Unilog and Apruve Add Automated Account Management and Payment Capabilities to B2B E-Commerce Platform

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Unilog, a technology and services company specializing in e-commerce solutions and enriched product catalogs for the B2B marketplace, has integrated automated account management and payment capabilities to its CIMM2 platform through a collaboration with Apruve.

With the integration, businesses are empowered to easily manage authorized buyers, credit applications, open invoices, purchase orders, purchase requisitions and payments—all in one place and online. This ultimately reduces tedious administrative procedures for merchants.

Buyers, meanwhile, take advantage of a one-click, no-pay checkout experience.

One key benefit of the integration is corporate account management. Multiple buyers can be added to a single corporate account and all orders in one month are consolidated for a single payment.

The integration also allows for purchase order automation. It accepts POS from checkout, adds customized payment terms to any order and automates invoicing and payment reminders.

Shoppers can even have their supervisors, client or someone in accounts payable to review and pay for their orders.

Apruve also takes care of all the financing and credit approvals needed for large online B2B purchases. This eliminates the risk and burden associated with credit approvals, collections and cash flow management.

Through a partnership with FNB Bank, Apruve provides B2B businesses with a turnkey receivables financing option to offer buyers payment terms with no risk. Customers can be automatically approved for a credit limit of up to $50,000 and businesses are paid within 24 hours upon the generation of open invoice.

Suchit Bachalli, president of Unilog, commented, "Handling B2B e-commerce payments is a manual and complex process, requiring credit approvals and financing, invoicing, account set up, etc. – with many of these functions still being done offline. This creates a large burden both for the online B2B buyer and seller, resulting in a lengthy and complicated sales process. By integrating Apruve's platform into CIMM2, we're providing our customers with the ability to automate this essential function, so they can focus on growing their business, rather than invoicing and accounts receivables."