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CASE STUDY

# Decorative Materials and NewGen Business Solutions

Digital payments strengthen security and reduce manual errors for established high-end tile supplier



*"PayTrace has been great. We had it before moving to NetSuite, but it's just enhanced now. To not have to worry about credit card security is huge."*



## About Decorative Materials

For over 35 years, Decorative Materials has been a leading supplier of luxury tile, stone, mosaics, and bath products. Based in Colorado with showrooms throughout the state, they are a top 20 ranked, female-owned business.

Clients for Decorative Materials are primarily those in the construction trades—architects, builders, installers, interior designers—all of whom are looking for high quality, distinctive materials that are unlikely to be found anywhere else. To meet the needs of their clients, Decorative Materials sources products globally, often resulting in lengthy purchase timelines. As part of the purchase process, they provide their clients with a completely hands-on experience that includes unparalleled customer support.





*“When I first started, I was 1 of 4 people, all sharing 1 computer. Now everyone has a computer, and our old system just wasn’t cutting it anymore.”*

–BETH PEDRICK  
Logistics Manager

## The Challenge

Like many well-established companies, Decorative Materials was still rooted in their original non-digital technology, payments and processes. They had experienced amazing growth, but with it came the challenge of needing to evolve to meet today’s technology and security standards.

Decorative Materials was using credit card swipers and a completely custom-built order system that was built for them in 2005 but was no longer scaling with their business needs.

They knew they needed a more innovative solution that would continue to grow with them while also providing the secure, digital payment options their customers and employees needed. Far too often, for example, they would receive paper orders from their customers that included credit card numbers scribbled down on them. Something common in the industry at the time, but an issue they knew held risk. That, combined with such lengthy purchase timelines, meant Decorative Materials was responsible for securely storing that credit card data to be entered into a credit card swiper later. It also created a very manual purchase workflow.

Adding to the complexity of upgrading their system, Decorative Materials also wanted to keep their existing payment providers, including PayTrace, who they had been using for years. They knew this would limit the options available, but wanted to maintain their long-standing relationships and trusted services.



*“When we’re looking for partners, we’re looking for someone who provides exceptional hands-on service, like we do for our clients. Our philosophy is that we want to be with our customers from beginning to end, and we expect the same with our partners.”*

—BETH PEDRICK  
Logistics Manager

## The Solution

When looking at what solutions were out there, Decorative Materials found a variety of options for a new order management system, for a digital invoice system, and for secure, digital payment options. But very few of them would do all three, and even fewer would allow Decorative Materials to stay with their payment providers. Looking for some advice, Pedrick contacted one of their largest trusted distributors for recommendations, who pointed them to NewGen Business Solutions, a leading NetSuite partner.

NewGen’s PayGen solution is a complete payments platform, powered by PayTrace and integrated with NetSuite, one of the largest business management systems. The solution allows companies to manage their business, digitally invoice customers, collect payments securely and reconcile accounts receivable—all from within NetSuite.

With NewGen, Decorative Materials found one solution for all their current needs: a new order management system, new digital invoice capabilities, and secure digital payment options using their existing payment providers. And by upgrading to NetSuite, it meant their business could easily scale for their future needs.

Just as importantly, Decorative Materials also found an ideal partner who would provide them with the stellar, white-glove support they wanted.







*"Being able to tokenize credit card data and store it securely with no responsibility on our end is amazing. We still have people who call, but we can easily enter their credit card information directly into our system where it's securely stored from then on, which is a huge relief."*

—BETH PEDRICK  
Logistics Manager

## The Results

### Better security

Decorative Materials has been using their NetSuite integration from NewGen for just over a year. They no longer use their old credit card swipe machines, and their payments process is primarily digital, as they send out online invoices and payment links to their customers. The new digital processes mean they are able to securely store and tokenize their customer payment data, eliminating the paper risk from before and helping them comply with PCI DSS.

### Fewer errors

The new digital processes have also helped reduce manual data entry errors because their customers now pay primarily using the payment links sent to them. *"Data errors happen so much less now than ever before, and we spend less time running around trying to fix mistakes that come from manual errors."*

### Increased time savings

Another advantage to their NewGen solution is their ability to accept ACH payments from their customers. *"Accepting ACH takes the work off our two-person accounting department by giving our clients the chance to enter their own account information via the payment link we send. It's a HUGE time savings and we have so much trust in the solution."*

### Improved customer experience

Overall, upgrading to one centralized solution to handle the purchase experience from sales order to invoice to payment, was beneficial itself, but even better, Decorative Materials was also able to provide a smoother customer experience that also eliminates administrative bottlenecks on their end and helps them realize faster time to cash.

And speaking to the support they received with their transition to NetSuite and the support they received after? *"NewGen's integration was truly white glove. And having someone available who answers in a timely manner with the answers you need? Truly priceless. Sure, NetSuite provides content and resources, but NewGen provides that extra-mile support that we were looking for in a partner."*



## Learn more about NewGen and PayTrace's solution for NetSuite



Accepting payments with our PayGen solution allows you to handle all your basic payment needs through your NetSuite integration, while also providing Accounts Receivable (AR) automation that eliminates manual and time-consuming processes.

Visit [paygennow.com](https://paygennow.com) for more information.

### Decorative Materials Showcase



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The B2B payment experts, PayTrace specializes in payment automation and credit card processing, making accepting secure payments affordable and easy. They provide solutions for accounts receivable, interchange optimization, surcharging, and more, all built on the solid foundation of a B2B payment gateway that's trusted by 40,000 merchant businesses. With 20 years of experience, PayTrace helps you provide your customers with the payment experience that works best for them. You can accept payments online, within ERP systems, through integrated solutions, in person or on the go.