

BADGER CORPORATION DECREASES POST-AUCTION BILLING & RECONCILIATION TIME WITH APN



INTEGRATED PAYMENT SYSTEM WITH AUCTIONS IN MIND

Badger Corporation, based in Lomira, Wisconsin, specializes in industrial equipment and machinery auctions, especially liquidations of supermarket and restaurant equipment. The company joined the Proxibid platform in 2008, and since, has conducted six auctions per month, often with a high volume of equipment in a new location. Typically, Badger Corp. auctions are liquidations of equipment where-is, as-is— meaning the company has limited time at the location to catalog and sell inventory.

From 2013 to present, Badger Corp.'s online sales total has grown rapidly— eclipsing 175% growth in less than four years. With more items being sold online and a high volume of inventory to move in short time period, Badger Corp. looked for a solution to process payments quickly and seamlessly to eliminate costly time in the auction closing process. As a Proxibid partner, Badger Corp. adopted Auction Payment Network (APN), Proxibid's integrated payment solution in 2015. The company has conducted more than 8,800 transactions with APN in that time— 3,500 being conducted in 2017 alone.

Proxibid offers a unique product in the industry— an integrated payment system for Proxibid sellers designed with auctions in mind. Founded in 2010, APN is a sophisticated, user-friendly solution designed to make processing payments easier and more efficient.

"Since we can consolidate online bidding, onsite bidders, and phone bidders into one system with APN, the time needed to close the books after an auction goes from a week to just minutes," said Ted Fleisner, CEO of Badger Corporation. "Instead of spending time processing payments, we can ensure our bidders are happy and have received their items quickly. We can also look ahead to logistics and marketing for our next auctions."

Consumer confidence is key when transacting online. If buyers don't feel their transactions are secure, they won't purchase at auction. APN integrates directly with events on Proxibid, and shortens the reconciliation time required after an auction is completed. In a single system, APN offers remote deposit capture, card payments, hammer drop payment captures, reporting, virtual terminal, magstripe reader compatibilities, and event registration fee processing.

But the best part? APN helps keep your business PCI (payment card industry) compliant. With a single-click solution, buyers credit cards on file with Proxibid will be charged, virtually eliminating the risk of taking credit cards over the phone or in person.

Want To Learn More About APN?

Existing Proxibid Sellers:

» AccountManagers@proxibid.com

New Seller:

» Sales@proxibid.com