



## Accounts Receivable Automation Platform Boosts Efficiency and Automates Payment Processing for Martin Bros. Distributing Co., Inc.



### The Challenge

Martin Bros. Distributing Co., Inc. is a leading independent, full-line food service wholesale supplier serving restaurants, schools, senior living communities, and more throughout the Midwest. Operated and managed by third-generation Martins, the company prides itself on “Foodservice with a Difference.” With over 85 years in business, Martin Bros. is dedicated to providing customers with local decision-making, experienced employees, cutting-edge technology, and innovative solutions.

To continue providing customers with innovative solutions to help the customer experience, Martin Bros. was looking for a solution to reduce the inefficiencies in its accounts receivable (A/R) operations. The existing processes were largely manual, leading to time-consuming data entry and limited reporting capabilities.

Additionally, certain days of the month were particularly challenging due to an influx of mailed-in checks, making it difficult to stay current with payment acceptance and processing. What’s more, Martin Bros. ACH processing relied on an in-house system that required constant IT support to maintain.

These inefficiencies highlighted the need for a streamlined, integrated receivables solution to not only modernize back-office payment processing operations, but also deliver Martin Bros. customers with convenient and secure payment options.

### SUCCESS STORY SNAPSHOT

Industry:  
Food Service Distribution

Location: Cedar Falls, IA

Solutions: ETran Online  
Payments, Mobile Payments  
& AutoPay

Payment Methods: Check &  
ACH



# The Approach

Martin Bros. discovered FTNI's A/R automation platform, ETran, through industry peers that utilized multiple solutions on the modular platform. After learning of FTNI's solutions and capabilities, they selected and implemented the platform to address their A/R challenges.

The ETran A/R automation platform allows Martin Bros. to streamline check processing operations, deliver customers with convenient, contactless online and automatic debit (AutoPay) payment options, and significantly reduces the previous workload on the IT team.

"Autopay is a huge advantage for us—it's no longer a manual process," said David Rue, Director of Finance, Martin Bros. Distributing. "It's truly a 'set it and forget it' solution. The quickness and ease of everything has removed barriers, allowing customers to pay how and when they want."

# The Impact

The ETran platform helped Martin Bros. streamline payment processing operations. Internal A/R staff has saved an estimated 5-10 hours per week on check and electronic payment processing.

Additionally, the field collection of checks has allowed Martin Bros. to reduce the manual processing of paper checks coming into the back-office. By collecting checks in the field with the ETran mobile application and selecting which invoices apply to the payment, the sales team has significantly streamlined check processing operations.

"Overall, our A/R processing has just gotten faster," said Rue. "Our sales representatives appreciate the ease of use of the solutions, as well as not having to deposit checks at the bank. And, our customers appreciate the convenience of utilizing the online payment portal. It's both a win for us, and our customers."

Martin Bros. adoption of an A/R automation platform has helped to transform operations, allowing them to focus on delivering exceptional service to customers, while also enjoying increased efficiency and time savings within back-office payment processing and cash application operations.

# Learn More

FTNI serves a fast-growing number of 100+ leading distribution providers across the U.S. and Canada, helping them to streamline and automate the complete A/R lifecycle from payment acceptance, to back-office cash application. To learn more, please visit <https://www.ftni.com/industries/distribution-and-fulfillment>.

## REALIZED BENEFITS

Increased efficiency, saving 5-10 hours on average per week on payment processing

Reduction in workload on IT team to maintain previous ACH system

Enhanced customer payment experience with flexible online & AutoPay solutions

## 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](https://www.ftni.com).