PayStand

CLOUD ACCOUNTING PLATFORM BREAKS INTO U.S. MARKET WITH FLEXIBLE PAYMENT OPTIONS

LOCATION
San Francisco, CA, Founded 2013

INDUSTRY
Software & Technology

SOLUTION
Accounts Receivable

CUSTOMER

This online accounting software provides a platform for small businesses and accountants to manage accounting, invoicing, inventory, and CRM functions in desktop and mobile formats. With over 700,000 installed users, the company strives to simplify business management for an estimated 500 million small businesses worldwide.

CHALLENGE

The cloud accounting company already had a foothold in the U.S. market; however, their invoicing offering wasn't connected to payment options. Prior to launching PayStand, it would be up to the customer to figure out how to pay the invoice (electronically or otherwise). This missing link created payment delays and increased transaction fees for the company.

The company knew the importance of online payments, having already offered them in Europe with great success. However, they struggled to find a payment platform that offered more than one payment rail. The cloud accounting platform needed a payment processor that understood the flexibility required for business payments.

SOLUTION

The company connected directly to PayStand's APIs to power their core accounts receivable (A/R) module using PayStand's Billing and Payment Engine. The cloud accounting platform still owns the workflow, business process, and customer experience, while PayStand provides multiple payment rails like eCheck, ACH, and credit card payments.

As part of the API integration, PayStand provided developer resources to allow for smooth, speedy integration while maintaining a limited development staff.
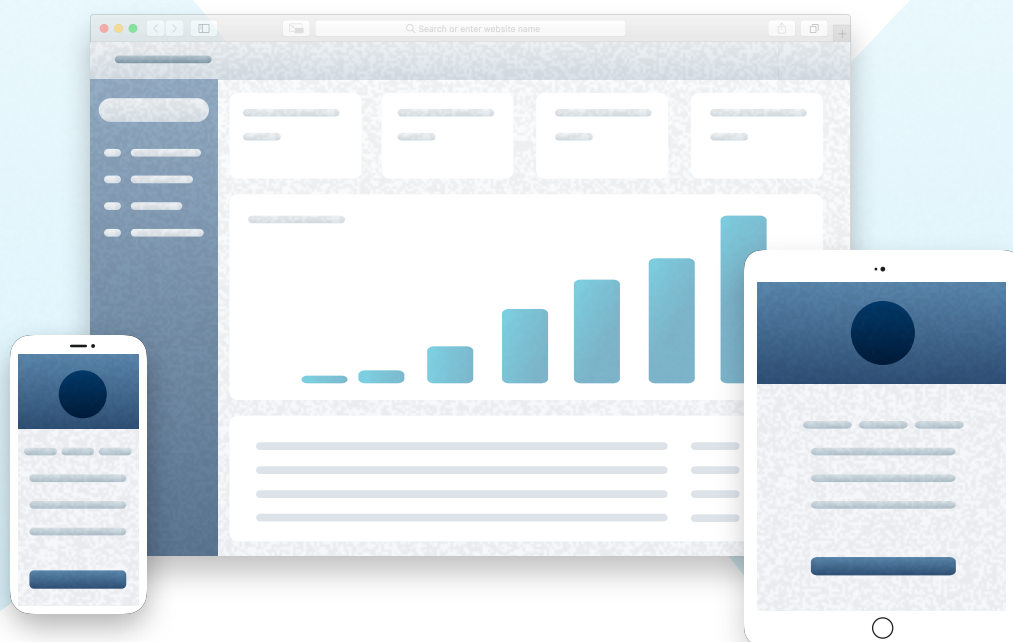
RESULTS

Since connecting to PayStand's Billing and Payments Engine, the cloud accounting platform experienced an uptick of more than 60 new customers per month.

60+ NEW CUSTOMERS PER MONTH

✓ DIRECT API INTEGRATION

✓ INCREASED PAYMENT FLEXIBILITY

B2B PAYMENTS FOR THE DIGITAL ERA

WWW.PAYSTAND.COM   (800) 708-6419   SALES@PAYSTAND.COM