

Industry | e-commerce

Better Risk Management

Casetify

**A payment solution to match
its expanding business and
risk management needs**



GLOBAL
COMMERCIAL PAYMENTS



THE CLIENT AT A GLANCE

Casetify is one of the largest tech accessory brands in the world, specialising in tailor-made mobile phone, tablet and laptop cases. The Hong Kong-based e-commerce company was founded in 2011, and now has more than 2 million users. It is truly an international business, with artists, suppliers and customers around the world.

Casetify



THE CHALLENGES



Personal Credit Risk

The founders and executives of the company began their business by using their personal credit cards to pay expenses. But then their business grew rapidly, leading to ever-larger monthly credit card bills. Major business expenses such as advertising on social media platforms and couriering product deliveries were adding up, and they were no longer comfortable being personally liable for it all.



Constructive Credit Limits

Casetify needed more short-term credit to fund their rapid growth. Growth could only occur if they increased their marketing spend, and higher sales resulted in greater shipping costs — all of which created demand for a fast, efficient payment solution.



Managing Travel Expenses

The company has offices in Hong Kong and the US and executives need to travel frequently for meetings and to collaborate with artists. This created growing travel expenses that needed better management and control.

SOLUTIONS

About one year ago Casetify adopted the American Express Corporate Card as their primary payment solution

for everything from online marketing to courier services and travel expenses



Corporate Liability

The payment solution comes with full corporate liability, which reduces the risk to the personal credit history of the individual executives who were previously using personal cards.



Flexible Credit Limits

The corporate card solution comes with a much higher credit limit than a personal card, and American Express has raised that limit as Casetify's credit needs have grown.



Easy Enrolment

The American Express team was fast and efficient in approving the card registration and provided a settlement process that was convenient for Casetify. Ongoing, professional customer service gives the company confidence to expand.



THE RESULTS



Corporate Liability

Casetify's founders have been relieved of undue personal liability, with the corporation now carrying this liability. This removes stress from their lives, allowing them to focus on their core business.



Higher Credit Limits

The credit limit of the American Express Corporate Card is significantly higher than the limits they had with personal cards, and it has been raised several times as the business has grown. This has improved their cash flow and made the company more flexible so they can better react to new opportunities.



Travel Savings

Casetify has realised significant savings in its business travel by converting rewards into mileage points, which it uses to pay for business travel. Wesley accumulated more than 500,000 points in the first six months of using the card, and he has redeemed these points for international flights for himself and his team.

“I used my personal credit card to settle the company bills for a long time, but as the business grew so did our bills, putting my personal credit record at risk. **We needed a commercial payment method, and we chose the American Express Corporate Card.**”

Wesley Ng,
Co-Founder and CEO of Casetify



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