

# CashStar Business

## Scale and Automate Your B2B Gift Card Program

B2B sales make up more than 20% of the overall gift card market, but managing a B2B program can be time-intensive and risky without the proper technology solution. CashStar Business allows merchants to efficiently and securely manage all aspects of their B2B program, allowing more time to focus on working with buyers and growing sales.

### Comprehensive B2B Capabilities

CashStar Business supports all aspects of your B2B program—from B2B buyer registration and discount management through ordering, approval, payment and delivery.

### The Flexibility and Control You Need

Manage your program the way that's right for your brand and your B2B buyers. With highly flexible settings configurable to your brand and business processes, you retain control over your buyers, brand standards, order workflows and user settings.

### Easy and Efficient for B2B Buyers

CashStar Business makes it easy for your B2B buyers to do business with you. With secure online ordering and payment, fully automated delivery, 24/7 access and both order and card-level tracking, buyers have everything they need to make you a preferred brand.

### Promotions to Fuel Growth

Drive sales, acquire new customers and deepen B2B buyer relationships by offering special programs—including custom and co-branded cards—to one, some or all B2B buyers.



## Why CashStar Business?

- Tailored to your program needs
- Maintain control of your specific brand and buyers
- Buyer specific discounts and programs
- Advanced system security features



### Industry-Leading Security and Reliability

Protect your business from fraud and misuse through advanced system security for both buyers and service professionals.

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# CashStar Business Features & Capabilities

CashStar Business has the most expansive feature set available, and CashStar continues to make significant investments to constantly deliver innovative new features through our agile development process. The solution offers:

## Comprehensive Purchasing Process

- Configurable B2B purchase flow
- Digital and physical cards
- Multi-brand support
- Codes, links, email delivery and physical card options
- Full range of payment methods
- Online order tracking

## Buyer Self Services

- Self-service buyer registration
- Buyer approval process
- Buyer-specific options/controls

## Merchant Oversight and Control

- Manage brands, faceplates and terms
- Set discount and fee schedules
- Control messaging, delivery options
- Buyer and user approval process
- Buyer-specific controls

## Customized Programs

- Create specialized B2B programs
- Co-branded or custom faceplates
- Program-specific discounts and fees
- Client-level access
- Track orders by brand and program

## Order Management

- Create, view, approve/reject orders
- Configure order approval parameters
- Track and activate physical card orders
- Find and manage individual cards
- View and print order invoices

## Security and Scalability

- Advanced system security
- IP whitelisting and MFA
- Configurable roles/permissions
- Secure order and link/code delivery
- Delayed physical card activation
- Runs on proven, scalable platform

## Reporting and Analysis

- Near real-time dashboards for B2B sales
- Filter, drill down and export



To learn more, contact CashStar Sales at: [sales@cashstar.com](mailto:sales@cashstar.com) or 207-549-2200