



The Business Sense of Using BlueYonder

Fact: BlueYonder is a flat \$65 a month for unlimited processing. No other fees.

Is using BlueYonder right for my business?

To answer this question, let's have a look at your numbers. Let's say the average card processing fees you pay are **2.5%**. For most businesses, when you include ALL the fees processors charge, it is between **2.4%** to **3.2%**. But let's use **2.5%**. It's a modest number.

The simple chart below reflects what you are going to pay this month, this year and over the next 5 years in fees.

Study this chart, find your monthly volume of card processing. Whether you're a big business or a small business, the cost of merchant processing fees add up.

**Chart below reflects your current 2.5% processing costs*

Your Monthly Card Processing Volume	Your monthly cost/loss	Your 1 year cost/loss	Your 5 year cost/loss
30,000	\$750	\$9,000	\$45,000
40,000	\$1,000	\$12,000	\$60,000
50,000	\$1,250	\$15,000	\$75,000
80,000	\$2,000	\$48,000	\$240,000
100,000	\$2,500	\$30,000	\$150,000
150,000	\$3,750	\$45,000	\$225,000
250,000	\$6,250	\$75,000	\$375,000
500,000	\$12,500	\$150,000	\$750,000
750,000	\$18,750	\$225,000	\$1,125,000
1,000,000	\$25,000	\$300,000	\$1,500,000

Think about it...

These costs are happening to **YOU in REAL TIME**. Couldn't you use these funds for something else in your business or personal life? Let BlueYonder be a part of your future success by capturing the processing fees back into your own business.



This case study focuses on a current BlueYonder merchant.

Case Study

Client: High profile Plastic Surgery Center located in Newport Beach, California



Key problems client was looking to solve:

- Client's processor was charging an average of **2.5% a month in processing fees.**
- Client was spending **\$9,000 to \$16,000** every month in processing fees. **Totaling more than \$120,000** in credit card processing fees per year.



Solution:

- BlueYonder gave instructions on proper set-up and implementation of program.
- Given **examples of how other businesses run BlueYonder.**
- Client reviewed **there are no contracts**, and **all processing provided at no cost.**
- BlueYonder suggested **3-month test pilot.**



Action:

- Client opted to **test BlueYonder** starting in January 2018.
- BlueYonder set up **Virtual Terminal at no cost** and no contract. Provided collateral and **staff training.**
- Client was advised to **not cancel their current processor during test pilot.**



Results:

- After 1 month of running BlueYonder, client **canceled their expensive processor. Client continues to run program today.** Client has never experienced any issues from a single customer since beginning program.
- Client **pays \$65 a month for unlimited credit card processing** with no other fees.
- In client's first 12 months, their business ran **\$4,797,482** in credit card processing. **Saving a total of \$129,532 in fees.**

(Client Case Study) The chart below reflects the first year of savings for the client.

2018	JAN	FEB	MAR	APR	MAY	JUN
Monthly Volume	\$342,562.00	\$367,491.83	\$628,682.96	\$419,854.06	\$156,994.08	\$342,547.18
Monthly Savings with BlueYonder	\$9,249.17	\$9,922.28	\$16,974.44	\$11,336.06	\$4,238.84	\$9,248.77

	JUL	AUG	SEP	OCT	NOV	DEC
Monthly Volume	\$468,369.07	\$426,107.49	\$467,000.00	\$332,055.75	\$404,166.64	\$441,651.49
Monthly Savings with BlueYonder	\$12,645.96	\$11,504.90	\$12,609.00	\$8,965.51	\$10,912.50	\$11,924.59

TOTAL VOLUME	TOTAL SAVINGS
\$ 4,797,482.55	\$129,532.03

No matter what type of business you own. **If you take cards as a form of payment, BlueYonder's processing program will work for you.** Nothing changes in your business except the high volume of savings you will enjoy. Many of our clients enjoy the high volume of savings we have shared in this case study.

If saving \$50,000 to upwards of \$200,000 a year is relevant to you and your business, give us a call.

You have nothing to lose and can test-pilot our program with no commitment.



How do I get my staff behind this so I can start to save?

Good point. Integrating a new protocol can often take time with your staff. Which is why we provide you an incentive program to share with your team.

Here's how it works.

For the first 3 months of running **BlueYonder**, incentivize your staff. Bonus them on a percent of your monthly savings. How much is of course up to you. Most businesses will share **10% to 25% of the first 3 months of savings.**

This incentive is simple to put in place. Every month, **BlueYonder** sends you a monthly savings report that looks like this...



	1	2	3
2019	FEB	MAR	APR
MONTHLY PROCESSING VOLUME	\$76,342.07	\$81,546.76	\$72,984.22
MONTHLY SAVINGS WITH BLUEYONDER	\$1,908.55	\$2,038.66	\$1,824.60
25% STAFF INCENTIVE BONUS	\$477.14	\$509.66	\$456.15

Customizable %

The staff bonus field is fillable. Put in any percent you prefer. It's great for you. Your staff gets behind saving your business tens of thousands of dollars.

And it's fun for your staff to receive an bonus.

****Clients that use this simple system, receive 100% adoption rate from their staff.***



Web Based Virtual Terminal

**The Virtual Terminal is web based, and can be accessed
*from any computer, tablet or smart phone.***

- ✓ No hardware required
- ✓ PCI Compliant
- ✓ Equipped with ACH, electronic check processing. (No Fees for ACH processing.)
- ✓ It will securely store customers card and banking data for repeat or recurring payments.
- ✓ Print or email receipts.
- ✓ Supports multi-locations with unique roles and permissions.
- ✓ When you sign up, we take you or your staff through a live tutorial and walk you through the easy to use features.
- ✓ Available for Visa, Mastercard, Discover and American Express.



Call today and test pilot BlueYonder risk free.

Sign up is easy and takes just a few minutes.

Call 800-270-9285

Or, you can email us at startsaving@blueyondercorp.com