PayTrace

CASE STUDY

confianz | odoo

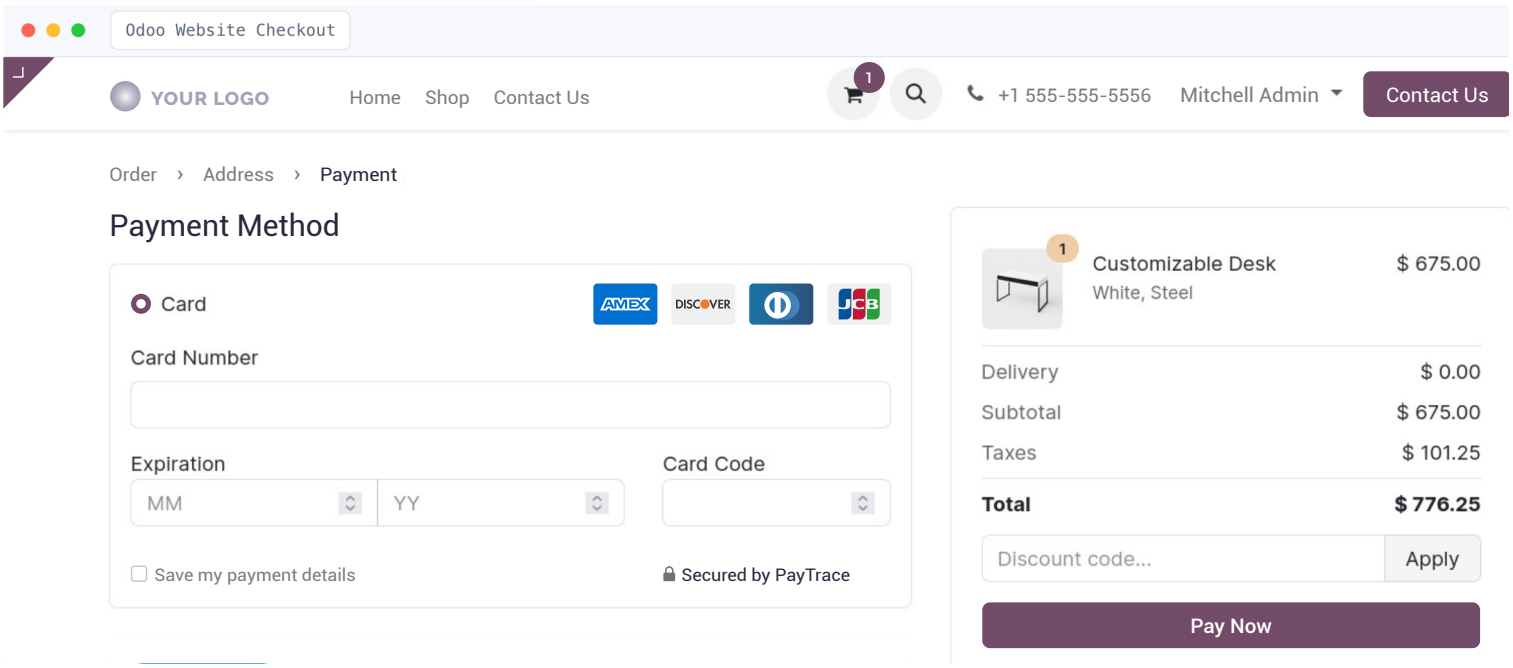
How to Simplify Payment Processing with Odoo ERP and Confianz

About Confianz and Odoo

Confianz is an experienced technology and software consulting company specializing in Odoo ERP implementations, custom software development, web and mobile application development, and systems integrations across platforms such as Odoo, Salesforce, Shopify, and more. Over the last 18 years, Confianz has established a presence in the USA and India, providing quality software solutions to clients in nearly 50 countries around the world.

While Confianz's mission is to deliver technology solutions that create real business impact, what sets the company apart is its focus on building trust through consistent quality, reliability, and long-term support. That commitment is especially evident in its work with Odoo, where Confianz helps organizations implement scalable, customized ERP solutions designed to simplify operations and support long-term growth.

Odoo is an all-in-one business management platform that brings together applications for CRM, eCommerce, accounting, inventory, point of sale, project management, manufacturing, and more. Its unique value lies in combining a user-friendly experience with tightly integrated, modular applications, allowing businesses to manage multiple areas of their operations within a single system and expand functionality as their needs grow. This flexible, integrated approach has helped Odoo become a widely adopted alternative to traditional enterprise platforms such as NetSuite, Acumatica, and Salesforce.



