

Case Study

Corpay x AVS





Company Overview

Alpha Variance Solutions (AVS) is a global Microsoft Business application partner, specializing in ERP and CRM implementations. Their customers and partners represent a variety of business verticals, including retail, NGOs, professional services, and manufacturing. A global organization with 80 employees, AVS has a presence in North America, EMEA and APAC, with vendors around the world and complex netting requirements.

AVS and Corpay: A Serendipitous Introduction

The way AVS discovered Corpay was unique. AVS was not actively looking for an integrated payments or foreign exchange provider outside of their traditional banking relationship at the time. However, a mutual client of Corpay and AVS was singing Corpay's praises to Yuanming Chu, President of AVS, which piqued her curiosity.

Before exploring the intricacies of Corpay's integration with Microsoft Business Applications and how it could benefit AVS clients, the AVS team wanted to understand Corpay's main value propositions, currency capabilities, and success rates.

At the same time, AVS evaluated their own corporate currency needs, which involved some complex netting requirements. Having done their due diligence, AVS and Corpay met so each could learn about the other's business. AVS decided to onboard with Corpay to experience the service first-hand before addressing the possibility of a partnership.

The Challenge

With a global client base and tens of millions per month in foreign exchange traded with their partners, vendors and clients, the question of how best to help their clients manage those payments was a reoccurring topic for AVS, including optimizing the process, harnessing cost savings, and mitigating risk.

AVS's own traditional payments partner's service was expensive, and their team wasn't as collaborative as AVS would have liked in helping them manage their varying monthly volumes of transactions.

Further to that, their existing relationship wasn't sufficient to service the needs of some of AVS's clients, including large, enterprise-level organizations and companies exposed to emerging markets, where FX volatility and payment delivery hurdles can be higher.

Why Corpay

As a service company, one of the AVS team's most important considerations was to find a partner who could help them align their own cash flows, and their projections, optimally.

In contrast, many AVS clients have quite different pain points. Retail clients who trade in goods need the ability to manage FX exposure and project budgeted rates. NGO clients prize timeliness and the ability to send payments efficiently to hard-to-reach destinations.

Corpay offered the flexibility to address these disparate needs.

The Partnership Develops

AVS opted to partner with Corpay because of the commitment to customer service, which became apparent during the discovery and onboarding process. Corpay staff were highly communicative, consultative, and collaborative in their approach, actively looking for areas to add value for AVS. The Corpay team readily connected AVS with the technical resources required to make the integration seamless.

Another key draw for AVS in selecting Corpay was the ability to develop a strategic and mutually beneficial relationship, where each party could take advantage of referral benefits.

As a Corpay referral partner, it was also important to AVS to have Corpay's support in compiling business cases to put in front of potential clients, and help them identify customers who may benefit from the mutual partnership.

This support helps AVS's clients and prospects to quickly and easily understand the value Corpay brings to the table – including features and capabilities that AVS doesn't use themselves, but are offered to their customers.

The Solution

Prior to partnering with Corpay, AVS used a multi-service and multi-pronged approach, where each of their customers or vendors used different providers. The disparate collection of platforms and capabilities was able to be replaced by Corpay. With one central point of access, AVS clients gain control over payments, currency risk management and foreign exchange solutions and access to more resources.

AVS makes use of Corpay's Microsoft F&O and 365 online treasury integrations. This is the flagship solution used in the partnership as it's able to manage the volume of AVS' existing customers who already use a Microsoft application for their CRM or ERP.

The core value of these integrations to AVS clients is the reduction in the need to manually duplicating entries across multiple applications, increasing the efficiency of clients' AP processes, potentially helping them save time and money and freeing their teams up for more high-value work.

The Corpay system connects with the end user's bank, delivering or receiving payments through SFTP (secure file transfer protocol) and then, ultimately, reconciling the payments data into the ERP system in question.

AVS itself also makes use of Corpay's intercompany netting tools to centralize settlement between subsidiaries or corporate groups making payments in and out of their ERP system.

AVS also finds particular value in Corpay's developing Treasury Management suite, which includes a Balance Sheet Hedging solution which many of their prospects and clients are interested in implementing.



“We genuinely value the Corpay product and have had an outstanding experience with the team—there’s truly nothing to critique. Beyond a standard customer-vendor relationship, we also partner with Corpay. As the President of AVS, I personally use the platform, which makes it even easier to confidently recommend it to our own clients. When you’re looking for a provider that is not only responsive but truly invested in your success—far beyond simply giving you a login—Corpay is the one to call.”

“The onboarding experience with Corpay was exceptional—smooth, professional, and reassuring from start to finish. The team is incredibly personable, and even after implementation, I know I can reach out to someone I trust and get a clear, timely response. It’s a level of ongoing support that’s rare and deeply appreciated.”

Yuanming Chu
President & Founder,
Alpha Variance Solutions

Corpay[^]

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