

eDeposit® Customer Case Study: Pep-Up, Inc.

Who is Pep-Up, Inc.?

Pep-Up Fuel Oil Company is a supplier providing top grade petroleum products including diesel fuel, fuel oil, kerosene, gasoline and propane, as well as HVAC installation and maintenance services to over 15,000 residential and commercial clients. This includes local, state and federal government agencies, marina's, agricultural, and industrial accounts. Pep-Up also provides a full line of lubricants manufactured by Chevron, Amoco and Unocal. Pep-Up's service offering includes a variety of services with their restaurants, 24 hour fleet fueling, many convenience stores, tank and pump sales, budget programs, fuel security programs and automatic delivery. Pep-Up has thirteen locations within the Eastern Shore of Maryland and Delaware region.

Typical in the supply chain industry, their accounts receivable process is manual, with outdated procedures in place. When eDeposit first spoke with Pep-Up's management team, all deliveries and service appointments were manually processed. In many cases their delivery drivers were leaving an invoice on the door or with an employee, or receiving either cash or check upon delivery. COD type deliveries were leading to excessive driver time, risk for error, loss, and risk to driver's carrying cash. This often caused driver delivery delays. From the client's perspective, the manager or owner was required to be present at the time of delivery in order to accept delivery and make payment. This was difficult for the manager/owner, since demands on their time and resources were limited.

How did eDeposit help?

eDeposit was able to quickly reduce operational costs and help to enhance cash flow by reducing Days Sales Outstanding (DSO) through our patented hold and release payment functionality. Through eDeposit, Pep-Up could pre-invoice their customers and have the customer's payments placed on hold, subject to the delivery. Once the delivery was made, funds were released to Pep-Up. The manager or owner was no longer required to be present at the time of delivery. The driver no longer had to handle cash and checks, and it expedited the driver's schedule, because they did not need to wait for someone to be available to make payment. eDeposit also helped Pep-Up reduce credit card expenses in the supply chain, an ever growing line item for retailers. It was easy for Pep-Up to transition to the eDeposit network with complete certainty that funds would be available for each transaction – avoiding fear of chargeback later.

eDeposit is similar to other eWallets:

- eDeposit Users have eDeposit accounts that can be funded by bank accounts and credit cards
- Transactions settle on the eDeposit network

But better than the others:

- eDeposit verifies funds availability before approving
- eDeposit settlements are immediate
- eDeposit settlements are final, non-reversible
- eDeposit offers escrow-like deposit holding funds in anticipation of a transaction
- eDeposit sells direct, and through resellers

Proven Results

Pep-Up went live with eDeposit in late 2013. Since roll-out, Pep-Up added the eDeposit button on their website (see below) for easy registration for their customers. By the end of 2014 Pep-Up had over 350 residential and commercial customers registered to use eDeposit as their way to pay for their propane services, with the numbers growing. Pep-Up set up their account so that all payments received were automatically swept to their operating account with their financial institution each evening. They could export the payment details for each day, week, or month and upload it directly into their payment system. Their customers could pay their invoice directly from their bank account or their major credit card. Pep-Up was assured that all payments received through eDeposit were guaranteed funds and with automated processing, their employees could then handle bigger and better tasks. The risk of cash being stolen or checks being lost were completely eliminated. Adding eDeposit as a payment method reduced operational costs, which always helps the bottom line.

