



Europe's B2B Online Wholesale Market Hits the Accelerator

Wholesale transactions are faster and safer on the RESTPOSTEN.de site because of the Traxpay B2B Dynamic Payments solution.

*"Traxpay is ideal for wholesale businesses where low margins and high trading volumes are standard."
– Stefan Grimm, Vice President, Sales, RESTPOSTEN.de*

RESTPOSTEN.de operates one of the leading B2B e-commerce networks in Europe, specializing in the sale of mass quantities of goods at wholesale prices over the Internet. The company recently selected the revolutionary Traxpay platform to bring faster payment, settlement, and reconciliation processes and greater transaction transparency to its 30,000+ members in 90 countries.

Using the Traxpay platform, these trading partners can now easily and instantly settle and reconcile financial transactions directly along with electronic purchase, with more visibility into all related financial flows. That's an unparalleled service for the members of RESTPOSTEN.de, and a unique competitive advantage for RESTPOSTEN.de.

Benefits for buyers and sellers

In a wholesale marketplace such as the one RESTPOSTEN.de operates, fast and frictionless transaction capabilities are critical to both buyers and sellers.

Buyers want the ability to purchase merchandise instantly, at any time of day or night—or weekends and holidays if needed—and receive shipment as fast as possible without the hassle or risk of pre-paying and waiting days for the seller to receive the money. Sellers in turn want secure transactions. They want to know that the buyer is legitimate, that the funds are good, and that they are guaranteed to receive their money before shipping the goods. And they want all of this without excessive transaction costs. Traxpay makes it possible.



RESTPOSTEN.de

Immer einen Deal voraus.

Customer:	RESTPOSTEN.de
Customer Since:	2012
Opportunity:	Offer faster, safer trading with more cost-effective and efficient transaction processing as a unique service to its 30,000 members
Results:	<ul style="list-style-type: none">• Instant, safe transaction execution for thousands of business partners• Lower risk for sellers, faster shipping for buyers• Better visibility and communication about each transaction• More predictable cash flow for optimized management• Frictionless trading 24/7, driving differentiation and higher revenues

The Traxpay platform is the world's first B2B financial transactions solution that provides the real-time payment processing and settlement capabilities buyers and sellers are looking for. "By making payments through Traxpay, buyers benefit by sending funds to sellers in seconds without transaction limitations," said Stefan Grimm, VP Sales for RESTPOSTEN.de. "Sellers benefit through safe transactions that cannot be cancelled by the buyer, the way credit card or other payment methods can. And, due to the low transaction costs of Traxpay, no unnecessary costs are generated by the payment system. This is a really important benefit in the wholesale business, especially when limited stock or closeouts are offered with high discounts."

Simply put, the Traxpay B2B Dynamic Payments platform makes B2B e-commerce financial flows as immediate and easy as sending an email, accelerating the entire business cycle.

Unlike traditional online payment methods, where sellers are forced to pay outrageous transaction fees, wait days to receive their money, and risk having the payment processor put the funds on hold—possibly indefinitely—the Traxpay platform actually executes each transaction and settles in real time, while also providing complete visibility into every step of the payment process.

Buyers and sellers always know exactly which payments have reached their business partners and when, and they can provide all of the required data pertaining to the transaction, including photos, terms and conditions, discount schedules, and detailed notes about the purchase. With Traxpay, RESTPOSTEN.de customers never have to hunt for the data. They have the right data when and where it is needed, directly attached to their transaction.

By streamlining the transaction process, the instant settlement capability enabled by the Traxpay platform also helps eliminate lag and inefficiency in the e-commerce supply chain. Orders can get shipped immediately, with no worries about the timing of payment, and no hidden transaction costs.

Sophisticated financial systems without the expense of IT infrastructure

One of the key benefits of the Traxpay solution, according to Mr. Grimm, is that Traxpay fits in all existing business flows and IT infrastructure. "It provides the benefit of cutting-edge financial systems, without the capital expenditures of IT hardware, software, or integration services," he said. "Adopting Traxpay is simply a matter of setting up an account and logging in to send or receive payments, at any time, from any place, even a mobile phone. It's that simple."

In short, with the Traxpay platform the entire business cycle is accelerated, and any constraints to optimizing the flow of products or cash flow are simply gone. Trading partners that operate within RESTPOSTEN.de can stop focusing on tactical, process-related matters and put their time and energy to higher and better use: growing their business.

See for yourself

Join the growing number of forward-looking enterprises that are using the Traxpay platform to accelerate and streamline B2B financial flows. Learn more about the unique capabilities and advantages of the Traxpay platform, or contact us to arrange a demo at www.traxpay.com.

About Traxpay

Traxpay, and its industry leading B2B Dynamic Payments platform is capable of executing and settling financial transactions and payments with rich data in real-time, anytime, anywhere, and with complete safety and security. Traxpay customers include B2B commerce network operators, digital marketplaces, and corporations who value the security, speed, flexibility, predictability, and savings the platform, and its many features, provide. Traxpay solutions were built to address the needs of modern B2B commerce and accelerate business across the supply chain. The company is privately held and is headquartered in Frankfurt, Germany with operations in Mountain View, California.



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