Unlocking B2B Business Growth
with Universal Acceptance:

A Game-Changer
in B2B Payments

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Executive Summary:
Transforming B2B Payments with Universal Acceptance

Welcome to a new frontier in B2B payments. This eBook introduces Universal Acceptance, an innovative B2B payment solution that meets the evolving needs of buyers by transforming payment processes. Universal Acceptance makes it easier for suppliers to offer trade credit to business customers, reducing upfront costs and credit approval barriers while accelerating suppliers' speed to market. This solution combines TreviPay's cutting edge B2B payments platform with Mastercard's extensive network, delivering unmatched ease and efficiency for businesses to manage their transactions.

The Era of B2B Buyers and Payments: A Lever for Growth

B2B is the "new-old thing" in the fintech ecosystem. B2B commerce, as old as business itself, has often lagged consumer commerce in tech adoption and modern buying practices. However, there's a renewed urgency among sellers—also referred to as merchants or suppliers—and their tech providers regarding B2B payments and the processes surrounding transactions. This urgency is driven by the demand for efficiency, security and the need to meet buyer expectations shaped by their B2C purchasing experiences.
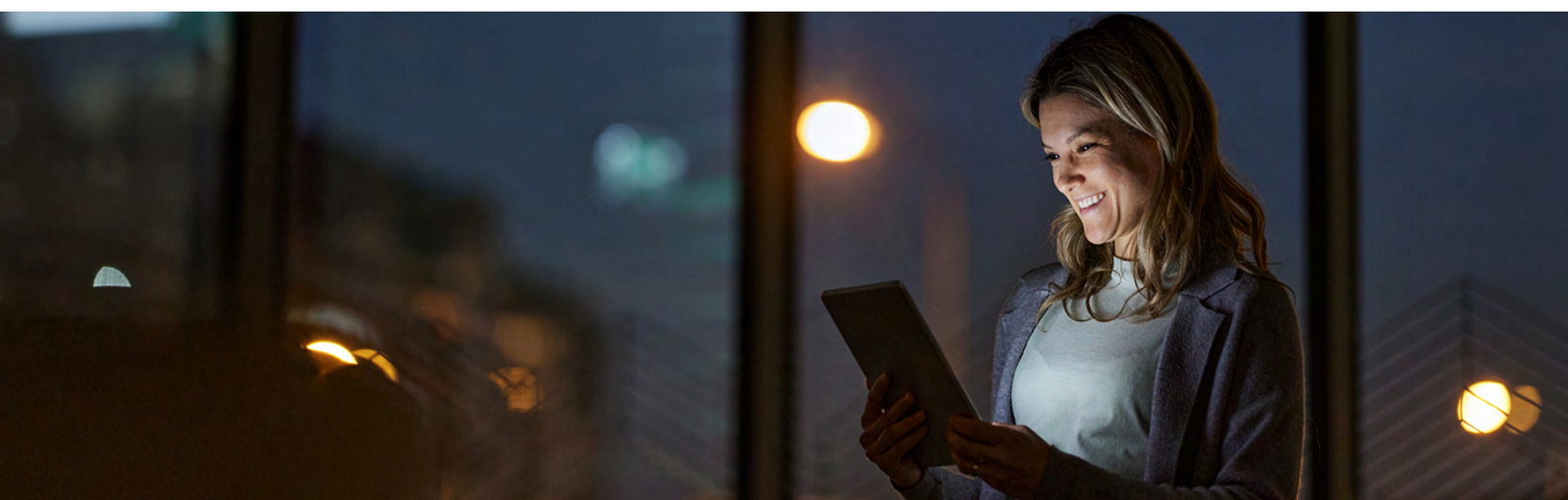
Why B2B Buyers Matter

B2B buyers are the backbone of any merchant or seller striving for sustainable growth.

RECURRING PURCHASES

B2B buyers often make repeated purchases, ensuring a steady revenue stream.

LARGER CART SIZES

Transactions in the B2B space are typically larger, significantly boosting average order values (AOV).

