

Avangate Client Success Story

PerfectTablePlan

Passing the "Go Beyond Payments" Threshold

About Client

PerfectTablePlan is a software product that helps people planning seating for events. Learn more at www.perfecttableplan.com.

The Context

This software company is based in the UK, where businesses must register for VAT after reaching £81,000 (\$136,000) in sales per year within the EU. PerfectTablePlan had crossed that threshold, but its previous payment provider didn't offer VAT-related services.

www.avangate.com

Objectives

PerfectTablePlan wanted a commerce provider focused on software that could reduce administration overheads, such as bookkeeping and VAT accounting. The company also needed a solution to go beyond just payments and provide additional commerce capabilities, including a configurable shopping cart and software-specific features.

Challenges

It was difficult to deal with all the complexity of invoicing and VAT handling in European countries, because different regulations and rates exist across the EU. Additionally, PerfectTablePlan's previous payment processing provider had unresponsive customer support, resulting in long delays in issue resolution that consumed valuable internal resources.



Solution

PerfectTablePlan surveyed 166 software vendors on its blog to determine which payment processor to use. Avangate ranked first in the survey results, so PerfectTablePlan switched to Avangate from its previous combination of a payments-only provider and third party shopping cart provider.

What the Client Says

“ I really want to focus on providing a great service for my customers without thinking too much about the nitty-gritty of credit card processing and VAT. Avangate helps me do that. I passed the threshold where I had to register for VAT some years ago. It was nice to reach that threshold, but VAT is a pain – especially when you have customers all around the world. I switched my payment processing to Avangate, and they now sort out the VAT and much more for me. This saves us hours of tedious admin every month and gives me the flexibility to tackle a global market, with sales to 140 countries to date. ”



Andy Brice,
Founder of PerfectTablePlan



The Results

Hours of admin saved every month

Flexibility to tackle a global market. **Sales** in 140+ countries



Avangate provides PerfectTablePlan with a complete commerce solution that includes:

Support for multiple languages and country-specific payment methods, such as France’s Carte Bleu or China’s Alipay

Sales features, such as money-off vouchers and flexible pricing

Tools for increasing the conversion rate, such as automatic follow-ups to shopping cart abandonment

Hours of admin saved every month, because Avangate deals with payment processing and VAT handling for end customers, while PerfectTablePlan receives just one invoice per month from Avangate.

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Learn more about how Avangate can help your business at www.avangate.com

www.avangate.com

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