



CASE STUDY

# Palmer-Donavin

## Distributor drives revenue & efficiency with digital order-to-cash solutions

**83% increase** in revenue generated by site

**Nearly doubled** customer epayments

**89% electronic invoice presentment** achieved

**65% increase** logins YTD

**40% increase** orders YTD



### The Challenge

Palmer-Donavin was founded in 1907 and is a wholesale distributor of residential building materials in the Midwest. They are an employee-owned company with eight different locations and 500+ employees servicing over 14 states.

Palmer-Donavin knew that not only did customers want to place their orders online but they also wanted to view and pay their invoices online. All of these processes would need to easily integrate with their enterprise resource planning (ERP) system to help internal teams as well. They were also dealing with increasing costs when it came to processing credit card payments, so they needed a solution to help efficiently and affordably process customer payments.

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**“We wanted to offer an easy way for customers to pay invoices online and track the payments within our ERP. We also wanted to implement credit card processing fees and surcharging. Billtrust helped us accomplish all three of these things.”**

**Cindy Vollmer**  
**Credit Manager**  
**Palmer-Donavin**

### **The Solution**

Palmer-Donavin turned to Billtrust for their needs. The B2B order-to-cash provider offered them multiple solutions. They could implement mobile friendly eCommerce solutions with a webstore, Cloud LSI, Product Information Management (PIM) capabilities and remote sales management functionality. On the other hand, they also offered digital invoicing and payments solutions that would save them time and money while capturing all of the relevant data within their ERP.

### **The Results**

With both solutions under Billtrust, Palmer-Donavin is making great strides delivering a streamlined order-to-cash experience to customers. Their new eCommerce site is more user friendly, providing accurate information and further value through chat, same-day delivery tracking and the option to toggle pricing. They've seen an 83% increase in site generated revenue, a 65% increase in site logins and a 40% increase in orders. When it comes to accounts receivable (A/R), by offering digital invoicing and payments, Palmer-Donavin has achieved an 83% ePresentment rate, while doubling their ePayments rate from 4% to 8%.



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