LOYALTY

Offering trade credit or embedded financing enhances customer loyalty. 72% of buyers say thay are more loyal to businesses that provide their preferred payment options.

Why B2B Payments Matter

The significance of B2B payments extends beyond transactions. Key factors include:

Business Requirements: B2B transactions often involve complex requirements such as extended payment terms, multiple currencies and compliance with regulatory standards.

Need for Trade Credit: Trade credit, preferred by 85% of B2B buyers, not only facilitates smoother transactions and stronger business relationships, but also provides essential cash flow to support larger purchases.

To deepen their penetration into B2B markets, businesses need to leverage embedded finance solutions that enhance the functionality of card networks. TreviPay's integrated features—such as automated onboarding, consolidated invoicing and flexible term financing—enable businesses to offer customized payment options, reducing costs for both buyers and sellers. By streamlining invoicing and offering tailored credit terms, TreviPay helps businesses meet the diverse needs of B2B buyers, encouraging higher purchase volumes and long-term loyalty.

As the lines between B2B and B2C blur, embracing new technologies like mobile payments, AI and e-invoicing becomes vital. Fintechs and brands are recognizing the vast opportunities in B2B commerce, where standalone credit card payments fall short of addressing the specific requirements of B2B buyers. By enhancing the B2B payment experience to meet these needs, businesses can strengthen relationships, streamline processes and drive growth.

Meeting the Demand for Flexible B2B Payment Options

In B2B commerce, payment processes often lag behind the technological advancements seen in consumer transactions. Businesses today face increasingly complex demands, from extended payment terms and multiple currency transactions to stringent regulatory compliance and detailed invoicing requirements. Traditional payment methods, laden with inefficiencies and manual processes, fail to meet the expectations of modern B2B buyers who seek the convenience and speed of consumer-like payment experiences. The gap between the expectations of B2B buyers and the current capabilities of payment systems has created an urgent need for a solution like Universal Acceptance.

Universal Acceptance simplifies B2B payments by combining advanced payment functionality with a global acceptance network. TreviPay's expertise in B2B payment complexities, paired with Mastercard's extensive credit acceptance capabilities, offers a seamless solution for automating and streamlining payment processes. **This makes it faster and easier for suppliers to extend trade credit, provide flexible net terms and offer SKU-level invoicing through Mastercard's card network.**

By reducing credit approval barriers and upfront costs, Universal Acceptance accelerates suppliers' speed to market and improves operational efficiency. Businesses can leverage this solution to enhance buyer experiences, increase average order values (AOV) and reduce days sales outstanding (DSO). Ultimately, Universal Acceptance bridges the gap between buyer expectations and supplier capabilities, transforming B2B payments to drive buyer loyalty, streamline operations and unlock growth opportunities in the global marketplace.

Benefits of Universal Acceptance

Universal Acceptance brings a multitude of benefits to B2B payments, making it a game-changer for businesses.

Rapid Integration: Suppliers can offer net terms financing to their B2B buyers with little to no integration work, if the supplier is already accepting credit cards. The familiar payment system reduces the time to implement and eliminates the need to integrate into multiple sales channels. With Universal Acceptance, the integration work is removed, greatly reducing upfront costs and time to market.

Guaranteed DSO: TreviPay guarantees a predictable settlement, ensuring suppliers are paid upfront, while TreviPay handles collections and takes on the financial risk.

