



CUSTOMER SUCCESS

BREWSTER HOME FASHIONS



Well Refined Design: Brewster Reconstructs Payment Process With CDI Technology and SnapPay

Success Strategy

Redesign effectiveness of customer payments. Replace labor intensive, redundant and manual payment processes.

Leverage SAP integration, customer self service, and great rates to enhance the value of the order-to-cash process while decreasing costs.

Access all the important capabilities at the right level of investment and with minimal implementation time.

CDI Solution

Integrated the order to cash process: payment application, gateway and processing, in real-time with SAP.

Enabled Customer Service Representatives to accept payments securely via phone.

Reduced PCI scope and provided a secure, validated solution with easy self-assessment.

Kicked off a new experience for Brewster customers with a self-service payment portal.

Results

New process decreased number of customer service and accounts receivable touches required for an order by 50%.

\$200K monthly portal transaction volume represents 10% of all transactions.

Only 8 weeks to go-live.

“**Real-time integration brings us to the next level of cost efficiency.**”- **Daoud Ali, IT Lead, Brewster Home Fashions**

Brewster Home Fashions Quickly Revolutionizes the Cost of Collecting Payments Securely

Brewster Home Fashions is a long standing family owned company that has a history of taking proactive steps to grow and protect their business. Using fashion forward design and technology, Brewster is globally recognized as an industry leader in wall coverings, including wall paper, wall decoration, and wall effects.



The existing process for payments with Brewster spanned both customer service and accounts receivable staff and included a queue of orders taken care of, in order, over time. This was not a secure solution and did nothing to help them optimize their order fulfillment.

Brewster's CFO tasked Daoud Ali, IT Lead for Brewster, with implementing a PCI-compliant credit card solution to reduce cost and securely process credit cards. After careful consideration, Brewster selected SnapPay, CDI Technology's SAP integrated payments solution. This would help their customers' experience working with Brewster match the level of quality they had come to expect from Brewster's products.

Ali said, "Real time integration with SAP brings us to the next level of cost efficiency, reducing the overall cost of doing business and completely covering our needs for PCI compliance."

Working with CDI, Brewster implemented SnapPay in eight weeks. "CDI's flexible team delivered the solution on-time despite the aggressive implementation schedule," Ali said.

snap  pay

PCI **PA-DSS**
VALIDATED

Extend the Value of Your ERP with SnapPay from CDI Technology.

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Customer Service Empowered by SnapPay

SnapPay provides access to transactions all the way through the payment and gateway for CSRs to view payment data and resolve disputes or issues. Fund authorization, automated capture and automated accounting updates are visible in real-time in SAP.

With SnapPay, Ali noted that customer service reps “feel more empowered than they did before.” With a secure system for accepting credit cards, they no longer had to tell customers they would have to wait for Accounts Receivable to contact them. This decreased the number of touches Brewster had to make for an individual order and payment by 50%.

As PCI scope and compliance is important to the current and future as a business accepting credit cards, Brewster reps key in card data via a fully integrated SREDKey encrypted keypad. All card data is tokenized and stored off site, completely away from Brewster’s systems and SAP.

SnapPay Customer and Dealer Experience

Brewster is now proud to present their customers with self-service options via a B2B portal where they can pay their own open invoices using either credit cards or ACH. Seamless integration with Brewster’s dealer website allowed dealers to login and take advantage of the benefits of the SnapPay B2B portal.

Overall PCI-Friendly System Security

Ali stressed the importance of security at Brewster and balanced that with the needs of the customer. Due to the strength of PCI-validated SnapPay in security, customers have a PCI-friendly option for storing credit card data for future payments. This secure tokenization process is compliant with PCI regulations with minimum PCI scope.

