

BlueSnap Improves Customer, Employee Satisfaction with Faster Payments Processes



“I don’t have to be in the office to process payments anymore. MineralTree Invoice-to-Pay gives me the freedom and flexibility to take care of this part of my job when I choose to do it.”

—Bill Sobo,
CFO, BlueSnap

Company at a Glance:

Location:

Waltham, Mass.

URL:

home.bluesnap.com



Partner Name:

MineralTree

Location:

Cambridge, Mass.

BlueSnap is a global payment gateway that powers the checkout process for ecommerce merchants worldwide and fuels growth for online businesses serving global markets.

Challenges

Faced with rapid growth, BlueSnap wanted to bring automation and efficiency to its internal business and payment processes.

Solution

NetSuite allowed the company to quickly scale without requiring a large investment or ongoing hardware support. MineralTree Invoice-to-Pay automates and streamlines BlueSnap’s far-flung AP processes.

Results

MineralTree made it easy for BlueSnap’s distributed workforce to access AP data and approve and process checks in a timely manner. BlueSnap saves about 100 hours per year by automating payment and can now take advantage of early payment rebates from vendors.

MineralTree and NetSuite Automate BlueSnap’s Accounts Payable Processes, Increasing Efficiency

BlueSnap is changing the way ecommerce merchants worldwide accept payment. With support for more than 100 payment types, 60 currencies and 29 languages, BlueSnap’s international payment gateway allows any company to accept local credit and debit cards, offer local payment options and reach any market.

BlueSnap specializes in applying advanced technology to streamlining payments. The company was looking to manage rapid growth and bring the same automation and efficiency to its own payment processes.

“MineralTree Invoice-to-Pay is perfect for any growing business that wants to automate all of its check processing today, and that wants to grow in the future.”

—Ralph Dangelmaier
CEO, BlueSnap

“We’re a global operation with multiple locations, and we want to grow our core businesses as efficiently as possible,” said Ralph Dangelmaier, CEO of BlueSnap. BlueSnap knew it needed a leading cloud-based accounting system to support its growing business and increase efficiency. The company chose NetSuite because it would allow them to quickly scale without requiring a large investment or ongoing hardware support. It also allows the company to use a single system for both accounting and CRM.

A Mobile and Integrated Solution

With a workforce spread across the country and constantly on-the-go, BlueSnap’s previous manual AP processes were also becoming difficult to perform in a timely manner. As the company saw its check volume growing, it decided to streamline payments and check processing.

In 2013, BlueSnap implemented Mineral Tree Invoice-to-Pay to automate its Accounts Payable (AP) processes. The company chose MineralTree because it is web-based, supports a mobile workforce, and integrates tightly with its NetSuite accounting solution enabling customer transactions to be automatically updated in the NetSuite account.

“We wanted a smooth integration with NetSuite to make our processing more seamless and to get more work done with fewer people,” explained Bill Sobo, CFO, BlueSnap. MineralTree also integrates with BlueSnap’s bank and has an intuitive interface that is easy for the payment processing staff to use.

A Streamlined Approach to Handle Growth

Today, BlueSnap uses Mineral Tree to more efficiently process more than 100 invoices a month. The flexibility of MineralTree’s web-based and mobile invoice approval and payment process has allowed BlueSnap to streamline its AP operations.

BlueSnap has a bicoastal accounting team, with a small staff in Massachusetts and three people in California. MineralTree enables this setup to work much more smoothly. While the company previously sorted through paper checks and shipped them from coast to coast, everyone can now easily access payment data and process payments from one central online location. Not only are checks less likely to get lost, the automation saves approximately 10 hours per payment for a total of 102 hours per year. This allows staff to spend more time on strategic, value-added work.

The CFO, who approves payments, travels frequently. He can now approve and sign checks on the road, even when travelling internationally. Said Sobo, “I don’t have to be in the office to process payments anymore. MineralTree Invoice-to-Pay gives me the flexibility to take care of this part of my job when I choose to do it.”

And finally, MineralTree Invoice-to-Pay helps BlueSnap maintain rock-solid relationships with its vendors. Previously, if the CFO was traveling, checks would sit and vendor payments would be delayed, leading to disgruntled vendors. Now, that’s no longer a problem. Moreover, approximately 10 percent of the company’s vendors offer early payment rebates, and BlueSnap now is able to take advantage of these rebates 100 percent of the time.