



Service

BELLIN offers comprehensive and fully integrated treasury solutions that are currently used every day by over 6000 companies of all sizes in more than 120 countries, including Messe Frankfurt, Palfinger, Herrenknecht and, since April, Anton Schlecker. BELLIN maintains offices on two continents, enabling the financial service provider to guarantee his clients and their subsidiaries availability in all time zones.

Philosophy

CEO and company founder Martin Bellin sums up the philosophy of the financial service provider: "We always focus on our goal to develop practical and viable solutions that support complex treasury issues in a way that enable every member of the group to operate and use them in a beneficial way for all clients involved."

Business

BELLIN offers a payment software for medium-sized businesses that replaces multiple electronic banking portals. "Our software is not only multi-bank, but also multi-country enabled", explains Martin Bellin.

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Foto: Michael Bode



Martin Bellin founded BELLIN as a two-man company. Today, he has 50 employees.

Freedom of Payment

Invoices need to be paid, but why does the associated process need to be complicated? BELLIN offers a practical solution.

Martin Bellin shakes his head in mild astonishment. "Most entrepreneurs accept the expensive and bank-dependent payment solutions just like the weather." Bellin finds this incomprehensible. After all, there is a solution precisely for medium-sized businesses to free them from such dependency.

The BELLIN corporation in Ettenheim offers completely bank-independent payment solutions. "Our Web portal is multi-bank enabled", states Bellin, Founder and CEO of the financial service provider. "With our system, the use of various online portals for banking transactions becomes a thing of the past." Bellin believes that entrepreneurs should become more independent from banks, especially in times of financial crisis. Moreover, BELLIN's solution offers another advantage: "Our Web portal is not only multi-bank, but also multi-country enabled."

To achieve this independence, BELLIN clients only need software – no hardware. Martin Bellin: "We give our clients an internet address and a password." This system is based on common standard applications that are familiar to regular users of the Internet. The software is installed for the client and maintained by BELLIN.

"This allows medium-sized enterprises to focus on their core business." The entrepreneur can count on the assistance of a consultant at any time if problems with the use of the system arise.

The CEO understands that some businesses may at first be skeptical concerning the BELLIN payment solutions. Bellin knows that "trust has first priority and increasing importance in the financial sector. However, especially regionally active medium-sized businesses should ask themselves

whether their trusted bank can really offer them what they need." Martin Bellin is convinced: "It can not. In contrast, our software is completely secure and offers entrepreneurs the extra functionality they need." Here also, Bellin talks about core business: "Payment transaction software is not the bank's core business. It is ours."

Currently, the financial service provider has just begun to establish itself in the area of payment solutions. Most BELLIN clients use its treasury solutions, usually large groups with operations all over the world. Recently, BELLIN has received two Adam Smith Awards 2010, the treasury Oscar, for its software. The verdict: "Highly Commended".