Continuing to Optimize With SnapPay

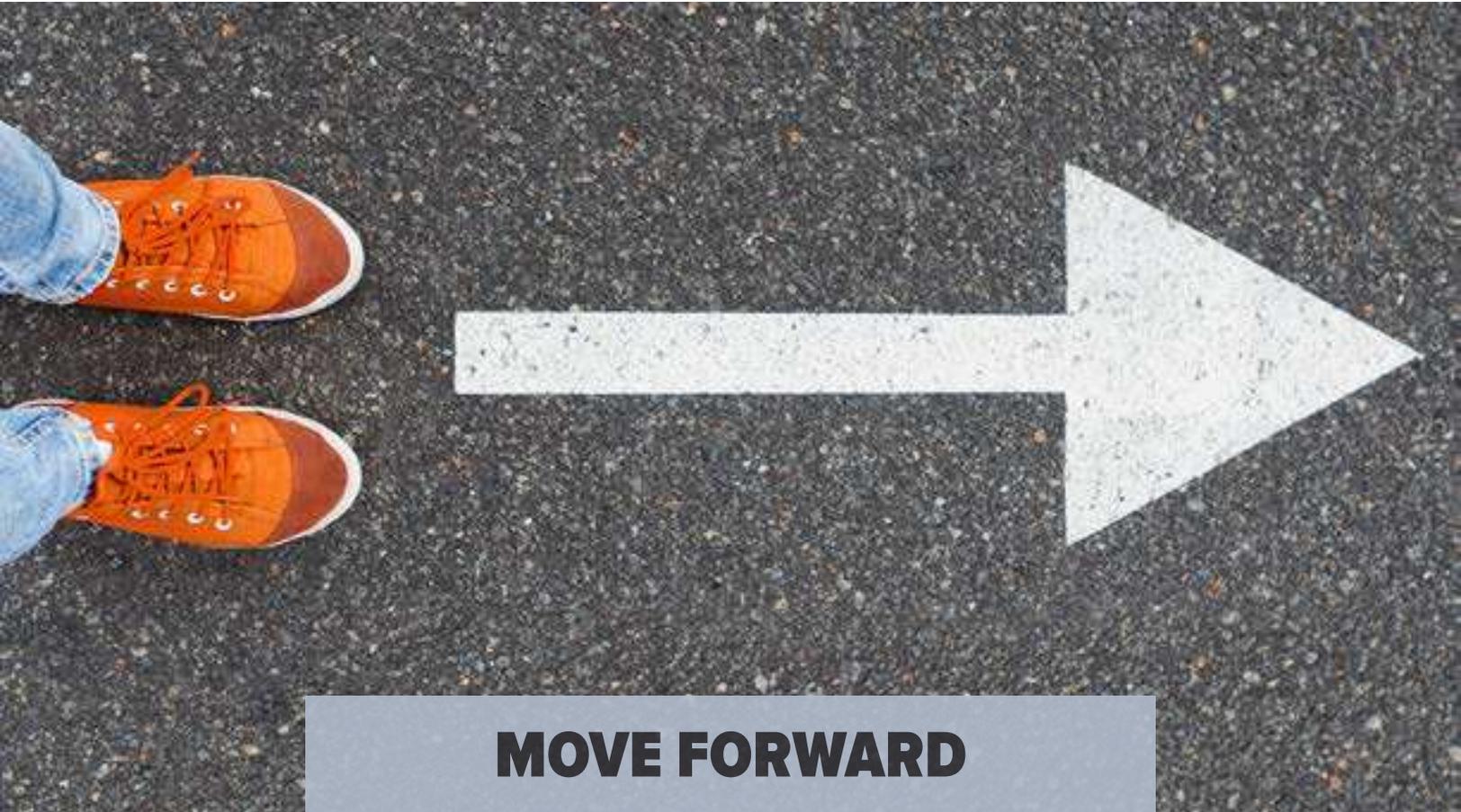
Ali cited customers’ ability to use Brewster’s SnapPay B2B portal to pay via ACH as the next opportunity to optimize payments at Brewster. The team is currently rolling out a plan to encourage and incentivize self-service ACH payments.



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