

## Case Study

# Seated



### The Customer

Seated is a ticketing company based in New York City, NY that gives artists more control of their ticketing experience and direct communication with their fanbase. Before tickets go on sale, artists are able to sell tickets on Seated directly to their fans before they go on sale at venues or through promoters. Fans can use Seated for notifications for upcoming live and virtual shows, presale ticket signups, fan emails, and sold out waitlists for their favorite artists.

### The Challenge

Before finding Routable, Seated was using Bill.com for two years and looking for an alternative. Using Bill.com was becoming increasingly cumbersome, because the Bill.com workflow forced the accounting and operations team at Seated to create a PDF to create a payment. They had to create a Word Doc, convert it to a PDF, and then upload it into Bill.com each time, which was tedious and time-consuming. After speaking to other companies for a better payment solution, fellow ticketing company LaneOne referred them to Routable.

### The Solution

Unlike Bill.com, Routable does not require a PDF to create a payment. The Seated team loved the developer-friendly API. Now, Seated has completely switched from Bill.com to Routable's API, and making payments is completely automated. The Seated team can simply choose a payment method and then send a payment via Routable.

*"We're big Routable fans. We switched over from Bill.com back in 2018 and never looked back." - David McKay, CEO and Co-Founder of Seated*



### Your money is on its way!

Your payment of \$210.45 for the [Awesome Partner] team will be sent today! Follow the link below to make sure your payment details are up-to-date.

[Manage payment details](#)

For your reference:  
<http://tours.seated.com>

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Seated powered by Routable's API




## Your funds are ready

You can now withdraw your payment for this event. Just follow the link below to confirm your payment details or to add a new payment method.

Withdraw funds

 [Event name]

 Wednesday, April 5, 2020

 Seated Theatre  
Nashville, TN  
Line 2

 This event is all ages



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*Seated powered by Routable's API*

## The Benefits

Vendor onboarding has never been easier, and the team has saved countless hours spent manually uploading PDFs to Bill.com. With Routable, everything is automated with the API. All vendors are set up within Routable, which allows the seated team to control all email communications.

*"Routable's API has saved our team countless hours by automating thousands of outgoing payments every year. Our partners couldn't be happier with the quality of service we're now able to provide - and it's only possible because of Routable." - David McKay, CEO and Co-Founder of Seated*

## Reach out!

Interested in how Routable can help your team reduce the time spent on business payments and automate your finance workflows? Contact [sales@routable.com](mailto:sales@routable.com)