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–NILES KIRKALDIE
Client Partner, Confianz



The Challenge

High Development Costs and Poor Partner Support

In working with its clients, Confianz noted that many B2B companies running complex ERPs often encounter steep hurdles when adding secure payment processing. Custom payment integration builds can easily run from $7,000 to well over $12,000, pricing out many budget-conscious businesses.

On the developer side, building payment integrations often means dealing with unresponsive payment gateways, frequent point-of-contact turnover, and APIs or integration tools that are difficult to implement and maintain.

“We’ve previously had other partners where turnover and lack of responsiveness have created uncertainty and difficulty when referring clients,” stated Niles Kirkaldie, Client Partner for Confianz.

To deliver reliable and scalable B2B payment processing in Odoo for its clients, Confianz needed a dedicated payment partner that could offer an intuitive, modern API, while also providing reliable communication and genuine collaboration.

"A key advantage of partnering with PayTrace has been the consistency and responsiveness of our points of contact... for the few areas where we needed clarification, the team responded quickly and provided helpful guidance."

–ANAGH JOSE
Associate Principal Consultant, Confianz

The Solution

True Two-Way Collaboration Prioritizing Odoo Users

As an Odoo Official Partner, Confianz is an expert in Odoo customization and ERP implementation. When seeking a strategic provider to expand its capabilities in the Odoo ecosystem to include payment processing, Confianz knew it needed to find a partner that was equally known as experts in their respective space.

After connecting with PayTrace, the B2B payment experts, Confianz quickly recognized that both companies shared a focus on providing simple, powerful solutions for B2B companies. But more importantly, both companies prioritize building relationships and providing exceptional support and communication.

Confianz and PayTrace teamed up to build a dedicated Odoo payment integration that would be available as a download through the Odoo marketplace. As Confianz noted, the marketplace model is beneficial for clients as it allows them to avoid the significant costs of bespoke development, while still enjoying the latest customizations that benefit B2B companies.

The combined teams utilized a strategic approach to build out the roadmap, decide feature priorities and defer non-essential functionality to later releases. Carlton Ortega, lead solutions engineer for PayTrace, explained that the guiding philosophy for the first release was to address the high-need, high-touch point features used by 90% of merchants in the Odoo ERP space.

Working as a cohesive unit, the teams took the Odoo integration from concept to market-ready demo in just under eight weeks, a quick turnaround that delighted both teams.

"A key advantage of partnering with PayTrace has been the consistency and responsiveness of our points of contact," added Anagh Jose, Associate Principal Consultant for Confianz. ***"The API documentation was quite comprehensive, but for the few areas where we needed clarification, the team responded quickly and provided helpful guidance."***

"Working with PayTrace provided a straightforward integration experience... for development teams to integrate the payment services and resolve any questions that may come up during implementation."



–ANOOP MENON
President & CEO, Confianz

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The Results

Instant Marketplace Value for B2B Companies Using Odoo

The finished integration was published directly to the Odoo Marketplace, giving B2B companies and implementers a secure and flexible solution for payment processing within Odoo, that also provides:

Fast Go-to-Market
Companies using Odoo can download the app to begin accepting payments quickly and easily

Significant Cost Savings:
The Odoo implementation saves Confianz clients thousands of dollars when compared to custom software builds

Reliable Partner and Client Support
Direct access to dedicated PayTrace contacts ensures smooth onboarding and quick troubleshooting

"Working with PayTrace provided a straightforward integration experience, with clear documentation and responsive support. This makes it easier for development teams to integrate the payment services and resolve any questions that may come up during implementation," affirmed Anoop Menon, President and CEO of Confianz.

The Confianz and PayTrace collaboration demonstrates how a true technology partnership makes payment processing simpler for developers and far more affordable for B2B companies.



The B2B payment experts, PayTrace specializes in payment automation and credit card processing, making accepting secure payments affordable and easy. They provide solutions for accounts receivable, interchange optimization, surcharging, and more, all built on the solid foundation of a B2B payment gateway that's trusted by 40,000 merchant businesses. With 20 years of experience, PayTrace helps you provide your customers with the payment experience that works best for them. You can accept payments online, within ERP systems, through integrated solutions, in person or on the go.

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