Grow B2B Sales: Universal Acceptance drives higher average order value (AOV) and spend volume by providing trade credit financing at checkout while removing friction through seamless A/P integration and flexible invoicing—creating an experience that keeps buyers coming back.
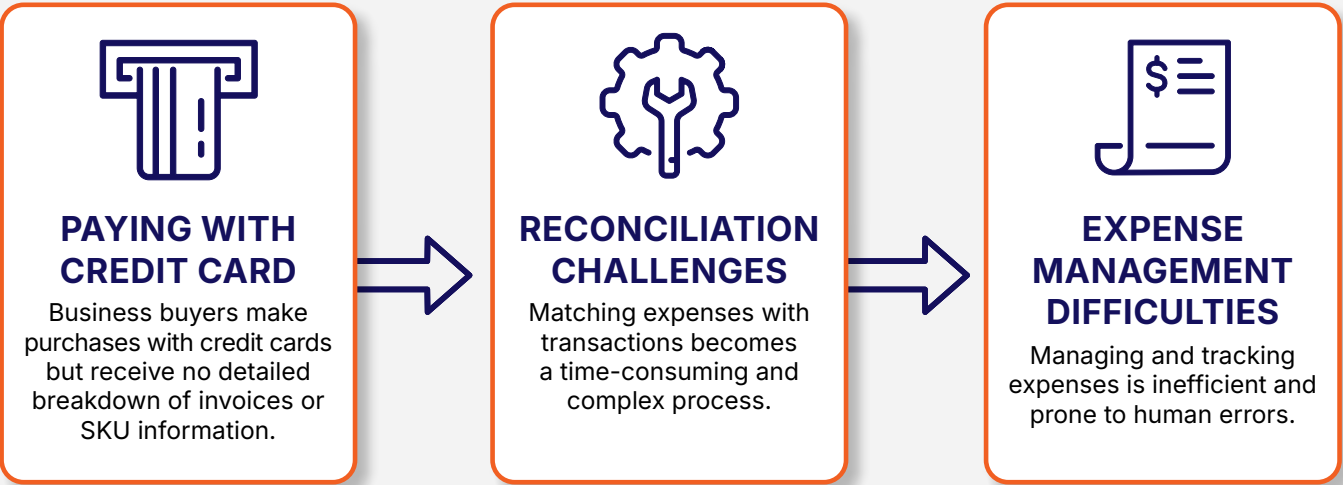
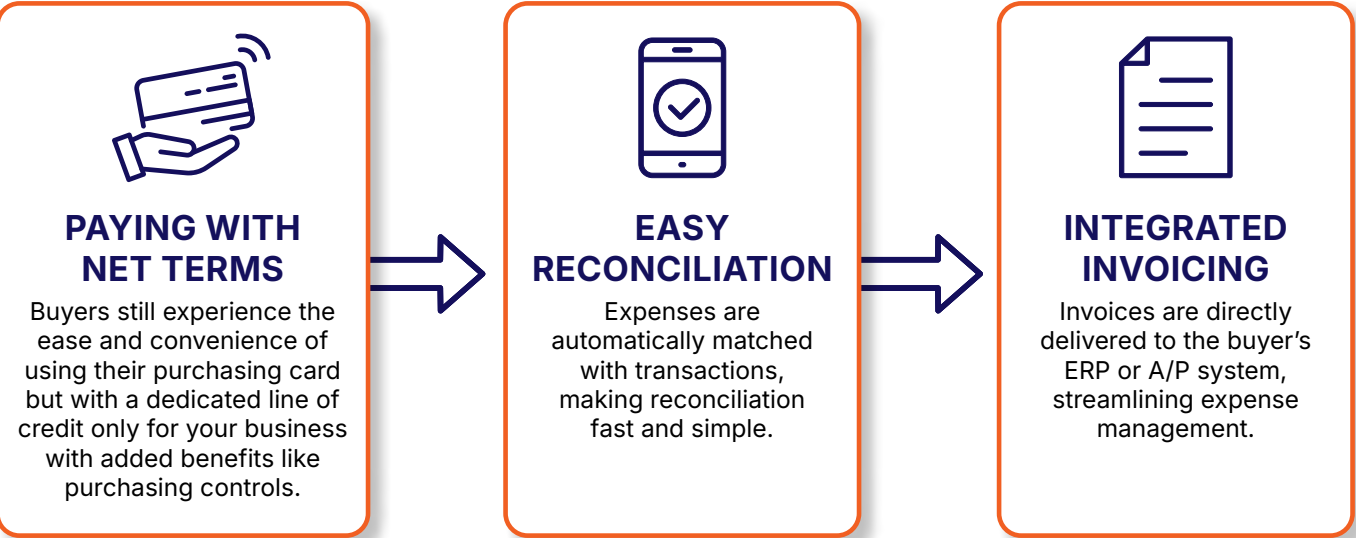## How Universal Acceptance Works

