



With Paya as payments partner, self-storage software company sees ample room to grow

## OVERVIEW

6Storage, an Iceland-based provider of software to self-storage operators in 40 countries, sought to expand its customer base in the United States. A critical element to this strategy was finding an integrated payments partner that could offer fair and transparent pricing to 6Storage's merchants. In just the first six months, 6Storage saw its partnership with Paya exceed expectations for referral onboarding and deliver exceptional experiences to self-storage customers. With Paya, 6Storage is well on its way to achieving its objective, with ample room for more growth ahead.

CASE STUDY

## THE CHALLENGE

Most of 6Storage's customers are self-storage owner/operators—typically small merchants for which pricing and ease of doing business are critically important factors. Integrated payments for self-storage software providers and the businesses they serve is an increasingly crowded industry, dominated by large companies that do not provide flexibility, customization or control over both payments programs and the merchant services experience. To penetrate the U.S. market, 6Storage needed to offer an integrated payments solution that could address merchants' individual needs at a reasonable price, get them up and running quickly and offer the same exceptional customer service for which 6Storage has become renown.

## THE SOLUTION

Paya delivered an integrated payments solution to 6Storage that enables its self-storage merchants to easily bill for services, accept credit card and ACH payments, email receipts, set up automatic invoicing, and more—through a secure, single interface—all offered at value pricing.

## THE RESULTS

Transparent pricing and a consultative merchant sales approach, the flexibility to create unique programs for each partner's needs, as well as strong customer service, were among the reasons 6Storage selected Paya. From the beginning of the partnership, Paya exceeded 6Storage's expectations. Three days after completing integration, 6Storage and Paya were able to onboard their first mutual customer. In just six months, Paya had successfully onboarded more than 80% of merchant referrals received from 6Storage—surpassing other payment vendors' performance by double-digits.



Paya has played an invaluable role in helping fuel our U.S. expansion. Their consultative approach to merchant account sales paired with their transparent pricing philosophy sets them apart from other payments companies we considered.

– Shaik Mastan Vali  
Co-Founder & Product Owner, 6Storage

80%+

Percentage of 6Storage merchant referrals successfully onboarded by Paya in first six months, exceeding expectations

72

Hours to onboard first merchant after 6Storage completed Paya integration

90%

Software sales close rate with Paya as its preferred partner for integrated payments



Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over \$40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Miamisburg, OH, Mt. Vernon, OH, Dallas, TX and Tempe, AZ.