

CASE STUDY

GREENESTEP UPGRADES B2B PAYMENTS FOR ERP, CRM & ECOMMERCE

DEVELOPING INTEGRATED BACK-OFFICE
& COMMERCE SOLUTIONS FOR B2B

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Introduction

GreeneStep Technologies has developed ERP and CRM software solutions for its clients for the past six years. With three office in US, Singapore and India, GreeneStep has been successfully offering two different services. It is a value-added services provider on various ERP and SAAS products. GreeneStep also develops a cloud-based business management software system designed to meet every business requirement, from CRM to Business Analytics.

As part of its developmental program GreeneStep supports different modules that its customers can use to process payments. A back-office payment system allows users to process card information on payments made using traditional means. GreeneStep also supports an eCommerce module and has encouraged its customers to move in this direction as a way to increase transaction processing efficiency.

GreeneStep Customers Ask for Level 3 Processing

While GreeneStep's customers have been satisfied with the responsiveness of their payment processing modules, they were lacking in one crucial area: the ability to submit Level 3 data and qualify for the lowest possible interchange rate. This became a growing concern at GreeneStep as customers began to voice their desire to submit this information and save on processing fees.

“What we discovered is that most of our customers needed Level 3 processing,” Sunil Kumar, GreeneStep founding CEO, said in a recent interview.

Instead, GreeneStep's products were integrated with multiple consumer oriented payment gateways, none of which offered Level 3 processing. They also lacked robust tokenization and encryption functionality, which resulted in higher risk

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and PCI compliance costs. With their B2B client focus and dedication to delivering features that increased the value of GreeneStep's offering, Sunil knew that a change was in order.

GreeneStep Selects VantageB2B for Integrated Level 3 Processing

Facing a project to upgrade its payment modules, Sunil enlisted VantageB2B for help. Providing a full suite of business payment services, VantageB2B has the tools and expertise developers need to integrate payment acceptance into a wide range of ERP, CRM and eCommerce services. With a modern, well documented and feature-rich API including security measures like free client-side encryption and tokenization, Sunil made an easy decision.

By partnering with VantageB2B, GreeneStep accomplished two important objectives:

- First, it was able to integrate Level 3 commercial card processing functionality to both its back-office payment module and its B2B eCommerce solution; meaning new customers received an out-of-the-box solution that was fully integrated and ready for use. GreeneStep was also able to successfully convert a number of current customers to its new B2B payment module who had initially expressed concerns over a lack of Level 3 processing.
- Second, GreeneStep was also to help them attain PCI compliance by reducing their scope and risk of breach. Both of these objectives resulted in increased user satisfaction and enhanced the ROI of GreeneStep's solutions.

GreeneStep now provides integrate Level 3 processing functionality into both the ERP platform and eCommerce system.

When new customers come on board with GreeneStep's B2B payment module they each receive a personal consultation.

The VantageB2B difference

Offering a seamlessly integrated merchant services payment module has improved customer satisfaction and allows GreeneStep to market its products with the confidence that comes from knowing its customers will see a strong return on investment. To showcase this ROI, when new customers come on board with GreeneStep's B2B payment module they each receive a personal consultation and detailed savings analysis comparing their current line item pricing with Level 3 qualifications.

Through its partnership with VantageB2B, GreeneStep's customers not only obtain the system functionality they need to process Level 3 data, but also learn best practices in regards to payment processing and data security. One of the benefits of working with VantageB2B is their consultative partnership approach said Sunil. "Managing interchange qualification to lower costs is often a new concept to merchants. Spending time to understand the impact payment policies can have, discussing card payment acceptance best practices and providing tools for ongoing interchange data analytics, are all important components that add value to the overall customer relationship experience."

About Us



ABOUT VANTAGEB2B

VantageB2B provides a suite of payment solutions including B2B Level 3 purchasing card and GSA payment processing; API integrations to ecommerce and ERP platforms; and tokenization data security solutions. Trusted since 1996, Vantage provides payment services to clients in all 50 states. Vantage is home to world-class payment solutions and features the best value package of price, terms, service, solutions and incentives available in the payments industry. Vantage supports B2B and B2G clients with guidance on payment acceptance policies, strategies and best practices to lower cost, increase productivity and enhance security.



ABOUT GREENESTEP

For more on GreeneStep ERP Solutions, please visit www.greenestep.com, or email info@greenestep.com.