

FLOWER ESSENCE SERVICES

CASE STUDY



Richard Katz has been in the business of Flower Essence for forty years providing various products to local distributors all over the world. As a veteran in the business, he has dealt with receiving payments from overseas for quite some time and found the system to be quite inefficient. Because of this, we began looking for alternative means of getting his payment.

CHALLENGES OF USING BANKS

**1/3 OF TRANSACTIONS
HAD PROBLEMS**

LOST FUNDS

LESS \$ RECEIVED

CUMBERSOME PAPERWORK

CONFUSING

Banking with a small independent bank in San Francisco has been tricky for Richard. Because they don't have their own SWIFT code, international payments were often routed through Wells Fargo. Furthermore, he mentioned that a third of his transactions had issues - the most common being lost payments. Since multiple banks were involved (each charging their own fees) Richard wasn't sure of the exact amount he would receive once his money came through as well.

ALIGN ADDRESS THE SHORTCOMINGS OF SWIFT



**EXACT \$
RECEIVED**



**SWIFT
REPLACEMENT**



**REAL-TIME
TRACKING**

"We have had success using Align with our Euro-zone distributors, and we look forward to Align Commerce expanding their services to other countries we serve,"

- Richard Katz

Because uncertainty was always his issue, real-time tracking and knowing the exact amount he was getting proved appealing. Furthermore, he found Align to be a good replacement for SWIFT. Since Align serves his clients in the Euro Zone and Mexico, he also discovered Align's system to be less expensive, saving them in bank fees and exchange rate volatility.



877-279-2629



50 Osgood Place, Suite 220
San Francisco, CA 94133



business@aligncommerce.com



www.aligncommerce.com