



bryZos®

Case Study

How a top 50 B2B marketplace stopped worrying about payments

Byrzos is a cloud-based, industrial goods trade platform (B2B) designed for small and medium-sized industrial businesses

Industry	Features	Business type	Website
Steel	Net terms	Marketplace	bryzos.com

The problem

Shep Hickey, Founder and CEO of Bryzos, a leading B2B marketplace for steel, knew that payments was standing in the way of growth. The offline, largely paper-driven processes was just not going to cut it from them.

“Bryzos is a marketplace facilitator. Our objective is to avail digital solutions to our members versus participating in transactions. One such feature is BryzosPay. From the very beginning it was clear that we would need to have a ‘buy now, pay later’ solution available. That’s a tough nut to crack.

“They are gonna be just like the others,” said Bryzos CEO/Founder Shep Hickey, referring to Balance. “We’ll spend a month with them and then it won’t work out for some reason.” After spending years trying various payment solutions, his frustration was legitimate - none of them provided his buyers with the experience they needed to purchase online.

“We don’t want to ‘touch’ the money. We can’t. Bryzos is not a licensed money transmitter and, therefore, needed the solution to be licensed in all 50 states. The timing of debit and payout are also unique within many B2B purchases, and it is essential to both verify that the buyer is satisfied with the goods post-delivery and to enable modification of transactions. Nobody out there is offering this.”

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“It’s a turnkey solution and it’s f**king awesome.”



Shep Hickey / Founder and CEO of Bryzos

The solution

After reading a PYMNTS article he’d been sent by a friend, Hickey reached out to the Balance team with low expectations. “It was very refreshing to talk to Balance - finally, someone has taken a step back and evaluated how all of this is working.

Within a week of that first call, their payment journey of 2+ years was over. His team quickly leveraged Balance to offer customers the net terms financing (with appropriately higher limits) that they’d grown to expect from the industry. Bryzos also avoided the need to jump through compliance hoops by using Balance’s auto-vendor payouts to ensure they never “touch” the money. The cherry on top for Hickey and Bryzos, was the unexpected positive feedback not only from buyers, but from sellers.

