

95% AutoPay Participation Drives A/R Efficiency for Hardec's Wholesale Distributors



The Challenge

Founded in 1956 and headquartered in Elizabethtown, Kentucky, Hardec's Wholesale Distributors is a family-owned business with nearly 70 years of industry experience. Specializing in the distribution of concessions, convenience, grocery, and general merchandise, Hardec's serves a diverse customer base across a wide regional footprint.

Hardec's has built a reputation as being "Easy to Do Business With," and backs that promise with a team of knowledgeable, long-tenured employees who are committed to exceeding customer expectations.

As business grew each year, Hardec's began to experience the strain that often accompanies manual, paper-based payment processing. Their accounts receivable (A/R) team was spending significant time handling incoming checks and ACH transactions—tasks that required multiple touchpoints, frequent trips to the bank, and labor-intensive reconciliation efforts. With many customers placing orders regularly, the company recognized an opportunity to streamline these transactions with automation.

The Solution

To address these manual challenges, Hardec's partnered with FTNI and adopted ETran, a fully integrated receivables solution that combined Remote Deposit Capture (RDC) and AutoPay functionality. This powerful combination enabled Hardec's to streamline check and ACH payment acceptance, and automate the cash application process from end-to-end.

SUCCESS STORY SNAPSHOT

Industry: Wholesale
Distribution

Location: Kentucky

Solutions: Remote Deposit
Capture (RDC) & AutoPay

Payment Methods:
Check & ACH

Hardec's
Wholesale Distributors

A key advantage in Hardec's implementation was FTNI's standard integration with Hardec's existing CDR accounting and distribution software. Through this integration, invoices are automatically transmitted from CDR into the ETran platform, delivering real-time invoice visibility and accurate payment matching. The integration eliminated duplicate data entry and streamlined the entire receivables workflow from invoice to cash application.

"As recent as 2020, only about 10% of our customers were paying via EFT/ACH. The rest relied on checks and cash, creating delays, errors, and headaches for our drivers and accounting team," said Ross Haynes, VP & General Manager, Hardec's. "Our controller told me we simply didn't have the staff to handle more ACH payments—and then, we discovered FTNI. Their solution integrated seamlessly with our back-office system and transformed our payment processes. Today, over 95% of our customers pay electronically, and we've achieved that with less cost than adding even one new accounting staff member. It's been a game-changer for our efficiency and accuracy."

For those payments that are still made by check, ETran's desktop RDC solution allows Hardec's to scan and deposit checks directly from their back office—eliminating the need for physical bank runs and reducing the delays in deposit time. As with ACH payments, customer and invoice information is associated with the check payments and is automatically transmitted back to Hardec's CDR system for cash application and reconciliation.

FTNI's ETran Platform is trusted by 100+ distributors across the U.S. and Canada and provides a single, cloud-based interface for managing all incoming payments—regardless of payment method or channel. This centralized approach gives the Hardec's A/R team better visibility and control over their receivables.

The Impact

Since implementing FTNI's RDC and AutoPay solutions, Hardec's has achieved dramatic improvements in operational efficiencies within their A/R organization.

With 95% of customers enrolled in AutoPay, the company has virtually eliminated late payments and significantly reduced follow-up collection efforts. The streamlined process has allowed staff to redirect their focus from manual tasks to more strategic areas of the business, such as customer relationship management and business development.

What's more, Hardec's has strengthened their cash flow by accelerating the time between invoice delivery and deposit, while also ensuring that recurring payments are processed on time and cash application doesn't require manual intervention.

Looking Ahead

With industry-leading A/R automation technology in place, Hardec's is well-positioned to continue delivering on their promise of hassle-free service and trusted partnership. As they continue to grow and adapt to evolving customer needs, Hardec's can count on scalable, flexible, A/R solutions that support efficiency, automation, and long-term success.

REALIZED BENEFITS

95% of payments
automated with AutoPay

Cost savings—Lower cost
than adding a single new
accounting staff member

Accelerated cash flow

Automated Cash
Application into CDR

Manual collection efforts
nearly eliminated

About FTNI, an Ascendant Company



FTNI, an Ascendant Company, accelerates the way businesses accept, process, post and manage payments. Processing millions of transactions monthly, FTNI's accounts receivable automation platform, ETran, accepts any payment method, via any payment channel—all on a single, secure, cloud-based platform. ETran seamlessly integrates current business processes, bank and merchant processor relationships, and back-office systems to modernize and automate payment processing and cash application operations. Founded in 2007, FTNI serves more than 20,000 corporate users from over 1,000 customers spanning numerous industries including Banking and Financial Services, Distribution, Insurance, Nonprofit, Property Management, Realty, Utilities, and more. For more information, visit ftni.com.