

## Advanced RDC, Online & Mobile Payment Solutions Accelerate Payment Processing & Decrease Check Float for Kramer Beverage



### The Challenge

In 1924, Kramer Beverage began in South Jersey as a soft drink bottler and distributor. Now, 95 years later, Kramer Beverage is South Jersey's largest beer wholesaler and is still owned and operated by the Kramer family—through four generations.

Kramer Beverage is based out of Hammonton, Atlantic County, and serves eight counties across South Jersey. Kramer needed a solution that would allow them to efficiently service and support their customers across all locations while also allowing them to decrease their check float across their accounts receivable (A/R) operations. With beer distribution requiring certain payment terms across New Jersey, Kramer Beverage needed payment acceptance solutions that would provide their delivery drivers, sales and A/R teams with the ability to securely accept and process incoming payments spanning multiple payment methods and channels.

"New Jersey is a special type of terms state," said Michael Holden, IT Manager, Kramer Beverage. "When you get put on COD with one supplier, you are on COD with all suppliers. Before FTNI, if we had a large retailer on COD, they would demand someone come get their payment so another supplier could drop a delivery."

In search of new solutions that would allow them to handle their special payment terms across customers, Kramer Beverage needed an A/R platform that could efficiently accelerate their payment operations and receivable processing—all from a single solution.

### SUCCESS STORY SNAPSHOT

Industry:  
Beverage Distribution

Location: South Jersey, NJ

Solutions: ETran Advanced  
RDC, Online & Mobile  
Payments

Payment Methods: Check,  
ACH



# The Solution

Kramer Beverage needed a solution that would allow them to more efficiently accept, process and post incoming payments, as well as the ability to decrease check float across their organization.

With FTNI's ETran Integrated Receivables platform, Kramer Beverage was able to implement tightly integrated solutions to significantly accelerate their check and electronic payment processing.

"Because of FTNI, salespeople and field team members are no longer chasing checks," said Holden. "They are able to use the mobile application to deposit the check on the spot and clear the invoice without having to involve any of our A/R personnel. Whereas before, team members were having to chase checks, notify A/R personnel of any deposits made, and spend much more time on individual payments and deliveries."

The launch of FTNI's Advanced Remote Deposit Capture (RDC) and Mobile RDC (mRDC) solutions have helped Kramer Beverage to consolidate their check scanning and processing systems, which has delivered automated cash application across their organization. The Advanced RDC solutions have helped Kramer to significantly accelerate the process of scanning checks, electronically depositing the payment, and ultimately, applying the payment to Kramer's back-office system for posting.

With FTNI's fully-hosted online payment solution, Kramer can now easily and securely accept payments online. This allows their customers to make a payment even before a delivery is dropped. Once the payment has been made, Kramer's delivery drivers are able to drop the delivery without having to pull an employee to pick up the payment which keeps their sales staff and managers selling, instead of chasing checks.

FTNI's ETran platform helps Kramer Beverage to achieve true straight through processing of incoming receivables. The ETran platform is agnostic by design, seamlessly integrating with Kramer's current banking relationships, eoStar route accounting system and check scanning hardware to streamline their A/R operations.

# The Results

"Due to our usage of FTNI's platform, we have increased payment options for customers, decreased check float, kept our sellers selling instead of chasing checks, and achieved positive ROI in less than one year. All wins in my book," said Holden.

Once tasked with manually picking up payments and notifying internal A/R team members in order to process the payments, Kramer Beverage has significantly reduced their check float and time spent on internal payment processing operations.

"FTNI's solutions allow us to deposit checks on the same day we receive them, which cuts our bank float by one day at minimum," said Holden. "We have 100 drivers on the road accepting payments daily. That adds up to a lot of checks that are now deposited one day earlier. FTNI's mobile solution has proven far superior to any banking application and has significantly improved our user experience."

## REALIZED BENEFITS

COD processes streamlined due to online and called-in payments

Streamlined processes and headcount reduction producing significant savings and ROI

Decreased check float with mobile deposits (keeping sellers selling)

## 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](http://ftni.com).