



# Case Study

## Alcohol retailer registration and payment streamlined by Intelligent Automation solution from Avenir

### ● THE CLIENT

Fintech (Financial Information Technologies), based in Tampa, Florida, USA, is a company providing a payment and data solution for the alcohol industry. Since its start in 1991, Fintech has been providing the alcohol industry with a data and electronic payment service that offers financial security and preserves the integrity of businesses within the structure of the liquor laws governed by each US State.



**"Avenir Digital's Intelligent Automation solution has revolutionised our ability to streamline retailer/distributor interaction."**

**MR. AMIT AGHARA**  
CTO & GM,  
Financial Payments,  
Fintech

### ● THE PROBLEM

Fintech needed an automated platform to register and make payments between retailers and distributors. In the old manual system, retailers completed an enrollment form and paid by bank cheque. The manual system took 10mins for each form, which rapidly became unsustainable as the business scaled.





**For More Information**

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## ● THE SOLUTION

Avenir automated the old manual system. The new system utilizes Avenir's Intelligent Data Capture (IDC) engine and its enhanced Optical Character Recognition (OCR) and Machine Learning (ML) technology. It reads and modifies the enrollment forms and cheques, then stores the extracted data back into the client's Salesforce CRM with 100% accuracy.



## ● THE BENEFITS

The payments system now scales satisfactorily and can handle a vastly increased number of transactions processing enrollment forms.

All the previous system's manual steps are now automated completely, so that the time taken to process each form has been reduced from 10 minutes to less than 1 minute. A speed-up of over 10x.

In addition, the user interface validates the enrollment form data at the time of processing, preventing data corruption and inaccurate payments.



# FINTECH

Alcohol Management Simplified