Universal Acceptance works by effortlessly integrating TreviPay's advanced B2B payment technology with Mastercard's global network. When a supplier accepts Mastercard, their buyers can then be onboarded onto the TreviPay program, thereby providing them with a trade credit account and access to integrated SKU-level invoicing. This process involves minimal integration, enabling suppliers to offer net terms financing quickly and efficiently. The solution automates buyer onboarding, financing and accounts receivable processes, ensuring smooth and rapid transactions that reduce credit risk for suppliers and enhance payment efficiency for buyers. This streamlined approach allows suppliers to meet the complex demands of B2B transactions while delivering a consumer-like payment experience for their buyers.

Before Universal Acceptance:

PAYING WITH CREDIT CARD
Business buyers make purchases with credit cards but receive no detailed breakdown of invoices or SKU information.

RECONCILIATION CHALLENGES
Matching expenses with transactions becomes a time-consuming and complex process.

EXPENSE MANAGEMENT DIFFICULTIES
Managing and tracking expenses is inefficient and prone to human errors.

After Universal Acceptance

PAYING WITH NET TERMS
Buyers still experience the ease and convenience of using their purchasing card but with a dedicated line of credit only for your business with added benefits like purchasing controls.

EASY RECONCILIATION
Expenses are automatically matched with transactions, making reconciliation fast and simple.

INTEGRATED INVOICING
Invoices are directly delivered to the buyer's ERP or A/P system, streamlining expense management.

Buyer Value

Buyers are able to apply for a dedicated line of credit with TreviPay and are provided with a net-terms physical or virtual card for purchasing with the supplier.

Invoice Verification: The solution enables the 3-way match with an invoice per transaction, SKU-level detail and PO-to-invoice matching to simplify reconciliation.

Seamless Purchasing: The purchasing convenience of a credit card with the auditability and purchase controls of net terms.

Instant Decisioning: Buyers receive instant decisions for credit requests <$100K, allowing buyers to achieve quick and easy access to the capital they need.

Buyer Hierarchy & Purchasing Controls: Define custom spending limits by department or user, allowing credit lines to be centrally managed and shared.

Invoicing & Reconciliation: Optionally, receive consolidated invoices electronically via EDI, XML or CXML, which can be directly populated into the buyer's ERP system for streamlined and automated processing.

Supplier Value

Suppliers can offer net-terms financing to their B2B buyers with little to no integration work if they already accept credit cards.

Grow B2B Sales & Eliminate Risk: Suppliers can extend net-terms financing to qualified buyers, while taking on no risk themselves. This model means purchasers buy more, more often.

Automate Buyer Onboarding: Buyers can be prequalified and self-onboarded using TreviPay's digital application. Buyers are approved and ready to purchase within minutes.

Customer Loyalty: Providing net-terms financing and a dedicated line of credit makes the purchasing process easier on buyers and increases likelihood of becoming their preferred supplier.

Improve DSO: TreviPay guarantees settlement to the merchant on a predictable schedule.

Automate Collections: TreviPay ensure suppliers are paid upfront while TreviPay manages the entire collections process and assumes collection risk.

Invoice Delivery: The platform will automatically deliver the invoice directly to the buyer, eliminating the costs associated with chasing outstanding or late invoices.

White-Label: TreviPay's technology is white-labeled for the merchant. Buyers receive a unified and seamless financing experience globally.

Use Case for Retailers

Retail companies can overcome significant B2B sales challenges and digital adoption hurdles by implementing TreviPay and Mastercard's Universal Acceptance solution.

Common Challenges:

Complex Needs of B2B Buyers

- Businesses have sophisticated invoice requirements, contract pricing agreements and layers of regulatory compliance that make selling to businesses more complex than selling directly to consumers.

