



SWANSON RUSSELL

**“We are a dynamic environment dedicated to providing client value and that goes for our accounting process as well. By automating and streamlining our payment operations with FastPay, we have made that process better, faster, and easier. That is a great thing. Ultimately, FastPay was the best fit for our business, because it offered greater flexibility than our existing solution and was developed to meet the specific needs of our industry.”**

MIKE BABEL, SENIOR VP/  
DIRECTOR OF FINANCE,  
SWANSON RUSSELL

## THE STORY

Swanson Russell is a full-service marketing communications and advertising agency that focuses on six key industries: outdoor recreation, green/turf, agribusiness, health care, construction, and regional. For decades, they've built lasting and authentic connections between brands and their audiences that have developed into award winning campaigns.

## THE CHALLENGE

Swanson Russell needed a partner to help accelerate their payments process so they could continue to grow their offerings and scale operations accordingly. Originally, they chose to partner with American Express, however, they suffered from low payment acceptance rates and lack of visibility into transactions across the payment workflow. Facing time-consuming reconciliations and daily obstacles, the finance team required a solution that could handle a high volume of payments specific to the complex media industry.

## THE SOLUTION

Since FastPay is designed to manage the unique requirements of media payments while also handling the range of other payables, Swanson Russell immediately recognized an improvement after making the transition. With ePay, they gained the visibility and control over their media payments resulting in effective cash management, higher payment acceptance rates, an increase in revenue share, and ultimately improved the entire workflow.