

BlueSnap

Benefits from Advanced AP and Payment Automation with MineralTree TotalAP

Overview

BlueSnap is changing the way merchants around the world accept payments, making it faster and easier to convert more shoppers into buyers. Its international payment gateway supports more than 100 payment types, dozens of currencies, and many languages. With BlueSnap, any company can accept local credit and debit cards, offer local payment options – and reach any market.

BlueSnap specializes in applying advanced technology to bring new efficiency to payments. In 2013, it implemented MineralTree TotalAP to bring the same efficiency and automation to its own AP and payment process. “As a leading technology company, it just doesn’t make sense for us to be pushing paper and signing checks every month,” says CEO Ralph Dangelmaier. “Also, our team is on the go constantly, making approvals a challenge.”

A streamlined process, mobile payment approval, efficient processing of more than 100 invoices a month (with a total monthly payout of more than \$500,000), and protection from fraud – these are just some of the results that MineralTree TotalAP delivers to BlueSnap. As the company grows and its invoice volume rises, BlueSnap is ready with MineralTree TotalAP, a solution that’s designed for efficiency today and growth tomorrow.

The Challenge:

Keep a growing company efficient

BlueSnap is a fast-growing global business that lacks the deep resources of a larger organization. “We’re a global operation, and we want to grow our core businesses as efficiently as possible,” says Ralph Dangelmaier, CEO of BlueSnap.

“When I joined BlueSnap, we had all of these manual processes in place,” recalls Bill Sobo, CFO and global head of risk for BlueSnap. “I knew that staying with the manual approach wasn’t really what we wanted to do. We wanted to move into the 21st century in terms of paying our vendors. And so we began to look around at different solution providers.”

Seamless integration with NetSuite®, was a key requirement when searching for a new solution. “We didn’t want to have to do double work,” says Sobo.

The Solution:

MineralTree provides efficiency, integration, and room for growth

In 2014, BlueSnap selected MineralTree TotalAP for Accounts Payable (AP) and payment automation. “Automation is the future,” says Dangelmaier. “It’s perfect for us and any other business that wants to automate its check processing and stop pushing paper every week or

month.” In 2014, BlueSnap selected MineralTree TotalAP for Accounts Payable (AP) and payment automation.

Another key factor in selecting MineralTree TotalAP was its ability to deal with a mobile workforce. “For a team that’s always on the go, MineralTree TotalAP lets our people approve invoices and checks online – without having to be in the office, or deal with paper,” says Dangelmaier. “Now we can sign and approve checks anywhere on the road and even when we’re traveling internationally. That’s an incredible improvement over our previous way of working.”

“If a company is cutting 25 checks or more a month, they should look at MineralTree TotalAP.”

- **Ralph Dangelmaier**
CEO

The Benefits:

Flexibility, timesavings, happy vendors

“As CFO, the biggest benefit I get from MineralTree TotalAP is flexibility,” says Sobo. “I don’t have to be in the office to process payments anymore. All my communications can be web-based, and mobile – so MineralTree TotalAP gives me the freedom and flexibility to take care of this part of my job when I choose to do it.”

The time savings created is very important to BlueSnap executives, who have more strategic work to do, beyond dealing with payments. “With MineralTree TotalAP, I don’t have to spend time sorting through paper checks, losing items that are shipped from one coast to another, or waiting for approvals,” says Sobo.

That efficiency continues throughout Sobo’s team. “We have a small accounting staff here in Massachusetts, and three people out in California.” Sobo says.

“MineralTree TotalAP enables our bicoastal accounting setup to work very smoothly. And, the user interface is one of the things I like about MineralTree TotalAP,” says Sobo. “It’s very clean and straight-forward – eliminating the need for training, which is really nice. I was able to do my part of the payment processing with little or no guidance, which was very attractive.”

The Bottom Line:

Why choose MineralTree TotalAP?

MineralTree delivers advanced AP and payment automation that boosts efficiency, replacing a manual, paper-based process with an efficient, web-based solution. And looking to the future, MineralTree TotalAP keeps the company ready for growth.

“With MineralTree TotalAP, we can scale our business,” says Sobo. “As we grow over the next five to ten years, we’re comfortable that MineralTree will be able to grow with us. And we’re not going to have to spend incremental time on AP and payment processing as our volume grows.”

Dangelmaier and Sobo see MineralTree TotalAP as an important efficiency-boosting solution for growing companies. “MineralTree TotalAP is perfect for any growing business that wants to automate all of its check processing today, and that wants to grow in the future,” says Dangelmaier.

Take the Next Step

See how MineralTree TotalAP can help your business streamline the payment process.

Contact us at (617) 299-3399
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