- Extending terms to large business customers, accurate invoicing and collecting payment are important needs of B2B retailers.

Digital Adoption Challenges

- Meeting buyer demand for seamless omnichannel experiences requires retailers to adopt advanced digital solutions while maintaining consistency across physical and online stores.

- Implementing new purchasing technologies often requires significant investment in infrastructure, software and staff training, which can strain financial resources.

- Aging point-of-sale systems require lengthy overhauls and legacy systems cause integration issues that also contribute to a slower response to the growth of digital channels.

Solution:

Digital Onboarding & Omnichannel Support

- Corporate buyers are onboarded via digital applications with instant decisioning.

Focus on Sales

- Sales team members use net-terms financing to drive additional sales; large credit lines help increase average order value for corporate buyers.

- Corporate buyers receive consolidated SKU-level invoicing with ERP integration for seamless processing.

Off-Balance Sheet, Dedicated Credit Line

- Increased Loyalty: Credit lines can only be used within the merchant program.

- Outsourced Risk: With TreviPay taking the risk, merchants are able to meet buyer demand for capital.

Press the Easy Button

- Universal Acceptance delivers seamless trade credit integration without the need for a major system overhaul.

By leveraging digital onboarding, omnichannel support and dedicated credit lines, retailers are able to revitalize their B2B sales, enhance operational efficiency and secure buyer loyalty in a competitive and risk-averse market environment.
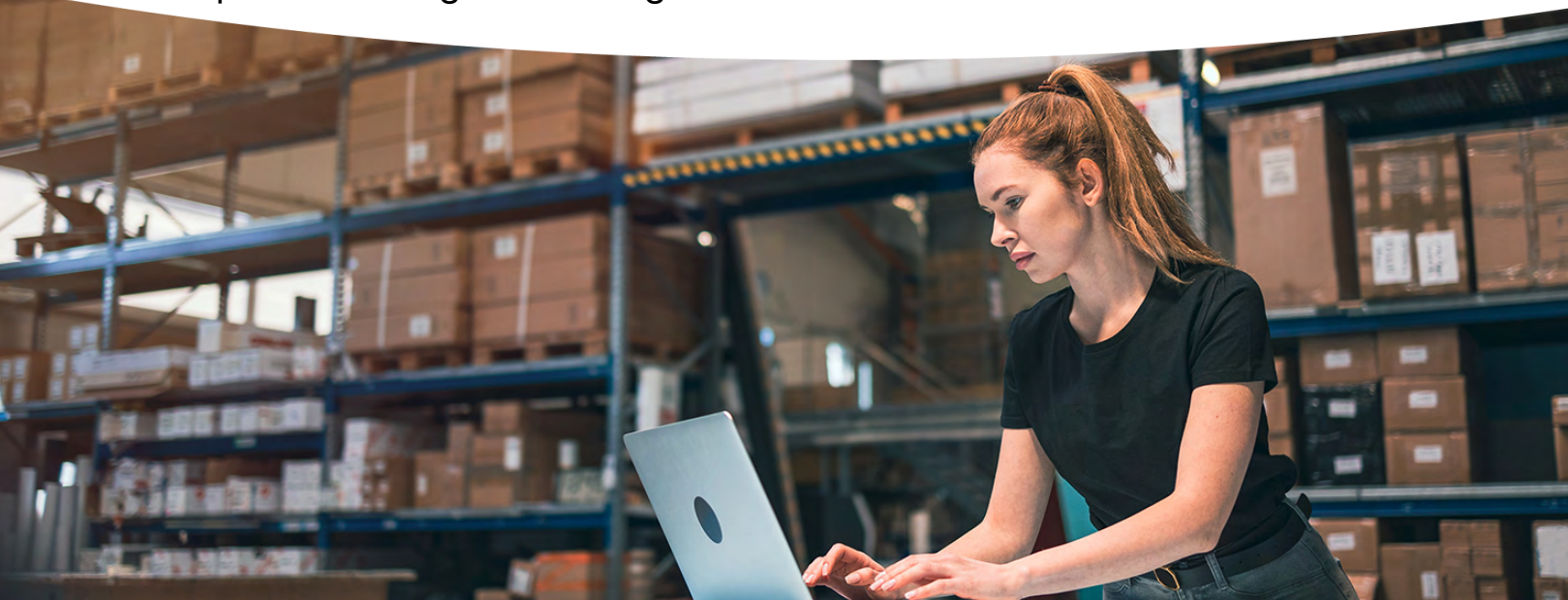
Use Case for Hospitality

