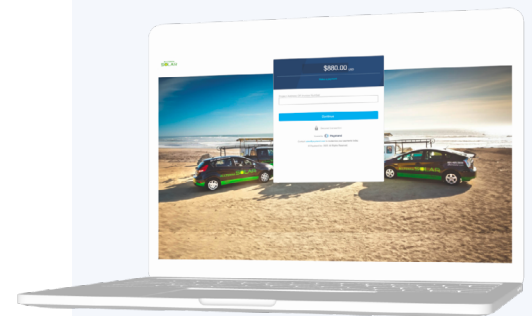
Results

Thanks to the close collaboration between Allterra Solar and Paystand, the company has been able to experience something that gets passed down to their customer base. At the top of the list - peace of mind and convenience.

Meanwhile, Allterra Solar has been able to worry less about administrative tasks and focus on their core business, helping customers minimize their carbon footprint and go green, one solar panel at a time.

"We found Paystand so easy to use; their embedded payment links in our invoices are simple for customers. Our clients and vendors are no longer confused at the critical moment when they're ready to pay."

James Allen
CEO



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See It in Action

Paystand's AR solution doesn't just sync payments. Our platform includes several features, including:

- A self-service, branded payment portal
- Multiple payment options
- Enhanced analytics for the entire payment lifecycle
- Customized collection workflows
- Automated payment reconciliation
- Convenience fee and "zero fee" payment options
- Dynamic Discounting feature
- Next-Day Funds Availability feature
- Verified receipts
- Tokenized security
- Smart lockbox functionality
- Multicurrency support

Book a demo with our AR experts today to see how effortless our B2B payments solution is.

GET STARTED