



CASE STUDY

# Sunstate Equipment

Equipment and tool  
rental company  
streamlines compliancy  
and increases customer  
adoption with multiple  
order-to-cash solutions

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**24/7 self-service access** available to view  
and pay invoices

**90+% average match rate** achieved for  
lockbox, RDC and electronics

**80% electronic payments** achieved  
in first month

**64-day implementation** achieved



## The Challenge

Sunstate Equipment provides customer-focused rental equipment solutions, building long-lasting business partnerships through integrity, communication and dependability. By implementing innovative internal systems and a total team approach, Sunstate helps customers maximize productivity by minimizing downtime with consistently reliable service and access to top quality equipment and tools. Founded in 1977, Arizona-based Sunstate now serves their partners in construction from coast to coast.

Sunstate started using Billtrust Cash Application in 2015 to help lessen the amount of time spent manually matching payments and remittance information. To provide enhanced cybersecurity for their customers and to further expedite internal processing times, Sunstate desired a new payment remittance solution, and they needed it to be designed and implemented within a 90-day window.



## The Solution

After seeing great results with Billtrust Cash Application, they sought to expand their partnership with Billtrust Invoicing and Billtrust Payments, which would offer their customers a secure and efficient way to view and pay invoices. They also found that Billtrust's Business Payments Network (BPN) could assist them with customer credit card payments. Needing their portal up in 90 days, the timeline was tight, but Sunstate knew they had the right team lead and broader team in place to get everything up and running in time.

## The Results

Sunstate and Billtrust stakeholders collaborated at every stage of the project, not only meeting the deadline but beating it by nearly a month. Their new invoicing and payments solution went live in just 64 days. Since then, they've seen a seamless transition to the new portal, giving enrolled customers 24/7 access to their invoices; and in the first month, over 80% of those customers made electronic payments through the portal. Sunstate continues experiencing great success with Billtrust Cash Application, with an average match of over 90% for RDC, lockbox and electronics.



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