The hotel industry has struggled with digital adoption challenges, labor shortages and outdated invoicing processes that can lead to late payments from corporate clients. Corporations can overcome these challenges by implementing TreviPay's Universal Acceptance solution.

Common Challenges:

Digital Adoption Challenges for Hotels

- Travelers expect personalized, seamless and contactless experiences. This requires continuous investment in digital touchpoints, from booking to checkout.

- Siloed booking and property management systems across locations can make integration difficult.

Manual Error-Prone Processes

- Hotels manually invoice buyers.

- A/R teams at corporate clients receive many bills from hotels leading to time-consuming cash application processes.

- Late payments from corporate clients to hotels.

Corporate Travelers' Reliance on Credit Cards

- Corporate travelers need company credit cards or personal credit cards for reservations and payments which involve the processes of issuing cards to employees or personal cash advancements.

Solution:

Central Billing

- Corporate clients receive consolidated invoices, simplifying billing and enhancing overall efficiency in the payment process.

- Corporate travel is accessible to business travelers who do not have company travel or expense cards.

- With Universal Acceptance, buyers can use the net-terms card across any existing sales channel, providing a seamless, unified buying experience without the need for additional integration.

Trade Credit

- Increased revenue available per room (RevPAR).

- Pay an invoice, not a statement.

- Terms to be set by corporate or individual hotels.

- B2B collection process managed by TreviPay.

- Automated/self-serve cash application.

- B2B-centric dispute process.

Off-Balance Sheet, Dedicated Credit Line

- Credit lines can only be used within the merchant program.

- Customized invitation to corporate buyers to join the program.

Implementing central billing and offering trade credit can streamline invoicing, improve cash applications and increase RevPAR, while enhancing buyer loyalty with dedicated credit lines and a seamless B2B payment experience.

Use Case for Freight and Logistics

Freight and logistics companies can overcome significant B2B sales challenges and digital adoption hurdles by implementing TreviPay and Mastercard's Universal Acceptance solution.

Common Challenges:

Complex Billing and Invoicing

- Freight forwarders act as the intermediary between shippers and carriers in a multi-party transaction model. These parties often use different invoicing formats which can cause errors and inefficiencies.

- Manual invoicing and reconciliation processes lead to payment delays, disputes, errors and high administrative costs.

Payment Delays and Cash Flow Issues

- Delayed payments by shippers can also leave freight forwarders with long payment cycles, creating strain on their cash flow.

High Risk of Non-Payment

- There is significant risk of freight forwarders not being paid by shippers, leaving them financially responsible for payment to carriers.

- Freight and logistics often involve cross-border transactions that come with additional currency risks and regulatory issues.

Solution:

Net-Terms Financing

- Shippers receive payment terms and a dedicated line of credit with freight forwarders to place orders without worrying about capital constraints.

- TreviPay guarantees settlement on a predictable schedule, ensuring freight forwarders are paid upfront, solving any cash flow issues.

Outsourced Risk and Collections

- TreviPay manages invoice creation, verification and delivery, eliminating manual errors and high administrative costs associated with chasing outstanding or late invoices.

Global Requirements and Billing Complexities

- TreviPay handles the complexities of dealing across multiple currencies and regulatory environments through our global footprint and international pay-in and pay-out capabilities.

- TreviPay solves complex billing scenarios including managing contract price verification, 3-way invoice verification and consolidated invoicing.

By leveraging Universal Acceptance, freight and logistics companies can modernize their financial processes, improve operational efficiency and foster stronger customer relationships in an increasingly competitive market.

