

Case Study

How a wholesale distributor graduated its customers to digital payments

Bay Fastening Systems, a wholesale distributor of fastening solutions, found itself at the crossroads of tradition and the digital age. As the Chief Operations Officer at Bay Supply, Michael Eichinger shared the journey the company undertook to embrace a modern, streamlined approach to payments.

Industry	Features	Business type	Website
Fastening	Net terms, Payment processing	Marketplace	baysupply.com

"As a wholesale distributor of fastening solutions, Bay Fastening found itself navigating a rapidly evolving digital landscape," explained Eichinger. Recognizing the need to adapt, the company established its online marketplace, Bay Supply, in a bid to meet the shifting demands of the industry. However, this move came with a challenge – finding a partner capable of navigating the intricacy of B2B transactions.

The goal was not only to manage e-commerce for B2B and provide digital solutions but also to operate within a traditional framework by establishing and managing credit terms. This involved handling the complexity of the marketplace, including vendor payouts and third-party seller payouts.

Eichinger found that the existing solutions he came across were tailored more towards retail or B2C, lacking the nuanced understanding of the B2B landscape.

The challenge



We needed to find a partner that could provide digital payment solutions

Michael Eichinger / Chief Operations Officer

The decision to partner with Balance was not arbitrary. The objective was clear: relinquish the burden of financial management and focus on core business aspects. Plus, Eichinger needed a way to manage credit terms for third-party sellers as they expanded their marketplace.

Eichinger also emphasized the need for visibility: "As a wholesale distributor, when you're looking for a B2B payment solution, you want to look for a partner that's going to provide a company, your client, your customer oversight to all of the purchasing activity of their staff." So the challenge was not only in finding a partner that would streamline financial processes but also offering a window into the digital payment activities of clients' staff.

Choosing Balance: A decision grounded in understanding B2B

Balance, with its unique understanding of the gradual shift to digital, presented itself as an ideal partner. Eichinger underscores the significance of finding a partner that recognized the evolving needs of Bay Supply's customer base.



Balance was the only company that understood the challenges of taking a traditional method of doing business and graduating them towards digital payment solutions.

Michael Eichinger / Chief Operations Officer

"Balance goes beyond being a mere payment gateway," emphasizes Eichinger. The partnership allowed Bay Supply to focus on products and customer relationships, as Balance tailored solutions to the unique needs of the evolving digital landscape. Unlike competitors with rigid structures, Balance collaborated closely, customizing solutions to suit Bay Supply's requirements.

The results

The solution for Bay Supply, covering payouts, financing, and processing, consolidated into a one system, has delivered impressive results. Eichinger notes, "Balance has provided tremendous results in that we have a seamless process now that is just working smoothly between managing credit terms for customers, ACH payments, and even wire. Simultaneously, they're processing all our credit card payments."

This ability to take all payment operations online has enabled Bay Supply to effectively monetize and create a new revenue stream on the platform.

Eichinger continues, "The promise of balance is as we continue to build our marketplace with third party sellers and expand, we know that the return on investment is far greater than if we had gone with any other merchant provider."

Since launching with Balance, BaySupply has grown its revenue by 27% and increased average order sizes by 13%.

A true partnership

Beyond the business success achieved, Eichinger emphasized the importance of customer-focused approach. "They're providing dashboard tools to our customers to manage and monitor the multiple contracts related to credit terms." This multifaceted transparency underscores the efficiency and collaborative nature of the financial ecosystem established with Balance.

"In essence, it's transparent on both sides of the equation, and that's how Balance has helped us to really create an efficient system," stated Eichinger.

Bay Supply has now migrated its entire online customer base to Balance's platform. Eichinger emphasized, "Balance allowed Bay Supply to focus on products and customer relationships."

The burden of managing credit terms, traditionally a time-consuming process, was effectively transferred to Balance, freeing up Bay Supply's resources for more value-added activities.

"In my opinion, the biggest benefit of working with Balance is the fact that you truly do have a partner," noted Eichinger. Unlike competitors imposing rigid structures, Balance actively collaborated, customizing solutions based on client needs. Eichinger explained, "What Balance did is they said, 'tell us how you do business and we'll figure it out.' Now, to me, that's a true partnership. That's why we went with Balance, and that's why I think it's really a no-brainer for companies to consider working with Balance because they are flexible and they do build their solution around your needs and not the other way around."

Eichinger expressed unwavering confidence in the decision to work with Balance. "I don't think we could have met our challenges as efficiently as we have with Balance." As the B2B landscape undergoes a digital transformation, the collaboration between Bay Supply and Balance serves as a testament to the success achievable with the right technology.