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## TRUE IT ELIMINATED 60 DAY A/R BY AUTOMATING THEIR BILLING PROCESS

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### ABOUT TRUE IT

True IT is an MSP who services small-to-medium sized business throughout the Midwest. They offer services to help companies manage their day-to-day responsibilities and streamline their internal processes.

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### WHY THEY NEEDED CONNECTBOOSTER

Back in 2010, the owners of True IT had significant A/R issues. Every month they struggled to collect on the recurring billing agreements they had arranged with their clients.

Every month the owners would have to sit down and call up clients and ask for payments, which were usually months behind. It created a lot of problems for them internally, as they had to spend several days calling and manually collecting invoices, and it put a strain on their finances.

They wanted to find a solution in the payment market to streamline a lot of the manual billing, but one didn't exist.

They needed someone with knowledge of the payment processing industry to bridge the gap between their in-house solution and make a secure payment portal to manage all their incoming payments.

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### HOW CONNECTBOOSTER IMPACTED THEIR BUSINESS

True IT worked with ConnectBooster to help develop the product and become one of its first users.

Now True IT never worries about spending extra time and resources on collecting money from their clients.

They no longer struggle with their cash flow every month and don't have to spend time calling and emailing customers. They love knowing every month they are being paid automatically, without having to lift a finger to collect the money owed to them.

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## WHY THEY WOULD RECOMMEND CONNECTBOOSTER



“If you're going invest a lot of money to collect money, that kinda defeats the purpose. ConnectBooster is very economical, easy to implement, and you didn't have to worry about your money coming in the door.”



Zac Paulson, Chief Executive Officer



Visit our pricing page to learn more about automating your billing, accounting, payments processing, and streamlining your cash flow.

[connectbooster.com/pricing-quote](https://connectbooster.com/pricing-quote)

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