The Importance of B2B Payments in Driving Business Success

B2B payments are crucial for driving business operations, efficiency and growth. Unlike B2C transactions, B2B payments involve complex requirements such as transactional data requirements, multiple currencies and regulatory compliance. Trade credit, the preferred payment method for 85% of B2B buyers, allows businesses to manage cash flow more effectively and make larger purchases without immediate cash outlay, fueling their growth and stability.

The payment process in B2B transactions significantly impacts buyer loyalty and satisfaction. Research shows that 72% of B2B buyers are more loyal to businesses offering their preferred payment methods. Efficient payment solutions that provide flexible net terms, customizable invoicing options and ERP integration are essential. Mastercard and TreviPay's Universal Acceptance solution, for instance, automates buyer onboarding, financing and accounts receivable processes, reducing strain on A/R and procurement departments and enhancing operational efficiency.

Ultimately, B2B payments are vital for maintaining financial health and competitive advantage. Efficient payment processes minimize manual reconciliation and credit risk management, allowing businesses to focus on capturing sales and building long-term buyer relationships. By adopting advanced B2B payment solutions, companies can improve cash flow, meet evolving buyer expectations and unlock new growth opportunities.

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How to Get Started with Universal Acceptance

Suppliers who accept Mastercard will be able to extend net terms, or trade credit financing, and SKU-level invoicing to business buyers through TreviPay's Universal Acceptance solution using Mastercard's commercial card network. Speed to market, seamless implementation and growth of B2B spend are just a few benefits of this powerful partnership. By integrating Universal Acceptance with other acquisition channels, businesses can better cater to the B2B buyer segment, ensuring maximum impact and sustained growth.

TreviPay's Universal Acceptance program is more than a payment solution— it's a catalyst for unlocking global growth opportunities. By streamlining B2B payments and facilitating seamless transactions, Universal Acceptance empowers businesses to expand their buyer base, increase AOV and drive revenue. As companies navigate the complexities of B2B buyer acquisition, Mastercard and TreviPay stand as trusted partners, enabling businesses to thrive in a rapidly evolving marketplace.

Request a demo and discover how TreviPay's Universal Acceptance can transform your business.

"Universal Acceptance simplifies the payment process, making it faster and more convenient for businesses to offer trade credit, ultimately driving growth and fostering stronger buyer relationships."

Brandon Spear
CEO at TreviPay

"Universal Acceptance is a game-changer for B2B payments. By pairing TreviPay's expertise in complex commercial transactions with Mastercard's global acceptance network, we're delivering a seamless, scalable solution that empowers businesses to meet modern buyer expectations. This collaboration helps suppliers extend credit more efficiently, streamline invoicing, and improve operational agility while driving loyalty accelerating growth in the global marketplace."

Rebecca Meeker
Senior Vice President,
Corporate Solutions, B2B Platforms
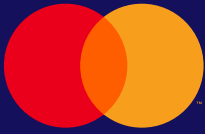
About Mastercard

Mastercard continues to support expansion and innovation in commercial payments, recognizing the immense potential for growth and innovation within this space. As businesses increasingly seek efficient, secure and scalable payment solutions, Mastercard is leveraging its global network and expertise to address these needs. The company's commitment to transforming B2B payments is evident in its collaborations and technology investments aimed at simplifying complex transactions, enhancing security and providing seamless payment experiences. This focus is not only about meeting current demands but also about anticipating the future needs of businesses.

About TreviPay

TreviPay, with its 40-plus year legacy as a fintech innovator in B2B payments and trade credit, continues to lead the market by offering unmatched payment solutions. Specializing in digital and card payments, TreviPay provides comprehensive accounts receivable automation that drives efficiency for suppliers.
This results in higher average order values (AOV) and predictable, guaranteed days sales outstanding (DSO). TreviPay's advanced B2B payments and invoicing technology streamlines transactions, reduces manual processes and enhances overall operational efficiency, empowering businesses to focus on growth and buyer satisfaction.