

bridgevine



A homegrown commerce company makes its AP workflow easy, powerful, and smart.



About Bridgevine

Bridgevine is a homegrown commerce platform specifically designed to support subscription services sales online or in a sales center. In 2014 Bridgevine merged with Acceller to create the leading customer acquisition and retention platform. The combined company aids enterprises in acquiring and retaining consumers in recurring revenue businesses for the nation's largest brands in home entertainment, communications, energy, and home security.

Bridgevine's SaaS solutions provide unique technology, marketing, and distribution capabilities that enable enterprises to optimize customer acquisition across all relevant channels including online, mobile, social media, and physical environments such as call centers or kiosks. The proprietary omni-channel e-commerce platform also enables partners to upsell and cross-sell the right products to their customer bases, increasing retention, decreasing costs, and enhancing the customer experience.



Bridgevine's AP Challenges and the Yooz Solution Fit

Bridgevine's manual AP workflow proved more and more challenging as the company grew, but after the merger with Acceller, the volume of invoice processing became very difficult to manage. It was daunting trying to track documents at every point in the routing, approval, and payment process.

"We often scrambled to make payments on time, not really knowing where to find invoices," lamented Shawn Delaney, senior accountant for Bridgevine. He had investigated AP automation in the 90s, and at the time solutions were not only scarce, but the ones he did find were not nearly as robust as they are today, particularly when it comes to optical character recognition (OCR).



"When we showed our CFO how many of our pain points that Yooz solution would solve for, he approved it on the spot. He loves the post-routing feature, feels like he has more control over the invoice payment process, and is impressed with the seamless integration between Intacct and Yooz." Shawn Delaney, controller

Main Pain Points

1. Disconnect between manually entering invoices, approval, and payment
2. Late payment avoiding late payments fees
3. Difficulty tracking invoices and little visibility into AP workflow

Implementation

A Yooz subject matter expert worked with the Bridgevine finance team to implement the system in one to two weeks. And the cloud-based platform made it easy! There was minimal involvement from the internal IT department and no need for external resources, which saved the company money.



What Set Yooz Apart?

According to Delaney, after considering several other providers, Yooz was the one that offered:

1. Competitive pricing, with no added costs for unnecessary features.
2. The fastest document time to scan, read, and import data—thanks to intelligent document recognition and OCR
3. A “smart” ability to learn and correct errors—A.I. at work!

> It's all About the Results <

Bridgevine has experienced several benefits with the Yooz solution. Overall, the AP workflow is now end-to-end, documents are stored securely in the cloud yet easily accessible, and the finance leaders have a solid handle on and clear visibility into the payment process. In other words: **Easy. Powerful. Smart.**

Seamless integration
with Intacct ERP and a connected end-to-end workflow

Full visibility
into the entire workflow. Easy to access and reference

Greater employee **satisfaction** with **more** value-added, strategic contributions

"We've been able to redeploy our AP staff into more strategic, value-added work. They are better organized, have eliminated stress, and feel like they are actually contributing to our company's success."
Shawn Delaney, controller