



CASE STUDY

Fortune 500 Semiconductor Manufacturer



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How a Fortune 500 manufacturer expanded their global direct sales channels with an optimized payment and credit strategy.

OVERVIEW

Our client, a Fortune 500 manufacturer of electronic components, built a strategy to sell directly to more end customers (contract manufacturers) instead of through their traditional distribution channels.

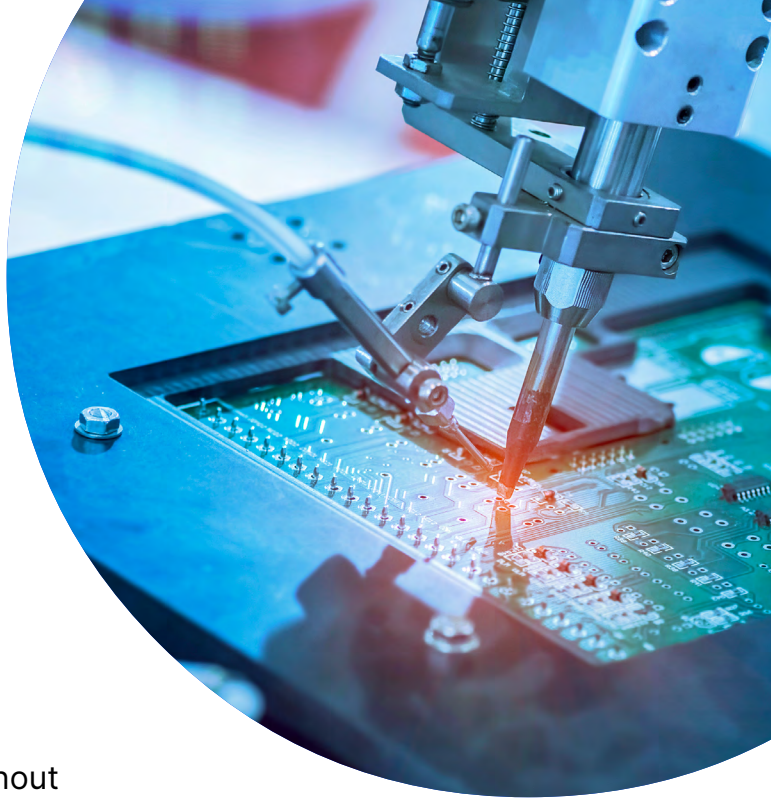
Primary Drivers:

- Increase profit margin.
- Create more visibility and predictability into their supply chain through smaller, more frequent orders.
- Reduce potential product misuse by gaining more control over who is sold to.

CHALLENGES

How could they manage credit and payments to over 200,000 global, multi-currency buyers without adding any back office processes?

For their customers, ordering on net terms was the “norm.” To convert buyers to direct online orders, they need to offer an intelligent, automated invoicing and credit program to optimize growth without adding back office process or risk.



WHO WERE THE PRIMARY CLIENT TEAM MEMBERS?

Treasury of Global Head of Accounts Receivable

Cash flow was not the issue (the company generates billions in annual profit). Rather, Treasury & A/R did not want to manage thousands of smaller, more frequent invoices and payments in house. The return on investment isn't there and they'd prefer to have the predictability of being paid nightly for any new invoice that was generated.

Director of eCommerce & Head of Payments

Their concern was all about scaling and speed without adding back office processes to slow them down. Expanding to other countries, adding currencies, maintaining global invoicing standards—these were things they asked TreviPay to manage so they could focus on adding new customers and growing revenue.

APPROACH

Stack Integration

The client is running on SAP Hybris for eCommerce and SAP on their ERP. Using TreviPay's flexible APIs, we swiftly had an integration up and running.

Global Expansion

Program launched in 2018 in the U.S. in USD with multiple global locations including Australia, China, France, Germany, Ireland, Israel, Japan, Singapore and the U.K.

Network Approach

TreviPay's global lending network meets the unique needs of clients selling directly in dozens of countries.

Scalable Future

Continued global expansion is ongoing, including new lenders and additional language support across the application.

RESULTS

3.3x

Increased order frequency for buyers with a corporate account versus credit card users.

5.6x

Average factor of increased order sizes for orders invoiced through TreviPay vs. credit card.

800%

Average year-over-year growth of invoice volume processed by client.

\$400 Million

Current annual invoice volume processed for all buyers.

2003%

Growth in available credit line to buyers over the last two years.

\$1 Billion+

Current monthly credit line in circulation for all buyers.

40 Countries

Number of countries TreviPay manages credit, payments and accounts receivable for the client, includes the European Union, UK, USA, Canada, China, Japan and Taiwan.

25-30%

Profit margins for clients using TreviPay program.

About TreviPay



TreviPay is a global financial technology company specializing in payment and credit management for B2B companies through custom omni-channel payments solutions. We support merchants by streamlining the purchasing experience and supporting increased customer interaction in B2B Commerce, facilitating \$7 billion USD in transactions per year in 32 currencies for customers in more than 41 countries.

To learn more about TreviPay, visit TreviPay.com.